

Each Assessment Objective is worth a **maximum of 24 marks**. Note: The Related Study is also worth 24 marks and is assessed separately.

- **A01 – Develop** ideas through sustained and focused investigations informed by contextual and other sources, demonstrating analytical and critical understanding.
- **A02 – Explore** and select appropriate resources, media, materials, techniques and processes, reviewing and refining ideas as work develops.
- **A03 – Record** ideas, observations and insights relevant to intentions, reflecting critically on work and progress.
- **A04 – Present** a personal and meaningful response that realises intentions and, where appropriate, makes connections between visual and other elements.

Half-Term	<u>TITLE PAGE</u> & Description of Activity	A01 DEVELOP	A02 EXPLORE	A03 RECORD	A04 PRESENT
Jan-Feb	<u>NAME & PROJECT: BUSINESS BRANDING</u> <ul style="list-style-type: none"> • Statement of intent • Mind Map & Visual Research <u>ARTIST RESEARCH SHEETS</u> <ul style="list-style-type: none"> • Artist and/or Designer research sheets <u>RELATED RESEARCH</u> <ul style="list-style-type: none"> • Other related research • Primary photographs 				
Mar-Apr	<u>ARTIST STUDIES</u> <ul style="list-style-type: none"> • 3 Artist Studies “in the style of” developing a different technique & approach for each • Review each study using 30 screenshots 				
May-Jun	<u>GENERATING A NAME</u> <ul style="list-style-type: none"> • Generate names for your business using a key & grid approach • Shortlist the best names • Questionnaire to determine the most popular name • Publicize questionnaire and review results <u>LOGO RESEARCH & DEVELOPMENT</u> <ul style="list-style-type: none"> • Connotation sheets for each word in your brand name • Logo research sheet • Analyse 3 logos in detail considering the following: Target Audience, Typography, Aesthetics (colour), Imagery & Symbolism, Contextual Links, and Overall Effectiveness. • Logo concept sheet (drawings) • 6 logo design ideas • Take 3 ideas from the above and draw these <u>TYPOGRAPHY EXPERIMENTATION</u> <ul style="list-style-type: none"> • Research sheet on Typography Typefaces • Typography experiments using layer styles 				
Jun-July	<u>LOGO CREATION</u> <ul style="list-style-type: none"> • Produce 3-6 logos each with four variants. Analyse each variant briefly and review your preferred variant using 30 screenshots. Include a ‘Contextual Links’ section on your review sheet. For each logo remember to evidence the different techniques & approaches you developed during your studies. • Produce a ‘Brand Identity’ sheet for each logo showing your brand in the real world. 				
Sep-Oct	<u>FINAL OUTCOMES (SUPPORTING RESEARCH)</u> <ul style="list-style-type: none"> • Produce a research sheet for each outcome you intend on designing for your brand e.g. Mobile App, Website, Vehicle Wrap, Poster, Billboard, Packaging, Console Skin, Roller Banner etc. • Analyse 2 examples from each considering the following: Target Audience, Typography, Aesthetics (colour), Imagery & Symbolism, Contextual Links, and Overall Effectiveness. 				
Nov-Dec	<u>FINAL OUTCOMES</u> <ul style="list-style-type: none"> • Outline your brand’s vision and provide further details e.g. World building, shop front research, character development, proposed clothing line etc. • Final piece concept art • 6 final design ideas (2 for each outcome) • Produce 3 final outcomes and do the following for each: Draft 1 and review. Draft 2 with four variants and review preferred variant. 				
Jan	<u>EVALUATION</u> <ul style="list-style-type: none"> • Evaluate your final outcomes and project. • Produce a digital A1 presentation board featuring your outcomes and timeline covering RESEARCH, DEVELOPMENT & OUTCOMES. 				

RELATED STUDY STRUCTURE:

- **Topic/Title/Question/Quote** – Formulated by your teacher and agreed with you. Will be linked to your coursework.
- **Introduction (200 words approx.)** - This is where you will outline the purpose or focus of your study. This may include the question/s you are going to answer; themes you are going to explore; issues you hope to address etc. It should set the scene for the project and may include reasons for selecting a topic and an indication of how / why the topic is of personal relevance or interest to you. It is important that the intentions of the project are clearly set out in this section, so that the remainder of the project can be structured accordingly.
- **Context (400 words approx.)** - This is an opportunity to place the chosen artists or designers within a broader historical context.
- **Body (2000 words approx.)** - This is the main part of the Related Study. It is usually organised into separate sections for each artist or designer investigated. Each section should be a written presentation of research and analysis. Evidence of research might be demonstrated, for example, through the use of carefully chosen quotes (to support or contrast the student’s own ideas) or through the inclusion of correct terminology and background knowledge to communicate an in-depth understanding of relevant issues.
Legacy – In the Body section you may also be asked to explore the work of artists/designers who have been influenced by your chosen art movement.
- **Conclusion (200 words approx.)** - This is where students summarise key points from the project, arrive at final conclusions make considered personal judgements about what has been learnt.
- **Bibliography** - This includes all source material used.