

Pearson BTEC Level 1/Level 2 First Certificate

Art and Design

Unit 7: Recording for Creative Intentions in Art and Design

Time: 5 hours

Paper Reference

21357E

You do not need any other materials.

Instructions for centres

- The paper is to be given out at the start of the exam period, which must take place between 02/05/2014 and 16/05/2014.
- It is recommended that the first 10 minutes of the 5 hours be used as reading time.

Turn over ►

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Information for learners

You should read this information before starting on your work for assessment. You should refer to these instructions as you complete work for this paper.

During the period of 5 hours:

- read the information and think about how you could use the visual sources provided by the teacher
- experiment with different methods of recording by investigating and applying media, materials, technology
- produce first-hand observational studies (drawings, photographs or recordings in other formats) of the visual sources that have been provided
- develop design ideas, for example image manipulation, maquettes, colourways, scale drawings and annotation
- keep notes of progress, thoughts, ideas, changes and working processes by annotation in your sketchbook, on developmental sheets or in an independent learning logbook
- review your progress and re-evaluate your chosen ideas, materials, processes, techniques
- you are not expected to produce completed, finished work
- you should show how your work could be developed into finished work, given more time.

Working in examination conditions:

- you will be working under supervised examination conditions, usually in your art and design room.

During the 5 hours of assessment, your teacher will:

- issue the examination paper
- be able to give you technical advice and support
- **not** be able to talk to you about your creative ideas.

On the following pages there are briefs. You must choose ONE of these to complete your work for this paper.

Using the visual sources provided by your teacher you must produce a series of first-hand observational studies that explore the visual elements in **fresh food**. Select one of the scenarios on the following pages and develop design ideas from your initial first-hand observational studies. Your ideas must demonstrate your creative intentions clearly.

Your client, a local organic shop, is rebranding and upgrading its **fresh food** display. You are commissioned to record images and to produce design ideas inspired by **fresh food**, showing your creative intentions, to present to the management team. Your visual material will enable them to enhance the visual aspects of their rebranding.

Shoppers will be presented with a new shopping experience where the notion of 'fresh' has high importance. The shop is open to new ideas and is willing to consider all forms of creative work, representational or abstract.

Pathways

Art and Design (Unendorsed)

For the unendorsed pathway in art and design, you can select any **one** of the pathway briefs. It would be sensible to focus on a pathway that you have enjoyed and learned about during your art and design course.

Design Crafts

1. You are a craftsperson who has been asked to submit design ideas inspired by **fresh food** for a 3D piece that will attract people to either the shop or a specific area of the shop, for example a window or counter display.
2. You are a jewellery designer who is designing a range of jewellery to be sold in the shop. The jewellery must be inspired by the **fresh food** sold in the shop.
3. You are a craftsperson with a brief to provide design ideas for a decorative square panel inside the shop. The maximum size is 3 m x 3 m and it may be flat or in relief. The panel must be inspired by the **fresh food** sold in the shop.

Fashion and Textiles

1. You are a fashion designer, developing design ideas inspired by **fresh food** for the uniforms of staff working in the shop, which could include aprons and hats.
2. You are a textile designer who is designing printed fabric inspired by **fresh food**, which may be used to construct uniforms for staff or tablecloths in the shop's cafe.
3. You are a fashion designer who is designing a range of t-shirts to be sold in the shop. The t-shirts must be inspired by the **fresh food** sold in the shop.

Photography

1. You are a photographer commissioned to produce a series of photographic images, as well as design ideas, inspired by **fresh food**. The images will be used in promotional materials to encourage young children to eat healthily.
2. You are a photographer commissioned to produce a series of photographic images and design ideas for banners to promote the sale of **fresh food** in the shop.
3. You are a photographer who has been asked to produce a series of photographic images, as well as design ideas, based on one or two **fresh food** items sold in the shop. The images will be used for display in the shop's cafe and should explore the photographic qualities of the **fresh food** items.

Product Design

1. You are a packaging designer working on a brief to produce packaging design ideas for a box that will contain **fresh food** items. The box can be any shape but must be appropriate to the food item it will contain, and it must have 3 compartments.
2. You are a designer with a brief to produce design ideas for a recipe book holder inspired by **fresh food**. The holder should accommodate all sizes up to the largest recipe book, which is 3.5 cm thick and A3 when open.
3. You are a designer with a brief to produce design ideas for kitchen accessories inspired by **fresh food**. The theme must be reflected in the final design. Which could include a fish slice, spoon rest, lemon squeezer, oven glove/s, cutting board, and condiment set (container to hold salt, pepper and vinegar).

Visual Arts

1. You are a sculptor commissioned to produce images and design ideas for a sculptural piece inspired by **fresh food**, to be exhibited inside or outside the shop. The piece, either free standing or in relief, should reflect the theme in a fun and positive light.
2. You are an artist and have been asked to produce a series of sketches and studies for a painting to be displayed on the shop's wall, based on the theme of **fresh food**. The painting's final size is 1 m high x 2 m wide.
3. You are an illustrator and have been commissioned to produce images and design ideas inspired by **fresh food** forms to be used on a 20 cm x 20 cm paper carrier bag.

Visual Communication

1. You are a designer and your brief is to produce design ideas for the publicity campaign to promote the shop. The campaign will be inspired by **fresh food** and centred on the slogan 'Organic food – fresh is best'. The campaign could include visuals and ideas for handouts, flyers, banners and posters.
2. You are a graphic designer working on images and typography for a promotional free recipe leaflet or card based on the theme of **fresh food**. The item will be produced from double sided, plastic laminated paper and may be any shape or size you see fit.
3. You are a graphic designer and your brief is to produce images and design ideas for a cookery book cover. The cookery book will be titled 'Fresh is Best' and will contain recipes for healthy meals made from organic **fresh food** ingredients.