

COLOUR

Date issued: WC 12th September 2022

Hand in deadline: WC 7th November 2022

Context



For your first project in Extended Diploma we will be working with Hallmark. The company will be interested in seeing your exploration of colour – how it can look and feel when experimenting with different materials, techniques and processes. Hallmark want you to consider, how your chosen colour makes you feel and what personal associations you have with that colour. Alongside this, you will spend your time considering future goals, career aspirations and what you need to put in place to achieve these.

Eve Gray, Hallmark's Creative Development Director says, *"Colour is a fundamental part of what we do at Hallmark. As a greetings company our cards and wrap products are intended to support emotional connections between sender and recipient, colour plays an important role in that. Our products are for the most part celebratory, the colour we use is highly considered and driven by insight and research. Colour is key to our product functioning commercially. From initial directional trends through to design development and the printing of our products, we need to understand colour in many different ways, creatively and technically, so we can then use it appropriately."*



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 continue your researching, analysing, thinking and producing work for a live client. There are three sections and you must complete all of them.

Following on from the work you have produced during the summer, you should:

- Consider the client you are working with and their requirements
- Consider and research further into your own specialist industry practice
- Use this research to support and write a proposal, which clearly sets out your ideas and intentions (250-500 words)
- Test and experiment with a range of art and design materials, techniques and processes
- Use annotation to reflect on and evaluate your working processes
- Develop ideas further from your tests and experiments
- Produce a final outcome(s) for exhibition
- Write a final evaluation of your project (250-500 words)



Qualification:	UAL Level 3 Extended Diploma Art and Design
Unit	Unit 4: Researching a Specialist Industry Pathway
Learning outcomes:	<ol style="list-style-type: none"> 1. Understand a specialist industry practice within the creative industries. 2. Use research to influence activities within a specialist industry practice. 3. Propose a self-initiated creative investigation within a specialist industry practice. 4. Understand creative intention and purpose within a specialist industry practice. 5. Understand how visual language is used to communicate ideas and concepts within a specialist industry practice. 6. Use reflective practice to inform and direct activities within a specialist industry practice.

Part 2	Expand and Explore Practical Skills- Embed Contextual and personal analysis- Progression and Specialist Industry Practice
<p>Alongside a final piece which will show understanding of your specialist industry practice, you are required to produce a portfolio of samples, testers and creative outcomes. These must be based on your chosen Colour and be fully annotated and evaluated to ensure you are building a greater self-awareness of your creative abilities.</p> <p>You will engage in sessions on Observational Studies, Contextual Studies and Practical Workshops to develop creative skills and experiments connected to your chosen specialism. You will need to demonstrate that you can integrate visual research, contextual perspective, evaluation and problem-solving skills.</p> <p>You will need to plan and organise your time throughout this brief and produce ongoing critical analysis that identifies problems and poses solutions throughout the progress of your work. Refer to the reflective cycle throughout the project to support and inform your evaluative skills and personal development.</p> <p><u>ASSESSMENT PRESENTATION</u></p> <p>During Deadline week you will be required to present to your tutors and peers a visual and verbal overall evaluation of the project as a whole. This will last between 5-10 minutes and must contain information and evaluation on the following sections;</p> <p>Information about your Specialist Industry Practice Research undertaken in the project relating to the theme and Specialist Industry Practice Problem Solving and Generation of Ideas Practical Skills and workshops covered Planning and Organisation Contextual Analysis Evaluation of Personal Development</p> <p><u>PROGRESSION</u></p> <p>You will need to decide what you want to do next year and beyond. In order to do this you will need to:-</p> <ul style="list-style-type: none"> - carry out a skills audit and discuss what your short term and long-term goals are - look at what different jobs are available and what you need to do in order to achieve these goals - gather information about Higher Education courses, this may be from talks, visits, web searches or open days. <p>In order to progress you must be able to prepare written material to support progression.</p> <ul style="list-style-type: none"> - You must write a Curriculum Vitae outlining your educational and employment history - You must write a personal statement that highlights all your personal strengths and ambitions - You must complete an application form (this could be UCAS or for a job) 	

Throughout this project English will be incorporated in to your study. Your spelling and punctuation will be checked, so please make sure you proofread your written work, use spell check effectively if using Word, or a dictionary if you are handwriting.

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

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<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.artvfactory.com/art_appreciation/visual-elements/color.html

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

<https://www.artsy.net/>

PROGRESSION

<https://www.ucas.com/advisers/guides-resources-and-training/guides-and-resources/progression-pathways>

<https://www.prospects.ac.uk/>

<https://ckcareersonline.org.uk/practitioner/327-careers-resources-for-students>

<https://nationalcareers.service.gov.uk/>

<https://the-dots.com/>