

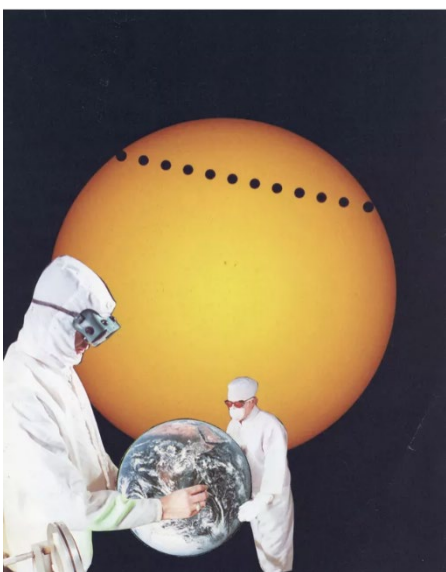


"The earth has music for those who listen" - Reginald Holmes

What is this project about?

DEER SHED is a 3-day family orientated, music and arts festival held at Topcliffe in North Yorkshire. The festival was established in 2010, offering progressive and contemporary programming within a safe and secure environment, suitable for children to explore. With an expected audience of 10,000, the festival is now widely regarded as *"the ultimate family festival"*. Next summer the festival theme will be **POCKET PLANET**. The work you produce for this project could be exhibited at the event, or even used in some way by the festival.

"Pocket Planet is a vehicle for Deer Shed to curate the 2022 festival with a more global view than in previous years. Celebrating different things from different places, Icelandic ice cream, or the treasures to be found in a Japanese electronics market – anything goes!"



Brief

You will explore through workshops and independent enquiry, various approaches to representing the theme of POCKET PLANET.

The role of an audience or target market within Art and Design is paramount and an artist or designer's knowledge of their audience, target market or customer is crucial. The aim of this project is to develop your knowledge of, and responsiveness to a client within a variety of different specialist areas. You will be asked to research within and outside of your specialist area through a number of set tasks that will challenge you to respond in a variety of ways.

To conclude the project, you will select one approach, to extend further in order to create a final outcome(s) for exhibition and for the

You should:

- Generate ideas and find primary research
- Produce source materials for use in workshops
- Research, analyse and transcribe the work of other artists
- Develop appropriate creative outcomes
- Realise and present a finished final outcome for exhibition
- Evaluate and reflect on your working methods
- Present a reference list of research sources



Learning Outcomes

1. Be able to apply visual language and cultural and contextual understanding to a specialist art and design practice.
2. Be able to identify, evaluate and respond to the needs of an audience within a chosen, specialist art and design practice.
3. Be able to use research and analysis to develop creative solutions within a chosen, specialist art and design practice.
4. Be able to solve practical, theoretical and technical problems in an art and design project.
5. Be able to use ongoing reflection and critical evaluation to inform the development of art and design concepts, ideas and personal creative development.
6. Be able to use practical methods and skills in the realisation of a self-initiated art and design project within a chosen, specialist, art and design practice



Issue Date	20th October 2021
Project Duration	6 Weeks
Hand in Date	Friday December 3rd before 3pm

Assessment grid

	Fail	Pass	Merit	Distinction
Learning outcome 1 Be able to apply visual language, and cultural and contextual understanding to a specialist art and design practice	Ineffective use of visual language with specialist art and design practice.	Uses visual language appropriately and effectively within specialist art and design practice.	Uses visual language coherently and skilfully within specialist art and design practice.	Uses visual language purposefully and inventively within specialist art and design practice.
	Limited application of cultural and contextual understanding which inhibits the development of specialist art and design practice.	Demonstrates sufficient application of cultural and contextual understanding to support the development of specialist art and design practice.	Demonstrates reasoned and informed application of cultural and contextual understanding to support the development of specialist art and design practice.	Demonstrates comprehensive and convincing application of cultural and contextual understanding to support the development of specialist art and design practice.
Learning outcome 2 Be able to identify, evaluate and respond to the needs of an audience within a chosen, specialist art and design practice	Limited identification of audience characteristics and evaluation of audience for a specialist art and design practice.	Identifies and responds convincingly to the specific characteristics of an audience in relation to a specialist art and design practice.	Identifies and responds appropriately to the characteristics of an audience in relation to a specialist art and design practice.	Identifies, analyses and responds insightfully and sensitively to the characteristics of an audience in relation to a specialist art and design practice.
	Insufficient ideas and creative responses developed to meet the needs of an identified audience.	Demonstrates the ability to evaluate specific audience needs.	Demonstrates thorough evaluation of audience needs.	Demonstrates comprehensive and critical evaluation of audience needs.
	Insufficient research used in the development of creative solutions.	Develops sufficient and suitable ideas and creative responses to meet the needs of an identified audience.	Develops relevant and informed ideas and creative responses that meet the needs of an identified audience.	Develops sophisticated and innovative ideas and creative responses that meet the needs of an identified audience.
Learning outcome 3 Be able to use research and analysis to develop creative solutions within a chosen, specialist art and design practice	Limited research and ineffective analysis used in the development of creative solutions.	Relevant research and effective analysis used in the development of valid creative solutions.	Detailed and thorough research and effective analysis used in the development of imaginative creative solutions.	Extensive research and analysis, insightful interpretation and synthesis of information used in the development of innovative creative solutions.
	Insufficient research used to develop ideas and outcomes within specialist art and design practice.	Sufficient research used to develop creative ideas and outcomes within specialist art and design practice.	Sustained research used to develop imaginative ideas and outcomes within specialist art and design practice.	Comprehensive research used to develop innovative ideas and outcomes within specialist art and design practice.
Learning outcome 4 Be able to solve practical, theoretical and technical problems in an art and design project	Poor identification of potential problems.	Identifies and assesses potential practical, theoretical and technical problems.	Identifies and evaluates potential practical, theoretical and technical problems.	Identifies and analyses potential practical, theoretical and technical problems.
	Insufficient exploration of solutions to counter practical, technical and theoretical problems.	Explores solutions to known and unforeseen problems encountered.	Explores alternative solutions to known and unforeseen problems encountered.	Explores a wide range of alternative solutions to known and unforeseen problems encountered.
	Problems are unresolved.	Demonstrates the ability to resolve known and unforeseen practical, technical and theoretical problems.	Demonstrates the ability to skilfully resolve known and unforeseen practical, technical and theoretical problems.	Demonstrates initiative and autonomy, effectively solving known and unforeseen practical, technical and theoretical problems.
Learning outcome 5 Be able to use ongoing reflection and critical evaluation to inform the development of art and design concepts and ideas and personal creative development	Ineffective use of ongoing reflection and critical evaluation to inform the development of art and design concepts and ideas and personal creative development.	Sufficient ongoing reflection and critical evaluation, successfully communicates the development of concepts and ideas.	Consistent ongoing reflection and critical evaluation coherently communicates the development of concepts and ideas.	Sustained and detailed ongoing reflection and critical evaluation, clearly and effectively communicates the development of concepts and ideas.
	Limited personal creative development.	Sufficient reflection and evaluation informs valid decision making and the development of personal creative practice.	Thorough reflection and evaluation informs reasoned decision making and the development of personal creative practice.	Perceptive and insightful reflection and evaluation informs mature decision making and the development of personal creative practice.
Learning outcome 6 Be able to use practical methods and skills in the realisation of a self-initiated art and design project within a chosen, specialist art and design practice	Limited used of practical methods and skills and poor realisation of creative intentions.	Uses an appropriate range of practical skills and methods, to effectively realise creative intentions.	Uses a relevant and effective range of practical skills and methods, skilful realisation of realistic creative intentions.	Uses a considered and accomplished range of practical skills and methods, adept realisation of ambitious creative intentions.
	Insufficient evidence of skills to support specialist practice.	Sufficient use of skills to support specialist practice.	Effective use of skills to support specialist practice.	Pficient use of skills to support specialist practice.