

DREAMS

“A dream you dream alone is only a dream” *John Lennon*



Unit 1: The Creative Process

Issue Date	w/c 11 th September 2023
Deadline	Thurs 19th October 2023 (work must be submitted via Digital Space)

DREAMS

Dreams are a series of thoughts, images, and sensations occurring in a person's mind during sleep. Or dreams can be an aspiration, ambition, or ideal.

ASSIGNMENT BRIEF

Using DREAMS as a theme you will consider, apply and reflect on the different stages of the art and design process in order to develop an understanding of the separate activities within each stage and how these interlink.

You should:

- Collaboratively generate ideas for the DREAMS theme
- Create a mood-board relevant to your DREAMS ideas
- Use primary, secondary and contextual research to explore the DREAMS theme and inspire your ideas
- Write a proposal, which clearly sets out your ideas and intentions (250-500 words)
- Test and experiment with a range of photographic 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)



EXHIBITION

The final outcome you create for this project will be exhibited in the Dye House Gallery in December. You should include planning for this in your project submission. Considering the size of your work, how it will be hung and the sustainability of your work.

Unit 1 Learning Outcomes

LO1 Understand the role of the creative process within the creative industries
LO2 Understand how to plan a response to a brief
LO3 Understand the role of research within the creative process
LO4 Understand intent and purpose within the creative process
LO5 Understand the role of visual language to record and communicate ideas
LO6 Understand how reflective practice informs and directs the creative process
LO7 Understand methods for generating ideas within a brief



Assessment Outcomes

AO1 Understand the requirements of a set brief within a vocational context
AO2 Plan and realise a project in response to a brief
AO3 Use research to inform a creative project
AO4 Use practical skills to meet the requirements of a brief
AO5 Generate and develop ideas in response to a brief
AO6 Produce outcomes in response to a brief
AO7 Present development work and outcomes
AO8 Apply reflective practice to a creative project

