

TERM 2.1	A0	Main Skill & Learning Outcome	Physical Outcome
		BIGGER PICTURE	
Week 2 13/1/20	A01	Introduction and research Precept and brand awareness	Research page or powerpoint
Week 4 27/1/20	A01	Brand Awareness Select Font, Palette, format	Create and develop own digital portfolio for a personal project
Week 6 10/2/20	A01	Adjectives - Brand Awareness of an Artist	Brand Deck select 5 Key adjectives MindMap Artist Research Page
Week 2 2/3/20	A03	Inspiration Idea 1	Response to Artist 1 focus on 1 Adjective as message or theme to artwork? Eg does viewer feel (insert chosen adjective) ?
Week 4 16/3/20	A03	Inspiration Idea 2	Response to Artist 1 focus on 1 Adjective as message or theme to artwork? Eg does viewer feel (insert different chosen adjective) ?
Week 6 30/3/20	A04	Celebration Event	HWK :Design Open Studio Flyer Tweet artwork Present Inspiration boards and Digital Portfolio



**GUESS  
THE  
BRAND ?**

DIN

# Learning Objective

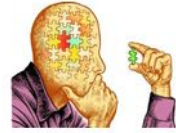
## Know about the Creative Career Industry

Create Mind Map based on creative Careers industry or pinterest board

Powerpoint on Creative Careers Industry Focusing on Graphic Designer

Prezi presentation on Brand Awareness using resources material from Precept

Create using free online software for webpage or blog. Use principles of Brand Awareness and make interactive site for Creative Careers with Precept profile



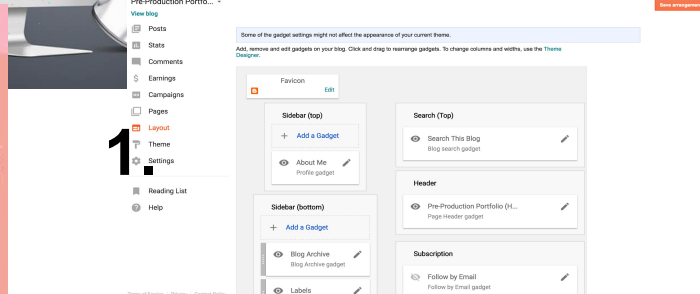
Literacy

Analyse

read



1



ART SKILL/AO

**AO1** EXPLORE  
ANNOTATE  
BEGIN TO LINK A  
THEME IMAGES  
TO OUR CHOSEN ARTISTS WORK  
WRITTEN ANALYSIS  
LINK ARTISTS WORK TO  
IDEAS AND ARTWORK RESEARCH

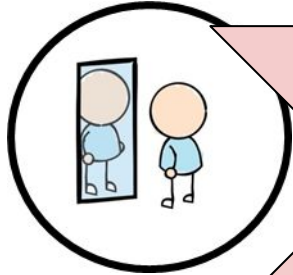
SKILLED

CONSISTENCY

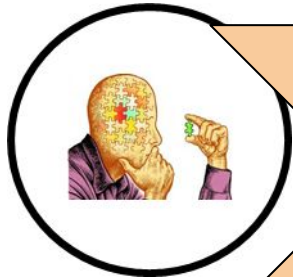
HIGHLY DEVELOPED

EXCEPTIONAL

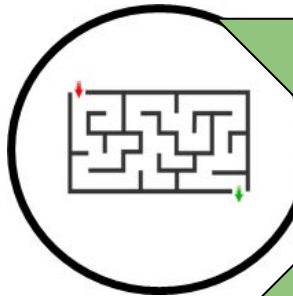
# RETRIEVE...



- **SUMMARISE** what you have learnt this lesson
- Which **VISUAL ELEMENT** have you used this lesson? How?
- Which **DNA** have you used this lesson? Why/how?



- **LINK** the topic this lesson to another topic we have learnt
- **LIST** the key vocabulary for this topic
- Based on what you have learnt today, what **might** you need to learn **next**? Why?



- If you were planning the next lesson, what would you **plan**? **Why**?
- **EXPLAIN** how your learning this lesson will **help** you in future lessons
- Draw a **VISUAL representation** of what you have learnt this lesson/half term

# Resource for MindMaps

## Sketchnote Tips

Carol Anne  
McGuire

### Lettering

• Print (easy to read)

High Low

SKINNY FAT

ALL CAPS  
Small CAPS

Kinder

FANCY

≡ Fast

Reverse

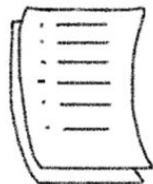
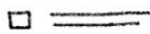
BLOCK

3D

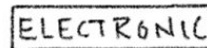
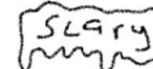
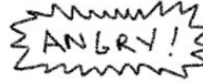
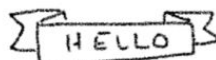
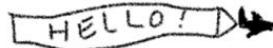
DASH

Script

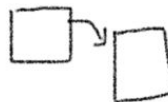
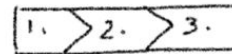
### Bullets



### Frames



### Connectors



### Shadows



### People





# Resource for MindMaps

## Visual Note-taking: "THREE" THINGS TO REMEMBER

THE BASICS

NOT MERELY WRITING  
THE USUAL WAY:

TEXT

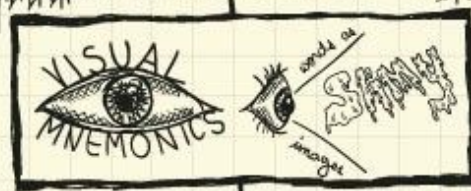
DISTINCTION

HIERARCHY

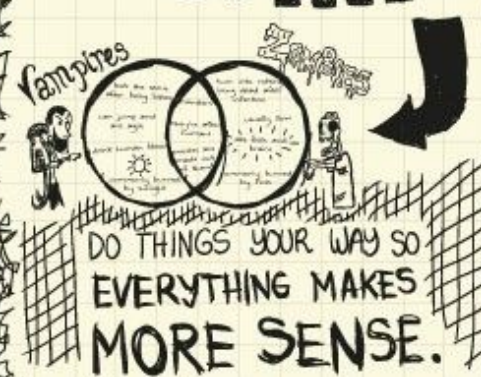
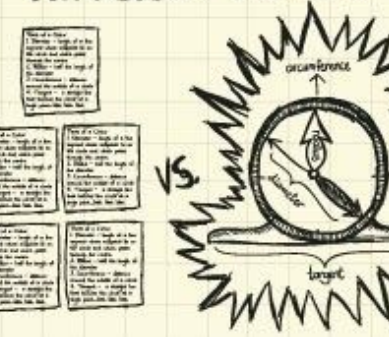
1 2 3

IMPORTANT

DETAILS, DESCRIPTIONS, ETC.



A PICTURE IS WORTH A THOUSAND WORDS:



## WHY VISUAL NOTE-TAKING?



INITIAL IDEAS

2.

3.

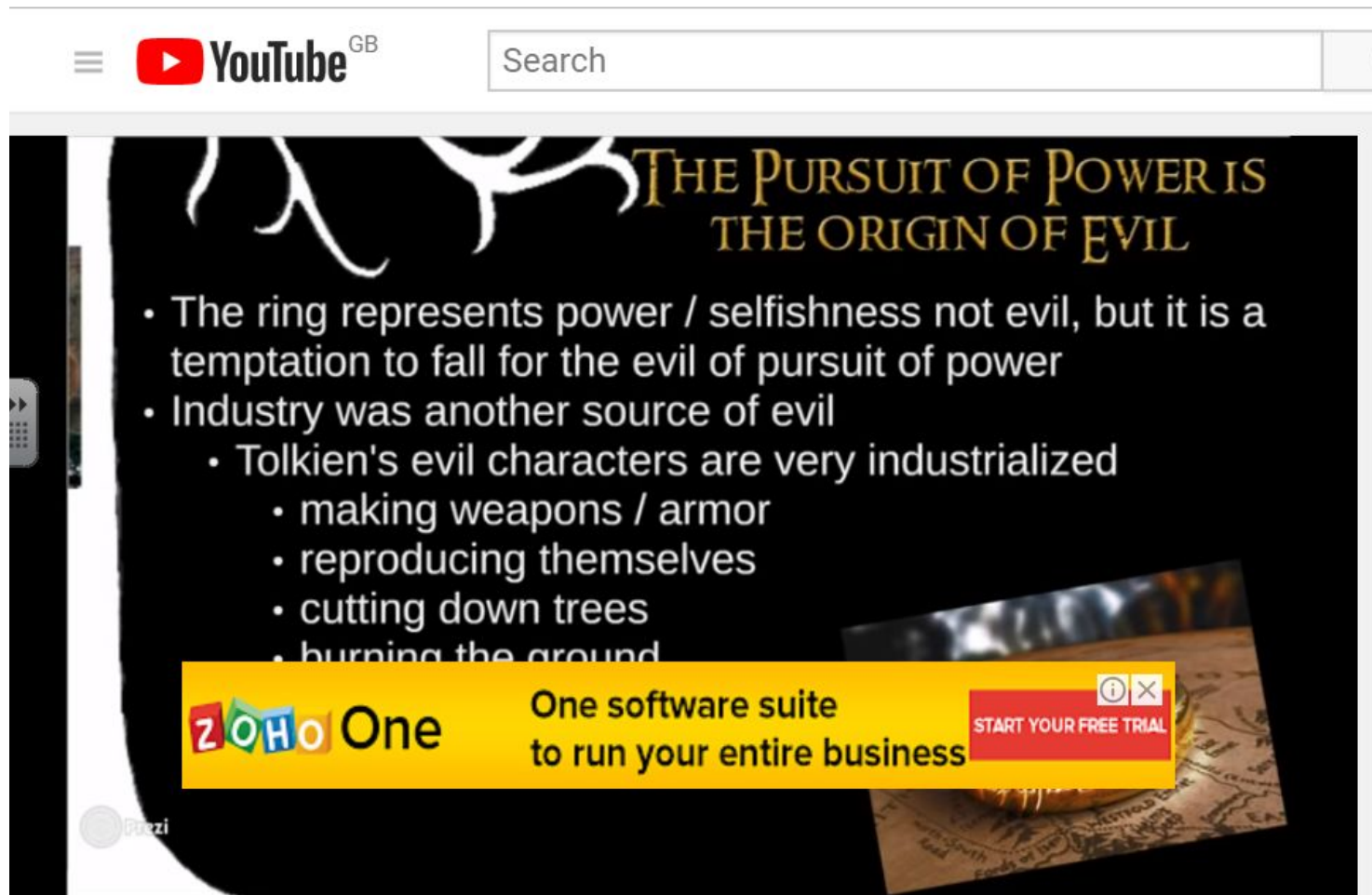
4.

# INITIAL IDEAS...



# Resource - How to Prezi

<https://www.youtube.com/watch?v=vCkvy4Gvqw8>



The image shows a YouTube video player interface. At the top, there is a YouTube logo with 'GB' next to it, and a search bar. Below the interface, a Prezi presentation slide is displayed. The slide has a black background with a white tree-like graphic on the left. The title 'THE PURSUIT OF POWER IS THE ORIGIN OF EVIL' is written in a gold, serif font. Below the title, there is a bulleted list of points. At the bottom of the slide, there is a yellow banner for 'Zoho One' with the text 'One software suite to run your entire business' and a red button that says 'START YOUR FREE TRIAL'. A small 'Prezi' logo is visible in the bottom left corner of the slide.

YouTube<sup>GB</sup> Search

## THE PURSUIT OF POWER IS THE ORIGIN OF EVIL

- The ring represents power / selfishness not evil, but it is a temptation to fall for the evil of pursuit of power
- Industry was another source of evil
  - Tolkien's evil characters are very industrialized
    - making weapons / armor
    - reproducing themselves
    - cutting down trees
    - burning the ground

**Zoho One** One software suite to run your entire business **START YOUR FREE TRIAL**

Prezi



# Resources

BLOGGER

[https://www.blogger.com/about/?r=1-null\\_user](https://www.blogger.com/about/?r=1-null_user)

# Formats for documenting Contents of Blogger.

## How to set up a blog for use as an electronic pre-production portfolio...

The screenshot displays the Blogger dashboard for a user named 'McNeli'. The top navigation bar includes the Blogger logo, 'All pages', and user profile icons. The main content area is titled 'Pre-Production Portfolio' and features a 'View blog' link. A sidebar on the left lists various dashboard sections: Posts, Stats, Comments, Earnings, Campaigns, Pages (highlighted in red), Layout, Theme, Settings, Reading List, and Help. The 'Pages' section shows 'All (1)' and 'Published (1)'. The main content area displays a single page titled 'Shoot schedule' with a 'New page' button and a 'Publish' button. The page content is empty, and the bottom right corner shows the date '25/04/2017'.

Blogger | All pages

Pre-Production Portfo... ▾

[View blog](#)

Posts

Stats

Comments

Earnings

Campaigns

**Pages**

All (1)

Published (1)

Layout

Theme

Settings

Reading List

Help

New page Publish Revert to draft

1-1 of 1

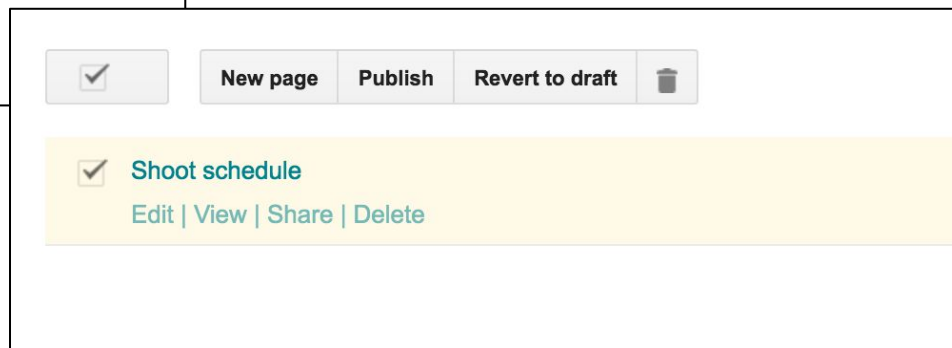
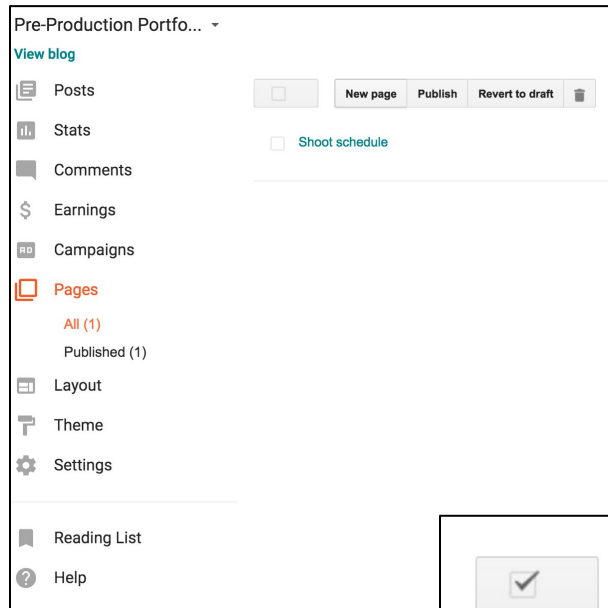
Shoot schedule

McNeli

0 0 25/04/2017

# Formats for documenting Contents of Blogger.

## How to add pages to the blog and how to allocate posts to specific pages...



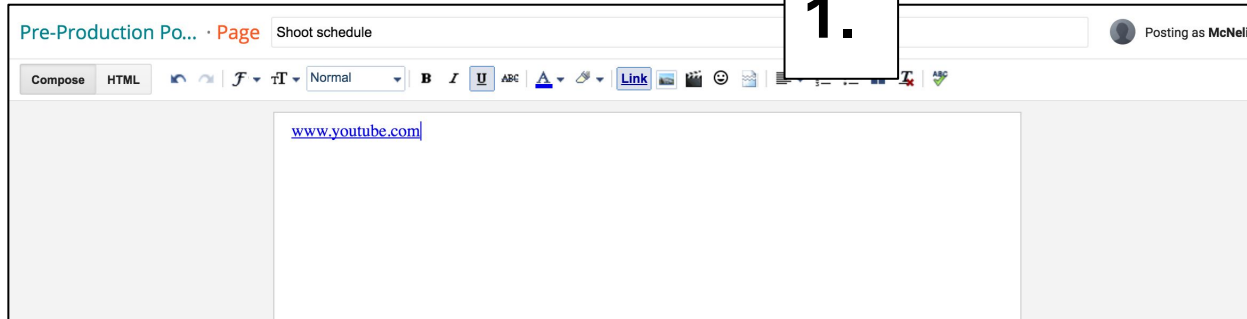




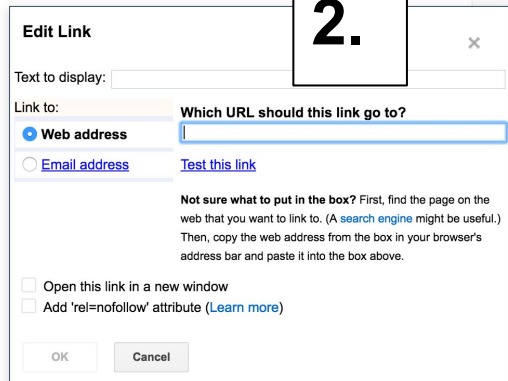
# Formats for documenting Contents of Blogger.

## How to add hyperlinks on the blog...

1.



2.



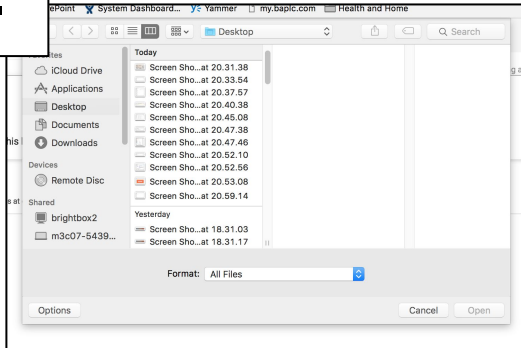
3.



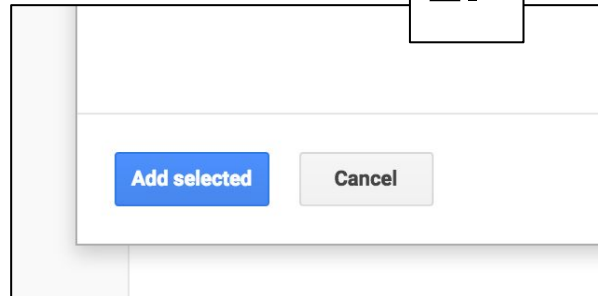
C1: Formats for documenting.  
C2: Contents

and how to insert/position/resize/annotate images ...

1.



2.



3.





### Brand Guidelines Example

The following outlines a general structure of a typical brand guidelines document.

Please note: This can change from client to client depending on the project.

02 — <b>Brand Strategy</b>	15 — <b>Typography</b>
03 — What we stand for	16 — Font family
04 — What makes us different	17 — <b>Photography</b>
07 — How we got here	18 — Lifestyle imagery
08 — <b>Brand Identity</b>	19 — Product imagery
09 — Logo	20 — Photography misuse
10 — Logo usage	21 — <b>Verbal Identity</b>
11 — Colourways	22 — Tagline
12 — Logo Misuse	23 — Tone of voice overview
13 — <b>Colour</b>	24 — How we sound
14 — References	

### Our Approach

- 1. Discovery
- 2. Brand Performance Strategy
- 3. Brand Development
- 4. Implementation
- 5. Ongoing Support



Log On!  
Open email  
& plan this  
quiz!

JUST FOR FUN QUIZ / CHEESE OR FONT?




RANDOM JUST FOR FUN OR COM

## Can you name the cheeses and fonts?

by [chair](#) [FOLLOW](#)

13,447 Plays Quiz not verified by Sporcle

4.5  71 | 25 

 HOW TO PLAY  FORCED ORDER  WRONG ANSWERS

Also try: [Cheese or font? II](#)

### POPULAR QUIZZES TODAY

-  Impeached US Presidents
  -  Letter Pyramid - US States
  -  Mini Paint-By-Numbers XXI
  -  Finish the Famous Star Wars Qu...
  -  Find the US States - No Outlines...
- [More Quizzes](#)

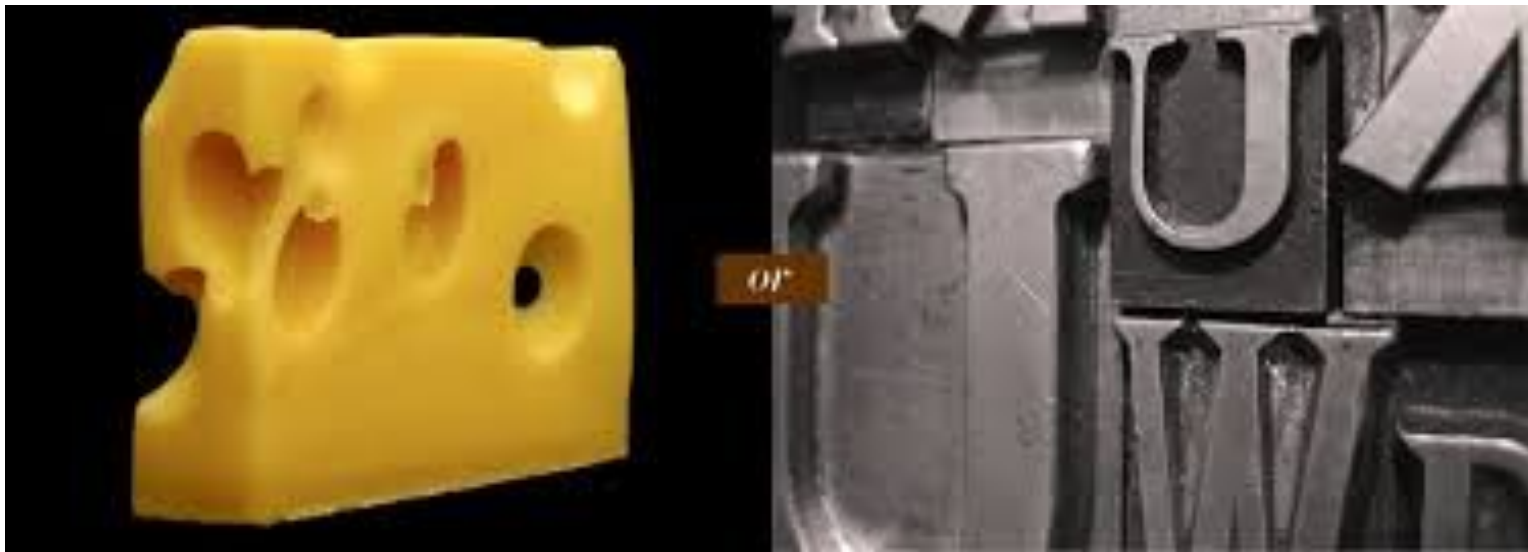
PLAY QUIZ

SCORE

0/50 05

Cheese or font?		Enter C or F	Cheese or font?		Enter C or F
Charme			Crescenza		
Sardo			Baylough		
Barmeno			Verdana		
Mascares			Ambert		
Guerbigny			Cretino		
Raumsonde			Taleggio		
Margotin			Roule		
Rudelsberg			Laban		

<https://www.sporcle.com/games/chair/cheese-or-font>



DIN



# Learning Objective

## Develop your own HOUSE STYLE for a Digital Portfolio

Create a Basic Brand Template, to help with Consistency in your Digital Portfolio

From Powerpoint package

Create a personal Brand Template, to help with Consistency in your Digital Portfolio

Using font generator and specific colour number

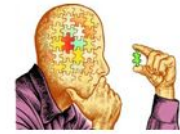
Create a high developed and creative Brand template using Canva account.

<https://www.canva.com/>

Create meaningful brand template that reflects your own unique art style and your personal theme.

Create your own font style /digital Typography?

Example create own primary photography alphabet

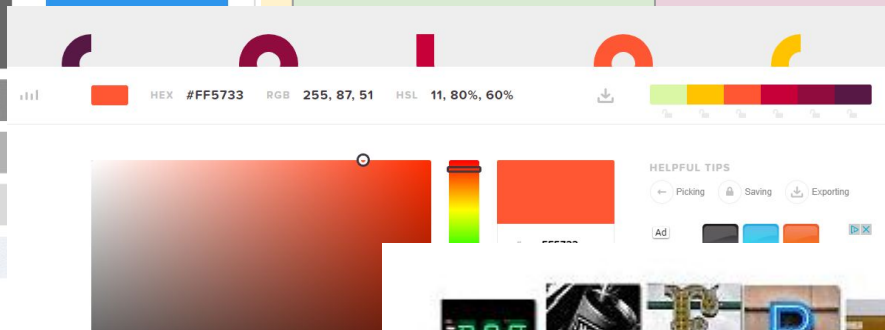
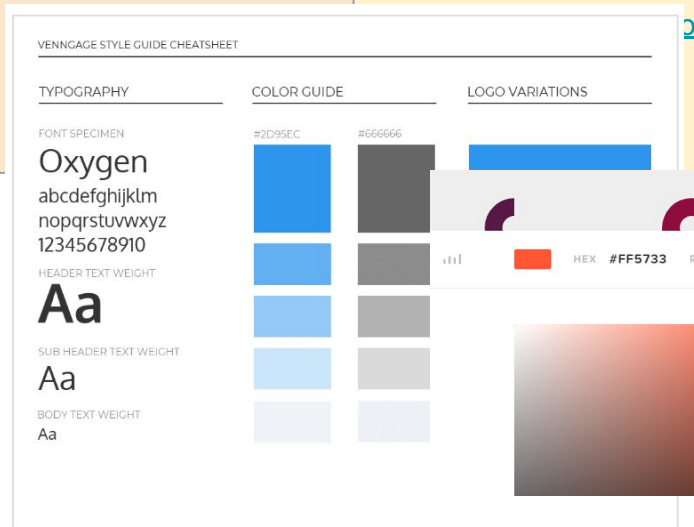


Literacy

Analyse

read

ART SKILL/AO



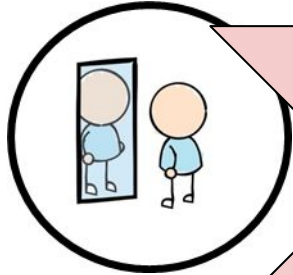
SKILLED

CONSISTENCY

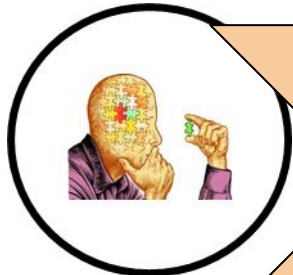
HIGHLY DEVELOPED

EXCEPTIONAL

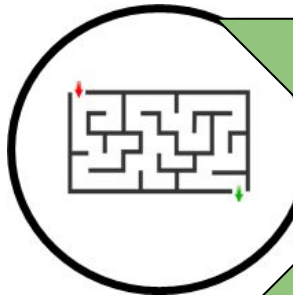
# RETRIEVE...



- **SUMMARISE** what you have learnt this lesson
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- Which **DNA** have you used this lesson? Why/how?



- **LINK** the topic this lesson to another topic we have learnt
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- If you were planning the next lesson, what would you **plan**? **Why**?
- **EXPLAIN** how your learning this lesson will **help** you in future lessons
- Draw a **VISUAL representation** of what you have learnt this lesson/half term

# Helpful Links

<https://venngage.com/blog/brand-guidelines-templates/>

<https://htmlcolorcodes.com/>

<https://www.canva.com/>

<https://igfonts.io/>

<https://www.makeuseof.com/tag/ransom-note-generator-write-a-ransom-note/>



Version 1.0: Created on 30/06/17

Section 1.0

## Music Festival Brand development

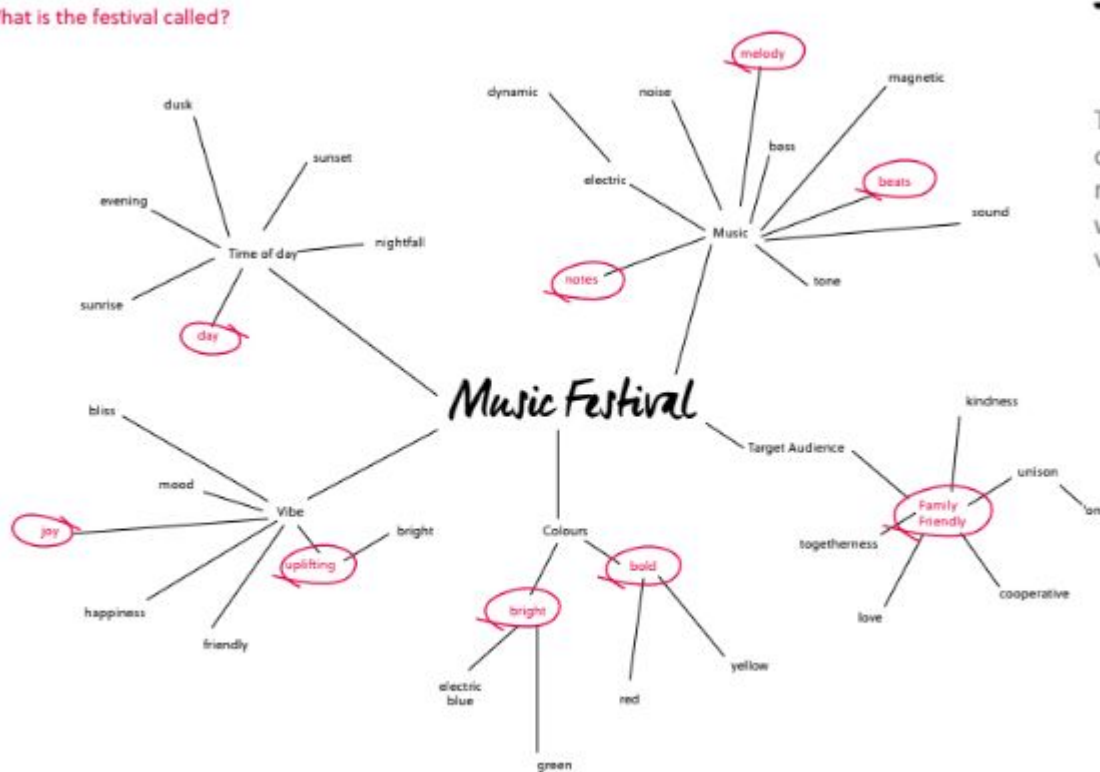
## Naming Process *What is the festival called?*

What is the festival called?

### *The Brightside Festival*

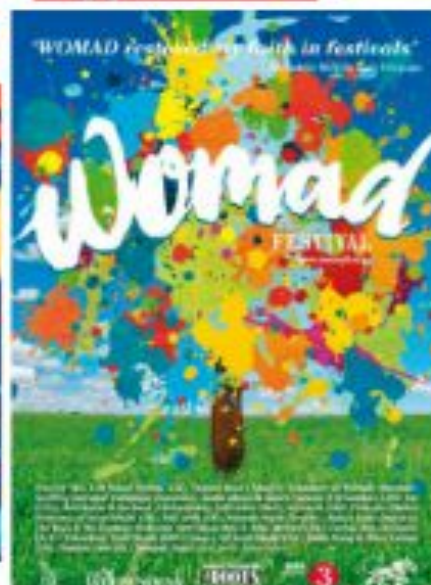
The festival is called 'Brightside Music Festival'. I have chosen this name as I wanted to centre the festival around making people's lives 'brighter'. It is a family friendly festival with music with an uplifting feel bringing a happy and joyful vibe to the event.

## The Brand *How does the festival look?*





## Section Title: Style Reference







Brand Overview



Colour Palette



Typography - Primary Font

**AW CONQUEROR  
CARVE**

ABCDEFGHI  
JKLMNOPQRS  
TUVWXYZ

0123456789  
!@#\$%+&()

Typography - Secondary Font

**MUSEO SLAB**

ABCDEFGHI  
JKLMNOPQRS  
TUVWXYZ

0123456789  
!@#\$%+&()

## Brand Style Template for Digital Portfolio

Typography	Colour Guide	Optional Logo variation
Font Specimen/Alpha	#??? (Tone to Tint)	
Header Text weight		
Subheading weight		
Body text weight		

# Artist 2

## Iris Van Herpen

I like Iris' work as she expressed the elements using fashion and different type of show water ice.

What Assessment Objective is this student evidencing?



Image  
Material  
Fashion  
Shadows  
Highlights

colour  
monochrome  
limited  
cool

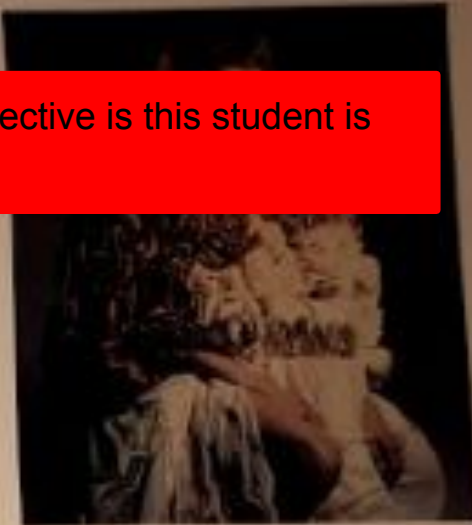
line  
Abstract  
Solid  
Pattern  
Curved  
straight

Shape  
line  
symmetrical



Shape  
Abstract  
Symmetrical  
Wave like  
line  
Solid  
Curved  
colour  
white  
Monochrome

Emotion  
serene  
Exciting



DIN

# Learning Objective Adjectives - Brand Awareness of an Artist

Select artwork from the provided list and link to Visual Element.

Develop if with mindmap adjective

Select more than one artist/artwork select visual top 3 adjectives linked to visual elements of these artists.

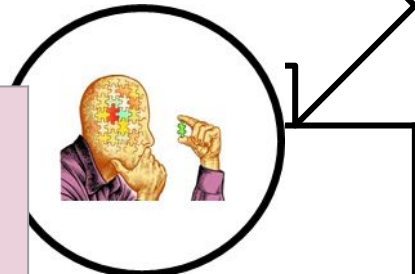
Annotate images  
Double bubble comparison

Select more than one artist/artwork select visual top 3 adjectives linked to Meaning of these artists/artworks

Annotate images  
Double bubble comparison

Select more than one artist/artwork select visual top 3 adjectives linked to Meaning of these artists/artworks and how visual elements depict this

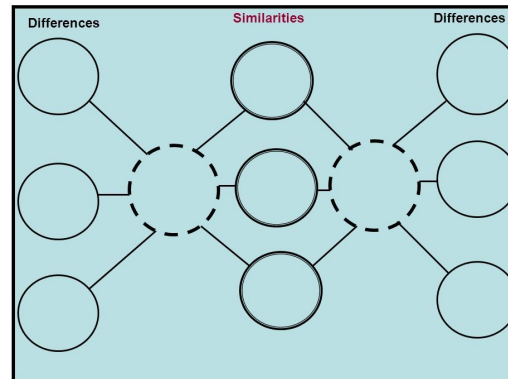
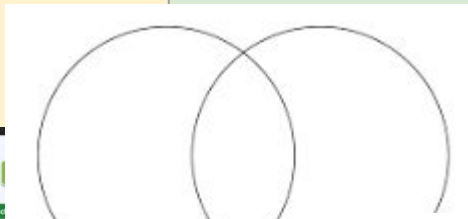
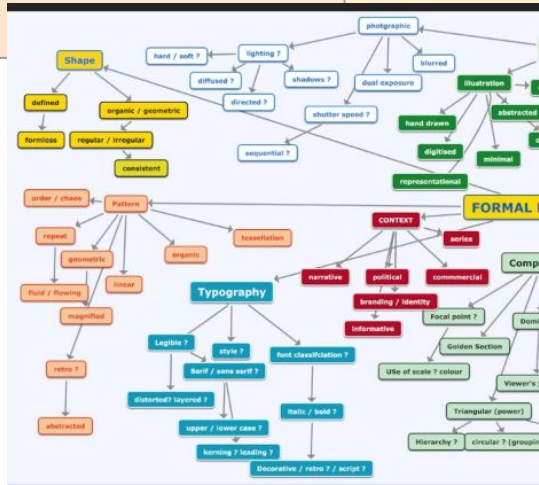
Annotate images  
Double bubble comparison  
In creative way



Literacy

read

ART SKILL/AO



SKILLED

CONSISTENCY

HIGHLY DEVELOPED

EXCEPTIONAL

**A01** EXPLORE  
ANNOTATE  
BEGIN TO LINK A  
THEME IMAGES  
TO YOUR CHOSEN ARTISTS WORK  
WRITTEN ANALYSIS  
LINK ARTISTS WORK TO  
IDEAS AND ARTWORK  
ARTISTS RESEARCH



# Collate – Link information together

Gathering information together that is connected in some way.

You could:

- Make lists (mental/written/visual)
- Grouping task
- Categorising – Classifying
- Graphic organiser

Name: \_\_\_\_\_ Date: \_\_\_\_\_

**Word Chart: Context and Connection**

What is it?

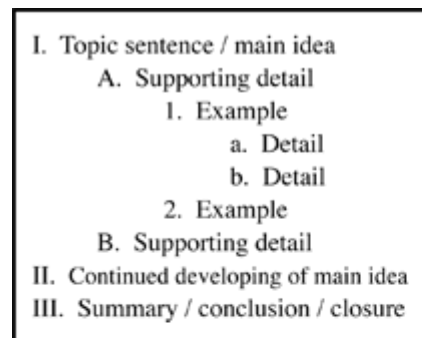
Definition: \_\_\_\_\_

Examples

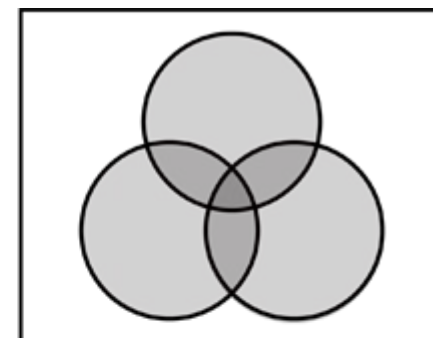
Word

I will find this word: \_\_\_\_\_

I will remember this word by connecting it with: \_\_\_\_\_



Basic outline



Venn diagram

*ReadingQuest.org* Making Sense in Social Studies

**VOCABULARY WORD MAP**

Definition in Your Own Words

Synonyms

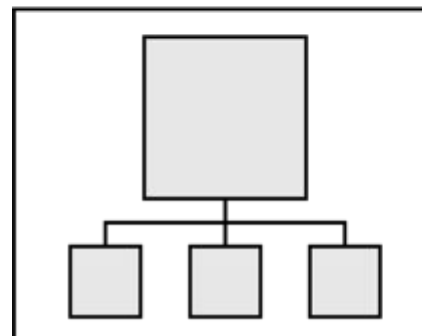
VOCABULARY WORD

Use It Meaningfully in a Sentence

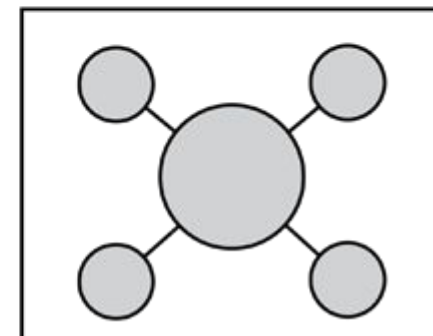
Draw a Picture of It

Thanks to Debbie Padrick for design idea.

ReadingQuest.org  
 Permission Granted for Classroom Use Only. All Others Inquire at rjones@virginia.edu.  
<http://www.readingquest.org>  
 Copyright © Raymond C. Jones. All Rights Reserved.



Hierarchical topical organizer



Bubble topical organizer

Useful websites: <http://www.myeasybee.com/blog/the-best-free-vocabulary-graphic-organizers/>  
<http://www.readingquest.org/pdf/wordmap.pdf>

**X**

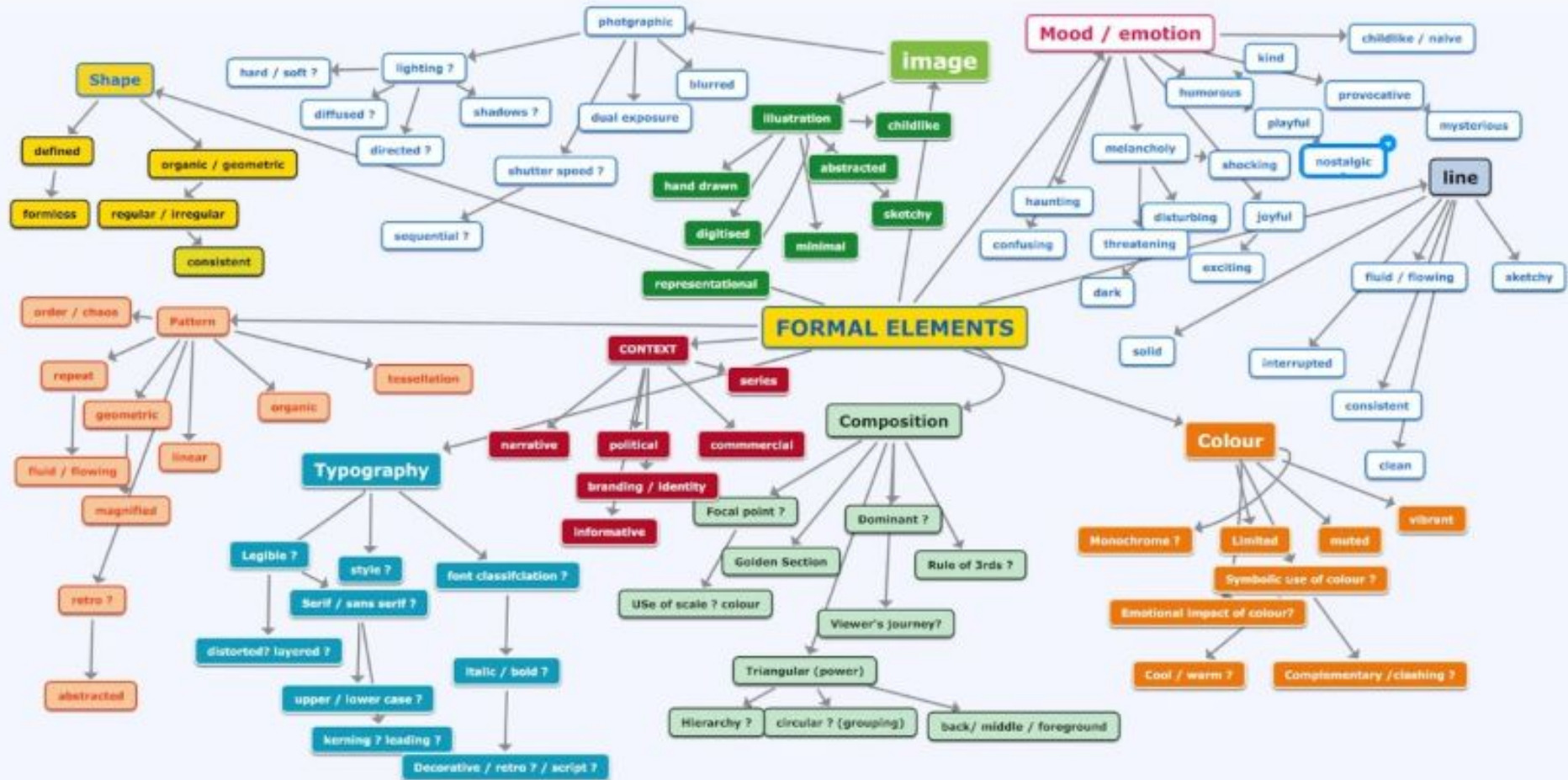
**✓**

**?**

**N/A**

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white	pearl	alabaster	snow	red	cherry	rose	jam	brown	coffee	mocha	peanut
ivory	cream	egg shell	cotton	merlot	garnet	crimson	ruby	carob	hickory	wood	pecan
chiffon	salt	lace	coconut	scarlet	wine	brick	apple	walnut	caramel	gingerbread	syrup
linen	bone	daisy	powder	mahogany	blood	sangria	berry	chocolate	tortilla	umber	tawny
frost	porcelain	parchment	rice	currant	blush	candy	lipstick	brunette	cinnamon	penny	cedar
				pink	rose	fuchsia	punch				
				blush	watermelon	flamingo	rouge	grey	shadow	graphite	iron
				salmon	coral	peach	strawberry	pewter	cloud	silver	smoke
				rosewood	lemonade	taffy	bubblegum	slate	anchor	ash	porpoise
sugar cookie	sand	sepia	latte	ballet slipper	crepe	magenta	hot pink	dove	fog	flint	charcoal
oyster	biscotti	parmesan	hazelnut	purple	mauve	violet	boysenberry	pebble	lead	coin	fossil
sandcastle	buttermilk	sand dollar	shortbread	lavender	plum	magenta	lilac	blue	slate	sky	navy
				grape	periwinkle	sangria	eggplant	indigo	cobalt	teal	ocean
yellow	canary	gold	daffodil	jam	iris	heather	amethyst	peacock	azure	cerulean	lapis
flaxen	butter	lemon	mustard	raisin	orchid	mulberry	wine	spruce	stone	aegean	berry
corn	medallion	dandelion	fire	green	chartreuse	juniper	sage	denim	admiral	sapphire	arctic
bumblebee	banana	butterscotch	dijon	lime	fern	olive	emerald				
honey	blonde	pineapple	tuscan sun	pear	moss	shamrock	seafoam				
				pine	parakeet	mint	seaweed				
				pickle	pistachio	basil	crocodile				

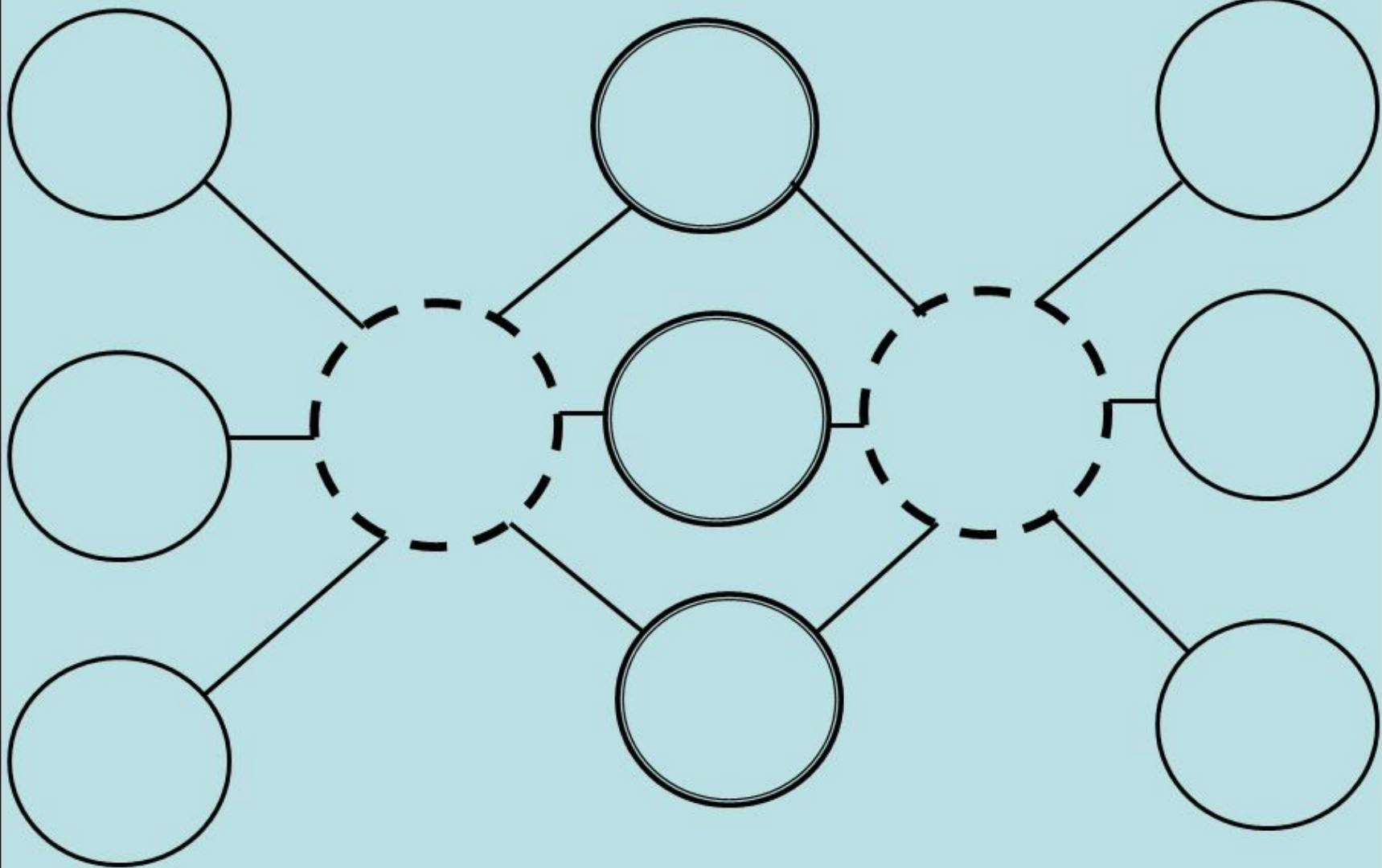




Differences

Similarities

Differences



# ARTIST 1 NAME

**WHAT?** (what materials does he/she use/what does he/she make?)

**WHY?** (what are the ideas/themes behind her work?)

## Critical Analysis

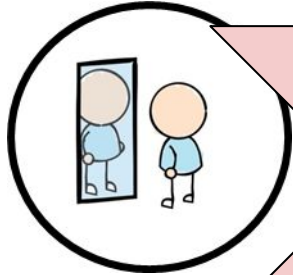
critically state what you like and do not like about the artist or artwork

- explain your ideas with specific examples from the artwork
  - assess whether the artist has achieved their intended goal
  - the analysis may look at whether the work is
    - § focused original concept, exciting, interesting, Visual elements used
    - (Line/Tone/colour/Pattern/texture/form/shape)
- REMEMBER use the mindmaps of keywords to explain your vocab!!
- Does the work successful represent the Exam question?

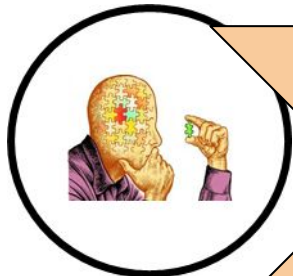
1 IMAGE OF THE ARTISTS WORK HERE



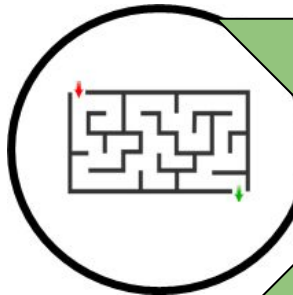
# RETRIEVE...



- **SUMMARISE** what you have learnt this lesson
- Which **VISUAL ELEMENT** have you used this lesson? How?
- Which **DNA** have you used this lesson? Why/how?



- **LINK** the topic this lesson to another topic we have learnt
- **LIST** the key vocabulary for this topic
- Based on what you have learnt today, what **might** you need to learn **next**? Why?



- If you were planning the next lesson, what would you **plan**? **Why**?
- **EXPLAIN** how your learning this lesson will **help** you in future lessons
- Draw a **VISUAL representation** of what you have learnt this lesson/half term

# Experiments of key elements of Iris Van Herpen

What Assessment Objective is this student evidencing?



*I created a dress using different coloured paper and folded it into a fan like shape as an experiment for Iris Van Herpen's pieces. I also created a headpiece out of cocktail umbrellas as the umbrellas represent what can be used against the element of water as protection.*



# Learning Objective First Interpretation

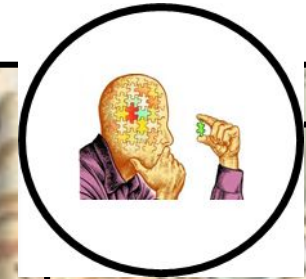
- ★ Using 3 adjectives on your chosen artist develop a response/interpretation
- ★ Focus on 1 adjective out of your 3 to communicate in your artwork
- ★ Composition
- ★ Visual element
- ★ Annotate your thoughts

The artist has inspired me to....

This artwork meaningful to me by...

This artwork adjective is visual demonstrating .....with the visual element/materials/technique.....  
..

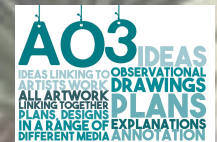
T An exceptional ability to explore and select appropriate resources, media, material, techniques and processes.  
O Reviews and refines ideas in a confident and purposeful manner as work develops.



Literacy

Analyse

ART SKILL/AO






# Artist 2 Iris Van Herpen: Formal Elements used

I like Iris' work as she expresses the elements using fashion and different types of material to show water, ice, wind, earth and fire.

## Artist 2 Iris Van Herpen




colour → limited  
monochrome → cool

Image  
material  
fashion  
shadow  
highlight

line  
Abstract  
Solid  
Pattern  
Curved  
straight


Shape  
curves  
line  
symmetrical



Shape  
Abstract  
Symmetrical  
Wave like  
line → solid  
→ curved

color  
white  
Monochrome

Emotion  
warm  
exciting



# ***Experiments of key elements of Iris Van Herpen***

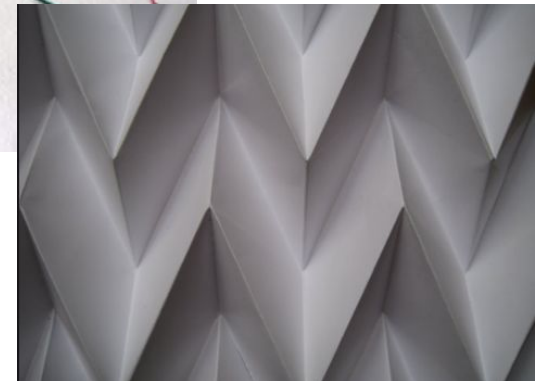
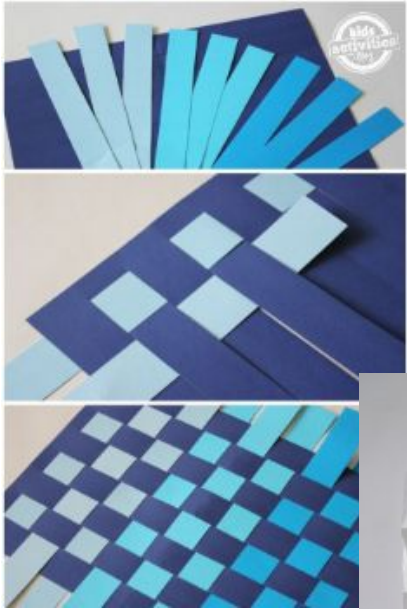


*I created a dress using different coloured paper and folded it into a fan like shape as an experiment for Iris Van Herpen's pieces. I also created a headpiece out of cocktail umbrellas as the umbrellas represent what can be used against the element of water as protection.*



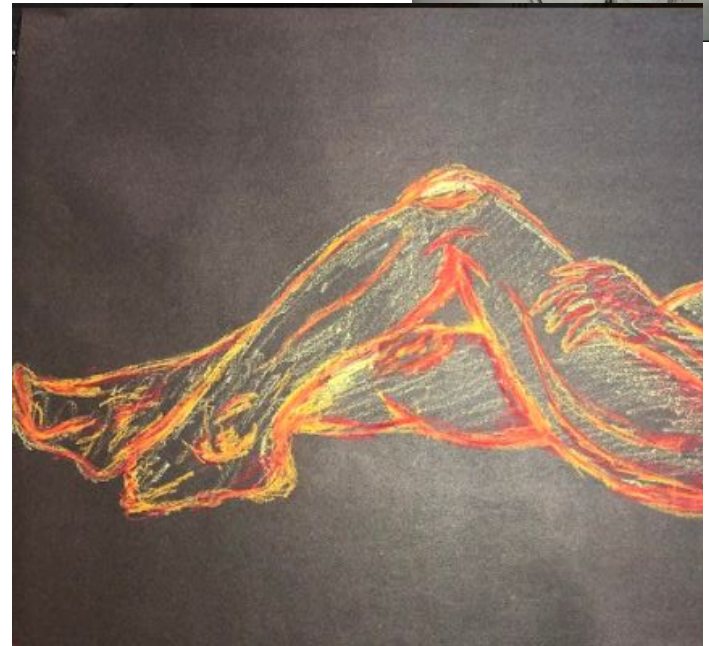
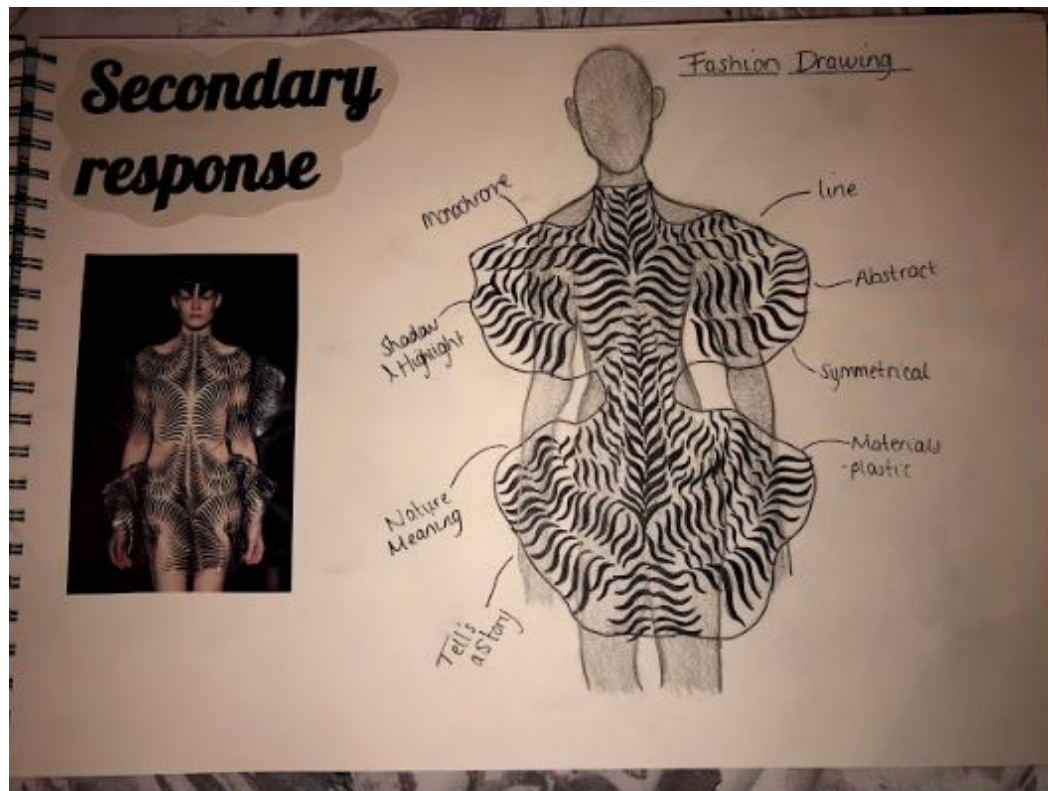
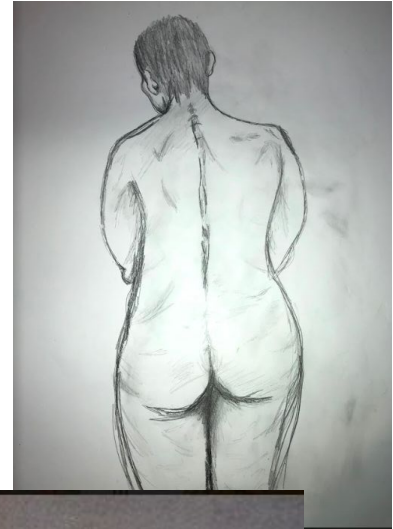
# ***Experiments of key elements of Iris Van Herpen***

## ***Paper Folds***





# Secondary response Iris Van Herpen



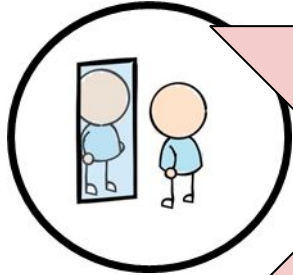
# *Primary Response Iris Van Herpen*



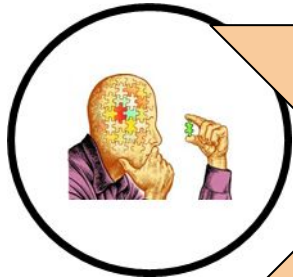
*This is primary response to Iris Van Herpen. I have used cocktail umbrellas to create this dress as umbrellas are a ways to respond to the four elements, particularly water. The colours of the umbrellas used relate to the four elements also as the red, orange and yellow link to fire. Blue and green links to the earth, water and air.*



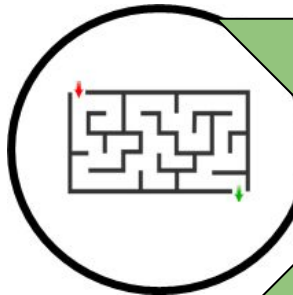
# RETRIEVE...



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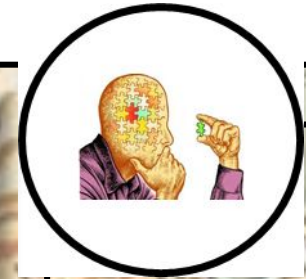
- If you were planning the next lesson, what would you **plan**? **Why**?
- **EXPLAIN** how your learning this lesson will **help** you in future lessons
- Draw a **VISUAL representation** of what you have learnt this lesson/half term



What Assessment Objective is this student evidencing?



# Learning Objective SECOND Interpretation



- ★ Focus on DIFFERENT adjective out of your 3 to communicate in your artwork
- ★ Composition
- ★ Visual element
- ★ Annotate your thoughts
- ★ Try new art material

The artist has inspired me to....

This artwork meaningful to me by...

This artwork adjective is visual demonstrating .....with the visual element/materials/technique.....  
..

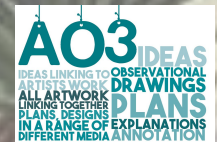
Literacy

Analyse

ART SKILL/AO

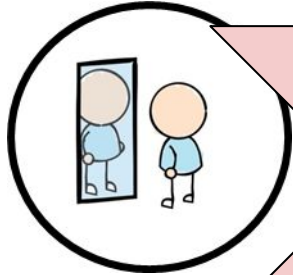
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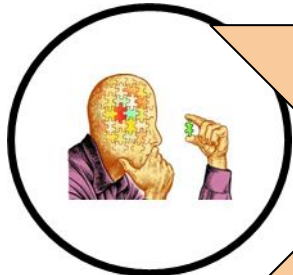




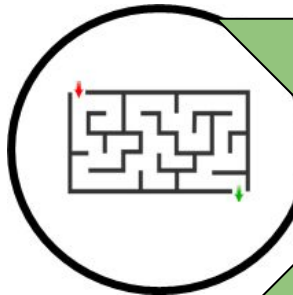
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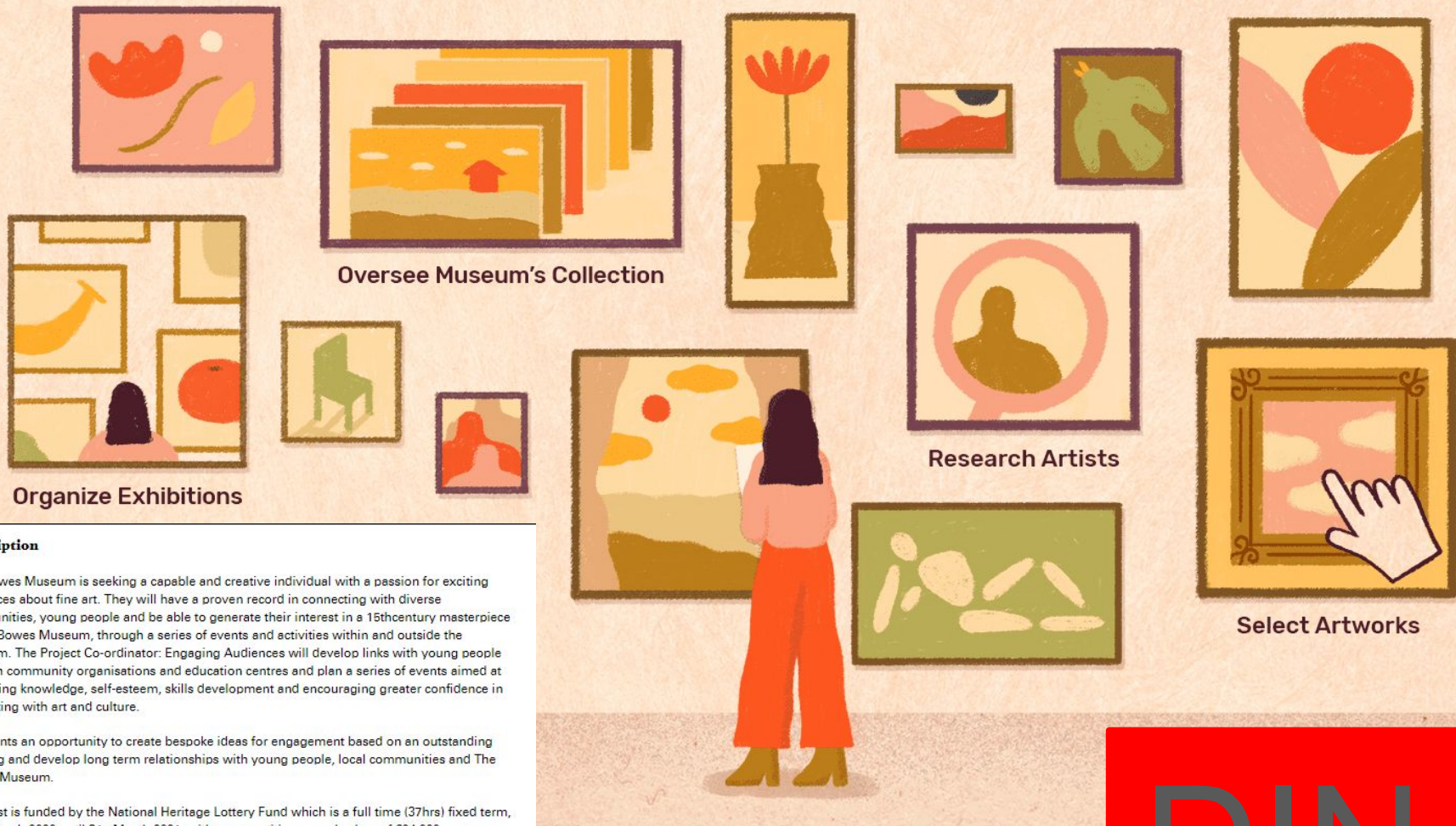
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# A Day in the Life of a Art Curator



## Description

The Bowes Museum is seeking a capable and creative individual with a passion for exciting audiences about fine art. They will have a proven record in connecting with diverse communities, young people and be able to generate their interest in a 15th century masterpiece in The Bowes Museum, through a series of events and activities within and outside the Museum. The Project Co-ordinator: Engaging Audiences will develop links with young people through community organisations and education centres and plan a series of events aimed at increasing knowledge, self-esteem, skills development and encouraging greater confidence in interacting with art and culture.

It presents an opportunity to create bespoke ideas for engagement based on an outstanding painting and develop long term relationships with young people, local communities and The Bowes Museum.

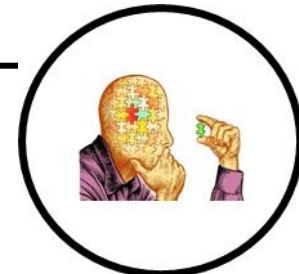
The post is funded by the National Heritage Lottery Fund which is a full time (37hrs) fixed term, from March 2020 until 31st March 2021, with a competitive annual salary of £24,000.

The closing date for applications is Monday 27th January 2020 at 9am. Interviews will be held within ten working days following the closing date.

For an application form, job description and equal opportunities form please visit <https://www.thebowesmuseum.org.uk/About-Us/Jobs-Volunteering/Job-Opportunities>

# DIN

# Learning Objective Celebration



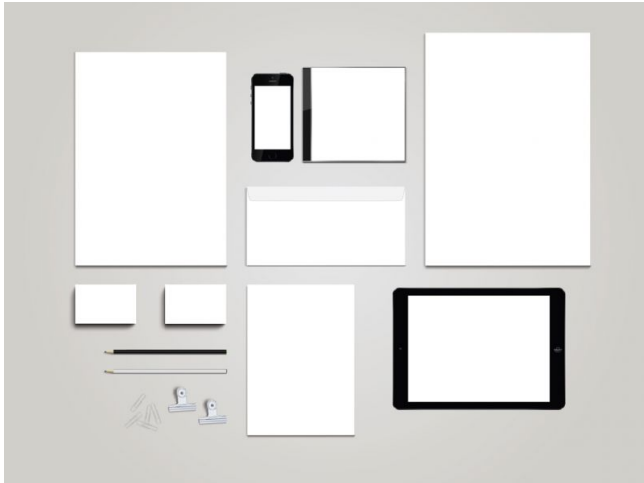
Literacy

Evaluating

read

ART SKILL/AO

**AO4** FINAL  
MEANINGFUL PIECE OF WORK  
INFORMED SHOW UNDERSTANDING  
RESPONSE LINKS  
LINK BETWEEN VISUALS AND ARTISTS TO ARTISTS WORK  
PRESENTATION RELEVANT



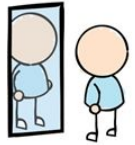
Plan, organise,  
budget, curate and  
design promotional  
material for your  
own open studio  
evening celebrating  
Y12 so far!





# Collaborative Critiques

DNA



## Sentence Starters

### Artist Analysis

My first impressions of this piece are ....

The piece of work is about ....

In this piece I can see .....

I think the artist has made this piece by ....

This piece reminds me of ....

The part that I find the most interesting is ....

I think this piece is about ....

The colours the artist has used are .....

This piece of work makes me feel ....

The areas I like/dont like about this piece are ....

I could use the artists ideas in my work by.....

If you had this project in front of you,  
what would you do?

Why is this  
our DNA?

DNA

Why is this  
our DNA?

**AO4** FINAL  
MEANINGFUL PIECE OF WORK  
INFORMED SHOW UNDERSTANDING  
RESPONSE LINKS  
LINK BETWEEN TO ARTISTS WORK  
VISUALS AND ARTISTS PRESENTATION RELEVANT

Can you explain your  
project without your  
sketchbook?



read

read

read

read

Retrieval  
read

Evaluating  
read

Analyse  
read

Deducing  
read

What  
the