

ENCOUNTER



"We may encounter many defeats but we must not be defeated"- Maya Angelou

ENCOUNTER – MOCK FINAL MAJOR PROJECT

- For this project we will be using a **UAL Unit 1: Diagnostic Investigation in Art and Design** (final major project) paper from 2019, which follows after this cover sheet
- Read through the brief so you get a feel for what the real one will look like when we start working on final major project in February – it includes lots of valuable information
- However, this is a shorter project than the proper final major project and **we will not be sticking to the structures and timings outlined in the paper** – we will guide you through the stages of the project as usual
- **You will submit a PowerPoint version of your work, to deadline, for assessment.**



Issue Date	Wednesday December 8 th 2021
Project Duration	7 Weeks
Hand in Date	Friday, February 4 th 2022 before 3pm

External Assessment Brief

Unit 1: Diagnostic Investigation in Art and Design

UAL Level 3 Applied General Diploma in
Art & Design (603/1457/6)

UAL Level 3 Applied General Extended
Diploma in Art & Design (603/1459/X)

This brief must not be opened or distributed to students
before

15 February 2019.

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Guidance for students

Before beginning your work, you should ensure that you read the assessment brief carefully and make sure you understand:

- > What you need to do to complete the assessment
- > How much time you have for each of the assessment tasks
- > What you need to submit for the assessment

You should also familiarise yourself with the assessment grid and the grading criteria, which clearly state what you need to do to achieve a Pass, Merit or Distinction grade.

What you need to do to complete the assessment

You must complete **all tasks** within each part of the assessment within the specified time.

The assessment is comprised of:

A Preparatory period (10 hours recommended)

- > Following receipt of the brief, you must complete **Task 1**.
- > You must stop work on your preparatory work as soon as the first period of supervised condition starts.

Supervised condition (173 hours)

- > Following the preparatory period, you will be asked to complete **Tasks 2, 3 and 4**.
- > You must complete **Task 2** in the first 3 hours of the supervised condition.
- > You may use any specialist equipment required to produce your work. You must ensure that the equipment and materials that you might need are available before you start any tasks.
- > In the supervised condition, you may use all of the material you have produced during the preparation period, but this must not be added to, or amended to.

Invigilated condition (12 hours)

- > You must complete **Tasks 5 and 6**.
- > In the invigilated condition, you must be provided with access to the work you produced for **Tasks 2, 3 and 4**.

Please note mobile phones and all electronic devices including smart watches and headsets, must be surrendered at the beginning of each invigilated session and may be reclaimed only once work has been submitted.

What you need to submit for the assessment

You must submit the following to the invigilator at the end of the invigilated condition:

- > Your Project Proposal (maximum of 350 words)
- > Your digital portfolio including any outcome(s)
- > Your final evaluation (minimum of 250 words maximum of 750 words)

All the work you submit for your assessment must be clearly identified with your centre name and your candidate number so that the assessor is able to grade it.

Authentication

The work you submit for assessment must be your own. You must complete a candidate authentication form to confirm that the work you have submitted for assessment is your own, and that you have not copied it from someone else or allowed another candidate to copy from you.

Any content not generated by you must be appropriately referenced using the Harvard format.

Invigilated Conditions

Instructions to candidates

These instructions must be followed during the invigilated part of your assessment during which you will produce your portfolio and complete your final evaluation. Failure to comply with these instructions may result in your assessment being declared void and you being withdrawn from the qualification.

DO

Ensure you arrive 15 minutes before the start time of your assessment. Bring your ID and candidate number.

Bring a drink. Where the assessment is more than two hours long, small snacks are permitted. Bring development work which will inform your final outcome.

Ensure you know the start and finish times of the assessment.

Follow the invigilator's instructions precisely.

Ensure that **all** of the work included in your final submission is all your own. Raise your hand and ask for assistance from the invigilator if you have a problem.

DO NOT

Speak or collaborate with other students.

Access the internet, mobile phones, smart watches or headsets.

Copy or plagiarise anyone else's work, including that of your fellow students.

Leave the assessment room early unless approved by your invigilator. Toilet breaks are accompanied by a member of staff and must always be approved by the invigilator.

Ask for advice or guidance about your work from the invigilator.

Assessment Brief

You must provide a personal creative response to the theme:

Encounter

Definition

Verb

1. **unexpectedly be faced with or experience (something hostile or difficult).**
“we have encountered one small problem”
2. **meet (someone) unexpectedly.**
“what do we know about the people we encounter in our daily lives?”

Noun

1. **an unexpected or casual meeting with someone or something.**

“she felt totally unnerved by the encounter”

English Oxford Living Dictionaries (2017). Available online.

The theme of **encounter** can be interpreted in many ways. For example, it can represent an **experience** met by either yourself or another that results in a **feeling**, action or **relationship**. All things have encounters. Humans and animals encounter **a range of experiences in their environments**, from other hostile animals, to difficult conditions and **challenging circumstances**. Similarly, machines encounter each other constantly in the course of their existence, from **moving parts crashing** and **smashing** into others to create a **chain reaction**; to perfectly engineered components **encountering** each other **seamlessly** in the achievement of a role or task. In the farthest reaches of space, **planets experience endless alien encounters** through the course of their lives.

Encounter and activities relating to encounters can be explored through material choices, practical experimentations, reflective research and chance/risk. Practical experimentations could include photography, drawing, making and designing (amongst others). When images, objects and design solutions are creatively explored in this manner, the theme of encounter offers multiple connected opportunities for exploration.

The encounters we have and how we record, learn and develop from them, underpins all aspects of human evolution. By encountering new experiences, experiments and outcomes scientists break new ground and change the future of science and technology. By exploring the history of our encounters and experiences, historians

and educators enable humans to learn from the past to positively affect and mould the encounters of the future. Without the opportunities offered by our encounters planned and unplanned, known and unknown, there would be no progress.

Using the term encounter as a starting point, propose and execute an independent creative art & design investigation that explores the term in a personal and insightful manner. Develop a body of work that unpicks and analyses your individual response to the term through planned activities, as well as embracing the opportunities presented through risk or chance discoveries. Draw your investigation to a close with a conclusive outcome that summarises your creative interpretation of

the term **ENCOUNTER**. Using this theme and the suggested images, text and references as a starting point, you must produce and present a digital portfolio evidencing your personal research, developmental process and ideas.

ENCOUNTER

Clash

Collide

DISCOVER

Oppose

UNITE

Space

Chance

Risk



Ai Weiwei - 'Sunflower Seeds'
Shutterstock.com

“We may encounter many defeats but we must not be defeated.”

Maya Angelou



“I relate to happiness as an ecstatic moment - something you don't create, you encounter.”

Yoko Ono

Artists and designers for reference:

Marina Abramovic
Tracy Emin

Sir David Attenborough
Cindy Sherman

Nan Golding
Ai Weiwei

Eduardo Paolozzi
Kara Walker
James Turrell
Frank Gehry

Herzog & de Meuron

Margaret Kilgallen
Moncler Genius

Matty Boven Lucienne Day



Tasks

You **must** complete all 6 of the following tasks.

PREPARATORY PERIOD

Task 1: Initial research (10 hours recommended)

You should start by carrying out broad research into the theme **Encounter** and what it means to you. You should use your own interpretation of the theme to develop an art and design project.

- > You can use the context, images and word triggers from this document as a starting point, or you can source your own if you prefer.
- > You should undertake initial research into the theme **Encounter** examining the work of artists, designers and any other appropriate sources. Ensure that you undertake visual and textual analysis on the sources explored.
- > You should use this research and your references to inform your Project Proposal.
- > You should consider your rationale, concept and intentions for the project.
- > You must keep a record of the research you are carrying out in an appropriate format, and include reasons for your choices.

SUPERVISED CONDITION

Task 2: Project Proposal

You **must** complete this task during **3 consecutive hours** of supervised time.

Your work in Task 2 will be assessed against: LO2, LO5 and LO6.

Using your initial research, you **must** produce a **Project Proposal** that includes the following sections:

- > Section 1: Rationale (maximum of 100 word)
- > Section 2: Project concept (maximum 200 words)
- > Section 3: Evaluation (maximum 50 words)
- > Proposed Research Sources and Bibliography (Harvard Format) Project Action Plan and Timetable

Your evidence for this task must be: a completed version of the Project Proposal template found in Appendix A.

You are required to submit a digital copy of your Project Proposal to the supervisor at the end of the 3 hours. This copy will be submitted as part of your assessment evidence. You must also retain a digital copy for yourself, to refer to throughout the assessment.

It is recognised that during the development of a project, ideas may emerge that differ from the
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original intentions. You should justify any changes that are made to the original Project Proposal when you submit your final evaluation.

Task 3: Research and experimentation

You **must** complete this task during **150 hours** of supervised time.

You **must** bring in a copy of your Project Proposal for reference.

Your work in Task 3 will be assessed against: LO1, LO2, LO3, LO5, LO6.

Using your project proposal as a starting point, you **must** undertake further visual and contextual research to inform the development of a range of ideas and areas for exploration.

- > You should explore and experiment with a range of materials, processes and techniques in order to develop your work
- > You should aim to produce a wide range of sketches, samples and/or models that demonstrate your exploration, experimentation and manipulation.
- > You must reflect on your choices and evidence how you have resolved any problems encountered.
- > Based on and following your research and experimentation you should then define your outcome(s).
- > You must choose one or more outcome(s) that best address potential solutions to the theme.
- > You must specify why you have selected those outcome(s) and which materials, processes and techniques you will be using for your final response.

Your evidence for this task may include: notes, sketches, annotated drawings, photographs, mood boards, sampling, digital materials etc.

Task 4: Production

You **must** complete this task during **20 hours** of supervised time.

Your work in Task 4 will be assessed against: LO1, LO2, LO3, LO4, LO6.

You **must** produce at least one final outcome.

Your final outcome(s) in response to the theme can be developed in any specialist practice, including but not limited to:

- > Fine art (e.g. painting, sculpture)
- > Interactive arts (e.g. games design, web design).
- > Graphic communication (e.g. illustration, motion graphic)
- > Textiles/fashion design (e.g. costume design, interior design)
- > Three-dimensional design (e.g. product design, 3D digital design)
- > Photography/lens based media: (e.g. portraiture, fashion photography)

You must photographically record the making process as evidence, and should constantly record, analyse and evaluate throughout the task.

Your final outcome(s) may be in any scale or format and should demonstrate your understanding and use of visual language to communicate your ideas in your chosen area.

Your evidence for this task must be: a visual documentation of the making process and your final outcome(s).

INVIGILATED CONDITION

You **must** ensure you have access to work produced for **Tasks 2 – 4** for the invigilated condition.

Task 5: Portfolio creation

You **must** complete this task during **10 hours** of invigilated time.

Your work in Task 5 will be assessed against: LO4, LO5, LO6.

You **must** produce a portfolio of work demonstrating the development and realisation of your project.

Your portfolio **must** include key pieces from your development work that show:

- > **Your ideas, both initial and developmental** – you may submit mind maps, sketchbook pages, storyboards and development sheets.
- > **Research and how it informed your work** – you may submit notes, sketches, annotated drawings, photographs, mood boards etc.
- > **The materials, skills and techniques you used** – you may submit sampling, annotations and photographs of experimental work.
- > **How you resolved the practical and theoretical problems you encountered** – you may submit sketchbook pages of development work that includes visual and written records of process and decision making.
- > **Images of your final outcome** – note that photographs of 3D work should also include information referring to size and scale. You may include a separate file for an animated outcome.
- > **Film, audio or animation included as part of the submission should not exceed one minute in total length please see 'Regulations and guidance for Tutors' for file size plus how these must be submitted as part of the assessment evidence**

Your portfolio **must** be primarily visual but should include supporting annotations sufficient to explain your development and rationale for decisions.

Your evidence for this task must be: a digital portfolio in the template provided. Your work must contain a maximum of 30 slides. Multiple images/sketches etc. can be put on each page.

Task 6: Final evaluation

You **must** complete this task during **2 consecutive hours** of invigilated time.

You **must** produce a final evaluation (**minimum of 250 words maximum of 750 words**).

Your work in Task 6 will be assessed against: LO4.

You should analyse and evaluate the effectiveness and impact of your project against your proposal aims and objectives, including the timescale set out in the action plan and timetable.

Your evaluation should include the following:

> A commentary on the development process including:

What type of research you did, and why.

What resources, materials and techniques you applied and why.

How the research and resources you used informed the development of your work.

How you solved practical and theoretical problems and the reasons why you chose to resolve problems in that way.

Anything that impacted on the progress of your project.

> Justification for any changes made to your final outcome(s) and why they differ from your original intent.

> How your final outcome(s) relate to the theme.

> What parts of your project have been the most effective and why.

> What you have learned and what new skills you have developed during the project.

> Areas for further development and improvement

Throughout your evaluation, you should refer to the learning outcomes and explain how you have met them through the realisation of your project.

END OF ASSESSMEN

