

Summer Assignment Brief: UAL Ext Diploma in Art & Design L3

COLOUR – Part 1

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Context

Pick a colour, any colour!

Then with only that colour (plus black, white and all shades, hues and tones in between) you must develop a greater awareness and understanding of your creative abilities through an exploration of the characteristics and contexts of art and design activities.

This awareness will build on the knowledge you have gained into elements of visual language in year one.

The following tasks are designed to start you researching, analysing, thinking and producing work that will be developed on when you start the next part of your studies in September. There are three sections and you must complete all of them. They are Research, Practical and Progression.





TASKS

Research

- Buy a new sketchbook, or start a new Blog (if that is the way you like to work)
- Research the theme of Colour using the resource list below as a starting point (visual and written)
- Develop a mind map around the theme of Colour
- Choose 1 colour that you would like to work with (you might want to consider doing research – practical and academic – into a few colours before you decide)
 - NOTE – THIS WILL BE THE COLOUR THAT YOU CONTINUE TO WORK WITH UNTIL OCTOBER
- Find at least 3 pieces of work that connect with your chosen colour and analyse their style, message and content
- Carry out social, cultural, scientific and historical research into your chosen colour

Practical

- Develop a range of initial responses by producing ten images (size is up to you)
- Consider the images and test out ideas in your sketchbook.
- You must produce images incorporating at least 5 of the following media;
 1. Pen.
 2. Collage.
 3. Photographic image.
 4. Sewing or embroidery.
 5. Digital Art.
 6. Mark making
 7. Relief printing using collected objects eg old toothbrush, cotton buds, leaves, bubble wrap etc
 8. Paint
 9. Text.
 10. Mixed media, so any combination.
- Set up an Instagram account where you record your work in progress (as well as in your sketchbook). Research other professional artists who share their work on Instagram and consider which hashtags (#) will get your posts the widest exposure. This account will be used throughout the year to share and showcase your work. Think carefully about your username as it needs to be professional and memorable.

Progression

- Reflect on the first year and the choices you have made that have got you this far. Write 250 words on your specialist pathway and why this is the right area for you to go into year 2. You should consider discussing
 - Your skills and confidence you are developing in your specialist pathway.
 - What opportunities are available to you in Higher Education (this will require some research) and what you intend to study at University or where you would like to work after year 2
 - Why you think this pathway will be suitable to help you progress.
- Complete the UCAS Personal Statement worksheet and type up your response to the questions. Click on the link below to access the editable PDF

<https://www.ucas.com/sites/default/files/ucas-personal-statement-worksheet.pdf>

Research resources (these are starting points – take your research as far as you can)

<https://www.tate.org.uk/art/teaching-resource/colour-and-shape>

<https://www.bbc.co.uk/bitesize/topics/zw982hv/articles/z7rtng8>

<http://headforart.com/2016/12/16/how-artists-use-colour/>

https://www.artyfactory.com/art_appreciation/visual-elements/color.html

<https://www.verywellmind.com/color-psychology-2795824>