

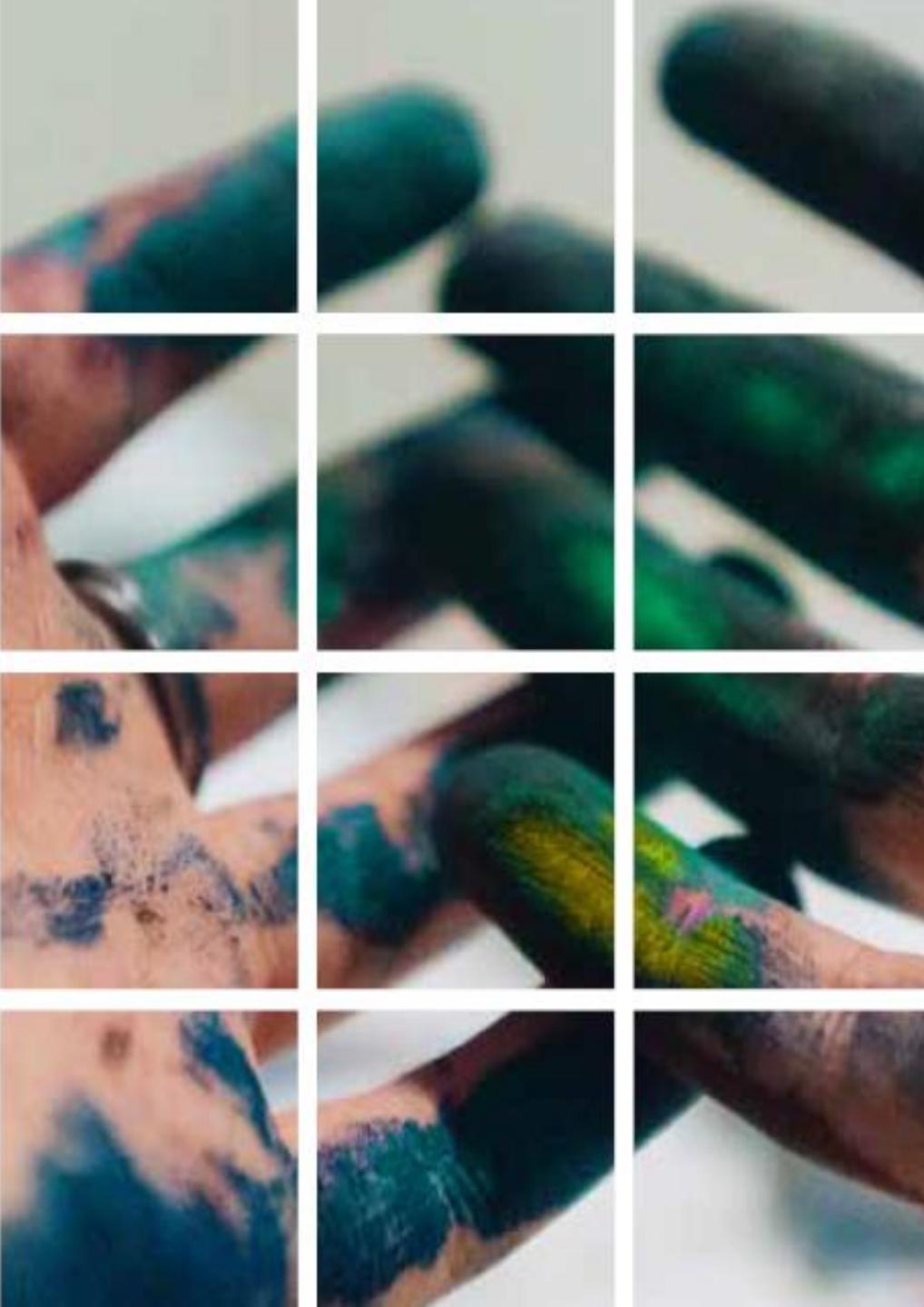


Pearson

BTEC Level 3 National in Art & Design Practice

Sample Marked Learner Work

A1: Skills Development



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You will need to refer to the appropriate specification alongside these sample materials.

The specification for the BTEC Level 3 Nationals 540 Diploma and Extended Diploma in Art and Design Practice can be found by typing the following into your web browser:

<https://qualifications.pearson.com/en/qualifications/btec-nationals/btec-nat-art-and-design-practice.html>

Introduction

This sample of learner work is for the BTEC Level 3 National Extended Diploma in Art and Design Practice. The learner has produced work in response to three different assignments during the course of Unit A1: Skills Development. All assignment briefs used for generating this learner work have been written by the centre and have been contextualised to the centre's delivery plans and requirements. The assignment briefs have been included here for information only and some key information has been removed.

The learner work that follows has been assessed accurately to national standards. This is one example of a mixture of **Merit** and **Distinction** grade achievement for the following **Assessment Criteria**:

A1.1 Explore and Develop investigation skills for informing ideas - Distinction

A1.2 Explore and develop problem solving skills - Merit

A1.3 Explore and develop creative technical skills - Merit

A1.4 Explore and develop professional skills and behaviours - Distinction

A1.5 Explore and develop communication skills - Merit

Please note:

This is just one example of how learners can achieve this unit. Centres may use a variety of delivery and assessment methods, providing the emphasis is on learners demonstrating the skills covered by the assessment criteria.

Some elements of the learner work in these materials have been blurred out to ensure anonymity. Information within the assessment paperwork has also been redacted to preserve anonymity.

Although documentation is not included for the purposes of this document:

- all assignment briefs must be internally verified before being released to learners
- all learners and assessors must sign a declaration authenticating the evidence as the learners' own

We encourage you to use this work to standardise your assessment teams and demonstrate the level of response expected to achieve the different targeted grades outcome.

Commentary

A1.1	Explore and develop investigation skills for informing ideas	Distinction	3 Points
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The learner has achieved a **Distinction** in **AC1: Informing Ideas** with this submission.

This learner has explored a wide range of artists and designers throughout the three assignments, the initial research and ideas in the first assignment has clearly allowed the learner to improve their skills, with later exploration and development becoming much more accomplished. The critical analysis becomes more pertinent to the learners intentions as the learner progresses through the unit. The learner has demonstrated accomplished research, investigation and the critical analysis skills used to interpret briefs, develop ideas for work, and inform plans for progression, demonstrating a thorough understanding of industry and personal practice. The work of others clearly informs and inspires the learners work and use of investigation skills consistently improve during the exploration of A1 Skills Development.

A1.2	Explore and develop problem solving skills	Merit	2 Points
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The learner has achieved a **Merit** in **AC2: Problem Solving** with this submission.

The learner has shown sound use of ideas generation, experimentation, testing and review across all assignments. There is clear reflection on work showing emerging awareness of how solutions relate to intended meaning, purpose and function. In this submission we can see the learner, at times, presents the first idea as the final outcome, where there could have been several ideas exploring the brief before selection for the outcome. There is also evidence that the learner becomes overly reliant on proven techniques and processes in solving the problems presented. For this learner to be able to meet the Distinction criteria there needs to be evidence of a greater confidence in the work produced.

A1.3	Explore and develop creative technical skills	Merit	2 Points
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The learner has achieved a **Merit** in **AC3: Technical Skills** with this submission.

Generally the learner has demonstrated an effective selection and application of media, materials, techniques and processes with a clear awareness of their effect on communication through outcomes. The learner has experimented with a wide variety of different media and materials including digital skills, photography skills and textiles techniques. It is clear that some of the experimentation is much more sophisticated than others, however there is generally consistent technical competence shown through development and execution. The learner fails to achieve the distinction grade primarily due to the lack of refinement in the work. The outcomes are not always fully proficient or sophisticated.

Commentary

A1.4	Explore and develop professional skills and behaviours	Distinction	3 Points
The learner has achieved a Distinction in AC4: Professional Practice with this submission.			
The learner has shown a thorough understanding and application of accomplished professional practice skills, behaviours and approaches used in a sustained and considered way. All three projects were well managed and submitted on time. The work presented is well organised and provide an excellent narrative to the project undertaken. The learner has shown awareness of the creative process in the construction of the body of work and has demonstrated professional skills and practice throughout all the assignments, this evidence was also collected in the form of a Record of Practical Activity completed by the Assessor.			
A1.5	Explore and develop communication skills	Merit	2 Points
The learner has achieved a Merit in AC5: Communication with this submission.			
The learner has demonstrated an effective communication of meaning, purpose and function of work in relation to intentions and audience. There is a clear understanding and use of effective presentation methods, formats and conventions used to reflect qualities and engage the audience. The learner has acknowledged some elements of how the work will communicate concepts through the outcomes. However, a greater emphasis of how the products are relevant to the client would be beneficial as this is never fully explored. The learner acknowledges placement, such as billboard, bookstore or poster, but fails to act on possible client/audience feedback.			
General Comments			
It is important to note that the learner has produced a wide variety of work across the three projects and throughout the submission which represents an extended period of time where progression in skills has taken place. When making summative grading decisions against the five assessment criteria, the assessor has made a holistic judgement based on evidence where the learner's skills and abilities have been demonstrated sufficiently to indicate an established skillset.			

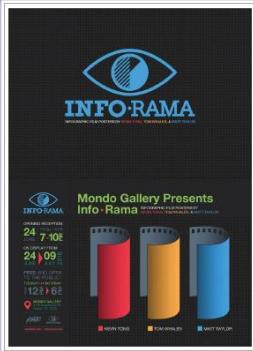
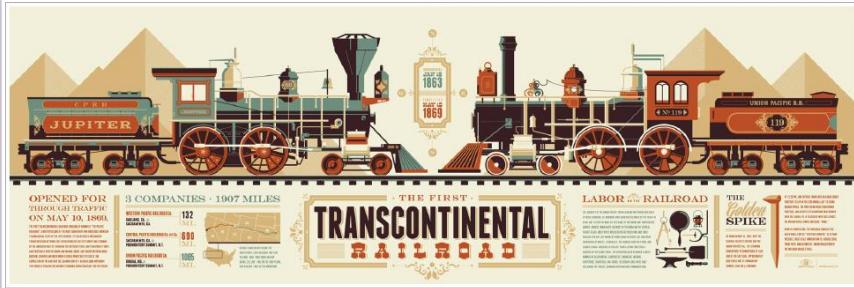
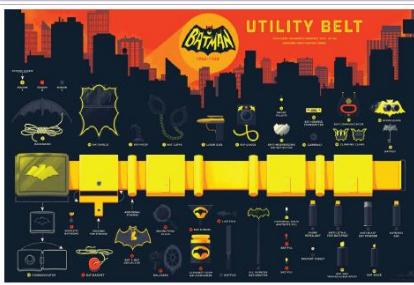
Assignment 1: Environmental Awareness – Information Graphics.

Name of Course: BTEC 540 Diploma in Photography / Graphic Design | Level 3 | Year 1

Student Name:

Subject Tutors:

Assignment Title [3]: Environmental Awareness - Information Graphics



Assignment IV | Sign & Date | 08.01.20

Module A: Exploring & Developing Art & Design Skills

A1: Skills Development (405 GLH)

A1.1 Explore and develop investigation skills for informing ideas; **A1.2** Explore and develop problem solving skills; **A1.3** Explore and develop creative technical skills; **A1.4** Explore and develop professional skills and behaviours; **A1.5** Explore and develop communication skills.

Issue Date: | Final Submission Date:

Subject Tutors:

Assignment Title (3): Environmental Awareness - Information Graphics

Information Graphics take many forms and are the visual/pictorial representation of such things as surveys, statistics, percentages and other reports and findings. These may take the form of:

- Bar graphs, pie charts, instructional diagrams, flow charts, flow diagrams, maps, etc.

Assignment Overview:

You are a designer, chosen to design an awareness raising campaign in response to **ONE** of the following ecological issues:

- An **anti-litter** awareness raising campaign for: (i) your local council / (ii) college / (iii) global;
- A **pollution** awareness raising campaign for: (i) plastics / (ii) environmental > car / planes / (iii) flood risk;
- A **recycling / up-cycling** awareness raising campaign for: (i) old to new / (ii) sustainable energies (solar, wind, wave motion) / (iii) fossil fuels / (iv) hybrid vehicles / (v) electric vehicles.

Research:

Your work will be inspired by researching the work of relevant photographers, artists and designers and you will use aspects of their approach to inform and influence the development of your work.

For the subject matter you choose to represent it is **essential** that you:

- Fully research your chosen topic in order of gaining a unique insight and understanding into the issue(s) that you are aiming to raise an awareness of;
- Be clear which audience you are aiming at and why they would be responsive to your particular campaign and its message;
- Supply correct, up-to-date and relevant data, information, facts, data, figures and/or statistics — it is only through these that your campaign will form its direction, purpose and strength.

Documentation and Presentation:

You are expected to build a comprehensive and exploratory body of work, carefully annotating, reflecting and evaluating where you feel your efforts have been successful or not. You can decide how to present your work. Suggestions are:

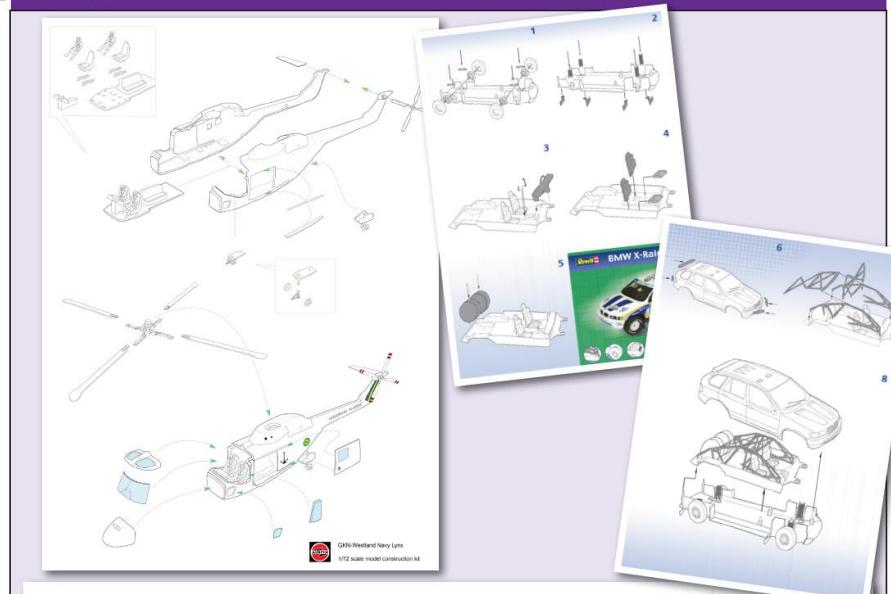
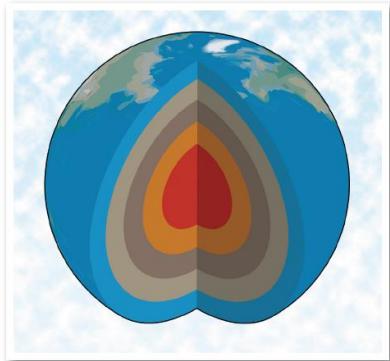
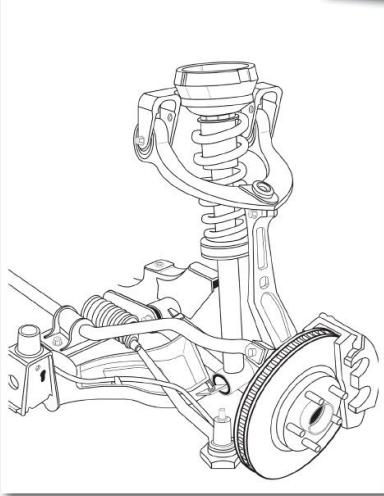
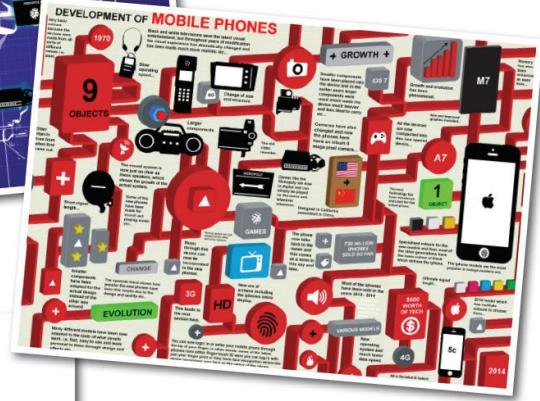
- Printed pages, created within an **Adobe InDesign** layout, displayed in an A3 walleted journal;

Additionally, you will give a formal presentation to the rest of the group on the completion of this assignment.

In order to be awarded a qualification, learners must achieve a minimum of Pass in all criteria for all assessment units.

Assessment criteria	U Limited/insufficient	Pass Generally competent/adequate	Merit Clear/effective	Distinction Accomplished/thorough
AC1: Informing ideas	Limited or inappropriate research and investigation. Information has not been used to inform ideas or understanding.	Generally competent research and investigation used to interpret briefs, develop ideas for work and inform plans for progression, showing adequate understanding of industry and the work of others.	Effective research and investigation skills used to interpret briefs, develop ideas for work and inform plans for progression, showing a clear understanding of industry and the work of others.	Accomplished research, investigation and critical analysis skills used to interpret briefs, develop ideas for work and inform plans for progression, showing a thorough understanding of industry and the work of others.
AC2: Problem solving	Lack of clarity in use of problem-solving processes. Work does not progress coherently through appropriate stages of development in order to find solutions.	Generally competent use of development process showing sufficient ideas generation, experimentation and review to find solutions.	Sound use of ideas generation, experimentation, testing and review. Clear and consistent reflection on work showing emerging awareness of how solutions relate to intended meaning, purpose and function.	Thorough engagement and confident application of ideas generation, experimentation, testing and review used to make considered choices. Sustained use of reflection to develop a critical understanding of how solutions align with the intended meaning, purpose and function of work.
AC3: Technical skill	Limited or inappropriate evidence, work does not show a minimum level of precision or competence with media, materials, techniques and processes.	Generally competent selection and manipulation of appropriate media, materials, techniques and processes to produce work that shows some awareness of impact in outcomes.	Effective selection and application of media, materials, techniques and processes, with a clear awareness of their effect on communication through outcomes. Mostly consistent technical competence shown through development and execution.	Accomplished selection and skilful application of media, materials, techniques and processes, showing thorough understanding of their impact on outcomes and ability to exploit them to meet intentions. Technical competence sustained throughout development and execution.
AC4: Professional practice	Limited understanding and use of professional practice skills, behaviours and approaches to working.	Adequate exploration and use of some professional practice skills, behaviours and approaches to working.	Clear understanding and application of professional practice skills, behaviours and approaches used effectively to manage and inform projects.	Thorough understanding and application of accomplished professional practice skills, behaviours and approaches used in a sustained and considered way to manage and inform projects.
AC5: Communication	Lack of clarity seen in outcomes in relation to intentions and audience. Limited use of appropriate presentation conventions.	Generally competent communication of meaning, purpose and function of work in relation to intentions and audience. Appropriate use of presentation methods, formats and conventions.	Effective communication of meaning, purpose and function of work in relation to intentions and audience. Clear understanding and use of effective presentation methods, formats and conventions used to reflect qualities and engage the audience.	Fluent and imaginative communication of meaning, purpose and function of work in relation to intentions and audience. Thorough understanding and skilful use of presentation methods, formats and conventions applied in a highly considered way to enhance qualities of work and engage the audience.

Learner Work



are made from recycled materials either creating something beautiful or something with a message behind them like

Creating awareness about plastic pollution. Worn. the oceans.

ART Trends

Recycling / Upcycling

Populair trends

Better for the health
better for the environment

Reusing an pollution
From skin of cows

veganism

Shopping bags
and
dog bags

3 R's
• reduce
• reuse
• recycle



Clothing

charity shops

vintage shops

online swap
stores - depop

Clothing made from
recycled
materials

↳ editorial
fashion

Upcycling:

Upcycling also known as creative reuse, is the better process of transforming by-products, waste materials, useless, or unwanted products into new materials or products of better value or environmental value.

Recycling -

The action or process of converting waste into reusable material.

Recycling and Upcycling

Recycling Basics



Recycling is the process of collecting and processing materials that would otherwise be thrown away as trash and turning them into new products. Recycling can benefit your community and the environment.

Benefits of Recycling

- Reduces the amount of waste sent to landfills and incinerators
- Conserves natural resources such as timber, water and minerals
- Increases economic security by tapping a domestic source of materials
- Prevents pollution by reducing the need to collect new raw materials
- Saves energy
- Supports communitys manufacturing and conserves valuable resources
- Helps create jobs in the recycling and manufacturing industries in the world

Steps to Recycling Materials

Recycling includes the three steps below, which create a continuous loop, represented by the familiar recycling symbol.

- step one: collection and processing
- step two: manufacturing
- step three: purchasing new products made from recycled materials

Why recycle?

Harmful chemicals and greenhouse gasses are released from rubbish in landfill sites. Recycling helps to reduce the pollution caused by waste. Habitat destruction and global warming are some the affects caused by deforestation. Recycling reduces the need for raw materials so that the rainforests can be preserved.

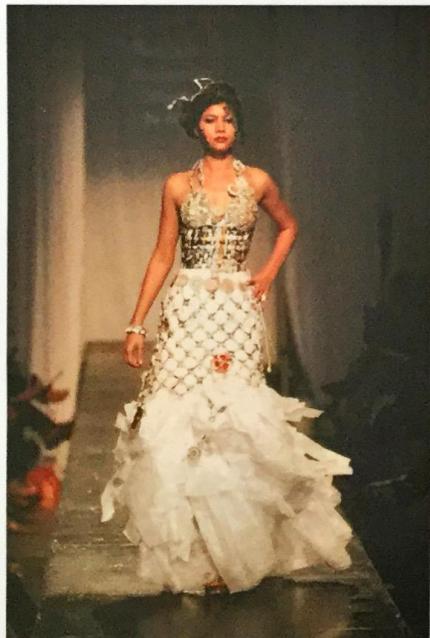


Recycled Clothing



Recycled clothing is a popular trend which the younger generation have suddenly gravitated to compared to past generations. As there's a growing amount of people buying recycled, vintage clothes many brands have started recycled ranges as well as a growing increase of charity shops and vintage shops.

Depop is a peer-to-peer social shopping app based in London, with additional offices in Milan and New York City, which started back in 2011 but is now a must on more than half the nation's phone.



When many think of recycled clothes there are two things which come to mind: clothes which are "second hand" either from a charity shop, vintage store or even an online shop like Depop or more editorial clothing made from recycled materials for art or runway uses.

Fashion problems

Fast fashion is a contemporary term used by fashion retailers for designs that move from catwalk quickly to capture current fashion trends. A second, critical definition adds that fast fashion is not only about quickly moving from runway to store to consumer, but also to the garbage.

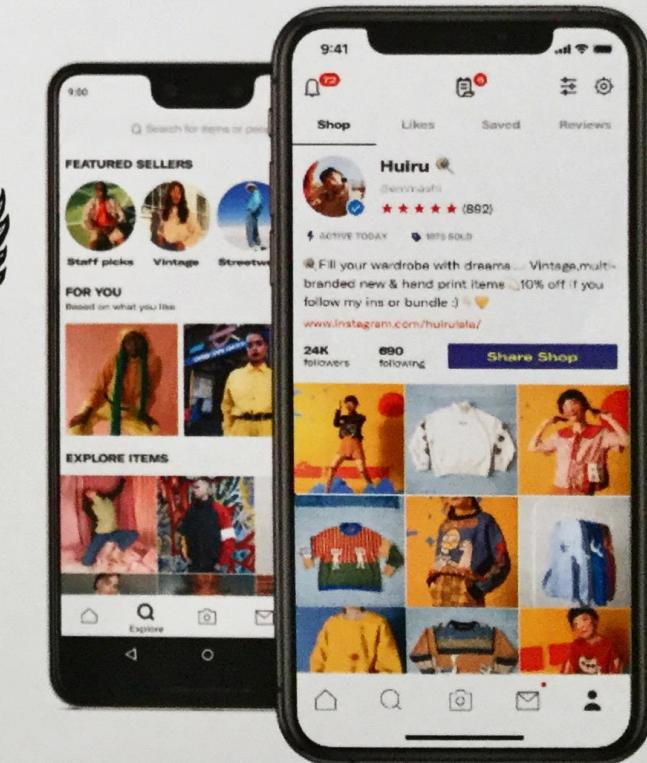
The fast fashion industry produces ~1 billion garments annually. Profits are around 3 trillion dollars per year. 26 billion pounds of textiles and clothes end up in landfills.

Criticisms of fast fashion include its negative environmental impact, water pollution, the use of toxic chemicals and increasing levels of textile waste. Vibrant colours, prints and fabric finishes are appealing features of fashion garments, but many of these are achieved with toxic chemicals.

Fashion solutions

Sustainable fashion is a movement and process of fostering change to fashion products and the fashion system towards greater ecological integrity and social justice. Sustainable fashion concerns more than addressing fashion textiles or products. ...

An adjacent term to sustainable fashion is eco fashion.



Recycled Art

Recycled art is creative work that's made from discarded materials that once had another purpose. ... Artists who make recycled art take those materials and make them into something new. You might sometimes see it called 'junk art,' but that term is a bit limiting.

Artists use recycled or reused objects to make attractive pieces of contemporary art and literally turn everyday trash into creative treasures. Installation Art is good for the environment because it takes everyday objects and transforms it into a valuable artwork.



When did recycled art start?

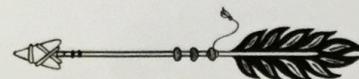
The early 20th century was pivotal in the development of recycled art. Around 1912, artist Pablo Picasso (1881-1973) invented a process called collage, where he pasted together bits of paper, photos, newsprints and small objects to form a new image.



Message behind recycled art?

some artists use their recycled art as a way to communicate to the viewer about our nations problem with plastic for example some create an ocean out of plastic to create a message about the amount of plastic within the ocean.

At its core, recycled art is about repurposing materials and nature conservation. The underlying message behind all recycled art is in the title itself: recycle.



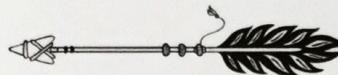
Upcycled Furniture

Upcycling is the practice of creating a useable product from waste or unwanted items or adapting an existing product in some way to add value. The purpose of upcycling is reducing waste and improving the efficiency of resource use.

Upcycling instead of recycling is good too; recycling requires energy or water to break down materials. Upcycling only requires your own creativity and elbow grease.

Who started upcycling?

The term upcycling was officially coined in 2002, but it was first referenced in a German book in 1996. In 2002, William McDonough and Michael Braungart wrote a book called Cradle to Cradle: The Way we Make Things about the benefits of upcycling and its place in creating and marketing different types of products.



Who is upcycling?

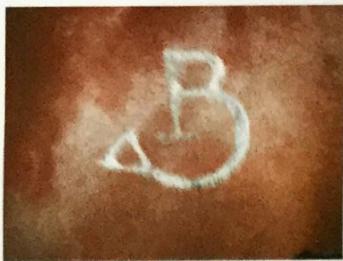
many teens or young adults tend to be the ones upcycling furniture due to the lack of expense. instead of going out and buying new furniture for a college dorm or their new house / flat they tend to opt for the cheaper option and upcycle furniture turning something old and unused into something needed.

for example a childs crib turned into a swinging bench



Branded Fashion

In our society people are obsessed with branded clothing, its a weird concept when you think about as if you think back a couple hundred years no one would have wanted to be wearing an item of clothing with another person's name on it yet nowadays people are obsessed. People even go to the lengths of coping and selling branded items for a lower price as some people can't afford the real stuff so they will buy the fake versions to "fit in". But what even is branding? We first saw the idea of branding used for our cattle. Branding of livestock dates back to the Egyptians, back around 2,700 BCE, the idea was to burn a farmer's name, logo or what we now call "brand" into the animal's hide as a way of letting others know that this animal belonged to their brand, nowadays they tag the animal but the concept stays the same. This concept soon developed over time into the fashion industry with Brooks Brothers, America's first and oldest existing clothing brand, which was founded in 1818, in New York City, the brand Brooks Brothers was the first American clothing company that's still around today. And soon after everyone copied this idea. The interesting thing is most brands have their logo placed around the area where a cow's branding would stereotypically be found linking back to this idea of you belonging or being a part of this brand.



ck
Calvin Klein

GUCCI

Champion



PLAYBOY

Juicy Couture

FENDI DIOR

ROMA

LOUIS VUITTON

Levi's

BURBERRY®
LONDON



LACOSTE

Recycled And Upcycled Brands

Due to brands creating such a large amount of clothing every year multiple brands have become popular for collecting popular brands older clothing and reselling them on a couple of brands that are known for this are...

Beyond Retro

Beyond Retro are a Vintage retailer. Their sources search through 1,000s of vintage pieces to find those that are timeless and ideal for us. But only 1 out of 1,000 pieces make it to the shop floor. Beyond Retro creatively found a solution to the other 999 pieces that didn't make. They created their own upcycled Label made only from secondhand fabrics.

Taking the pieces that didn't make the cut and sort them into huge piles of fabrics. They then redesign them based on future fashion trend predictions. Turning the past into the future. Another key feature is the price range, making it easier for conscious consumers to shop ethically.

Patagonia

Patagonia has been paving the way forward in the ethical fashion space since 1973. The outdoor wear brand started using recycled plastic bottles to make their garments back in 1993! That's what I call pushing the boundaries.

Patagonia uses this recycled plastic to create their fleeces, shorts, and jackets in their Re\\collection. They also have a really cool recycling scheme. If you own one of their clothes, and it can't be repaired, you can hand it into one of their shops to be recycled and reused. Saving tonnes of clothing from ending up in the landfill and making the fabrics lifetime last much longer.

blonde gone rogue

blonde gone rogue is the brainchild of the two Bulgarian sisters, Denitsa and Gergana. They use fabrics which are left from large productions in order to give them a second life. Besides that, Blonde Gone Rogue uses a byproduct of cotton – cupro. Cupro fabric is made from the waste of cotton – so instead of throwing away the thinnest and most delicate cotton fibres left over, they are spun into a beautiful fabric which feels as soft as silk. All t-shirts and hoodies are made from 100% recycled fabric or organic cotton and their latest collection has colour-blocking patterns, making each piece a bold statement.

patagonia

 BEYOND RETRO
VINTAGE CLOTHING

compare >
ethics <

Recycled & Upcycled Fashion



A recent new trend is to “thrift & flip” which is very popular within society. “thrift & flipping” is the process of buying second hand clothing or vintage clothing from a charity shop or somewhere and changing the product to fit the persons desired style, shape or look.



Another new trend popular is for teens or young adults to paint unique designs onto their old boring clothing, either their plain jumpers, shoes, jeans anything really.



DESIGNER VINTAGE CLOTHING ONLINE, UK AND EUROPE

We are Vintage. We are Sustainable. We are Cow.

Cow is a leading independent British online retailer specialising in vintage clothing. Dedicated to finding the best selected fashion from the 70's, 80's 90's and 00's

Looking for big brands such as Fila, Adidas and Patagonia to name a few? One of a kind vintage and handmade rework garments are our specialities.

WHAT IS REWORKED CLOTHING?

Each piece of reworked clothing design by Cow is 100% unique, just as individual as you are. Our rework range guarantees you the latest styles and fits. But makes Cow different is all our clothing is sustainably produced.

All over reworked range is designed and created in-house here in the UK

SUSTAINABLE VINTAGE FASHIONS

Sustainability is widely regarded as an 'en vogue' topic right now. UK fashion brands are constantly evaluating ways to ensure their products are delivering the right eco-friendly messages. We are Cow doesn't do any of that, as being ethical has always been at the forefront of our business.



Customised Fashion

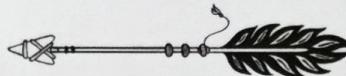
One of my main ideas is to try customising some items of clothing like the images on the right however my designs will revolve around personal themes to the model. I hope to create two custom items of clothing and have someone model them out and about.

For the shoes i will be following this step by step guide to achieve the best outcome:
-- <https://www.instructables.com/id/How-To-customize-Kicks-Paint-Shoes-the-Mofoz-Vis-1/>

How?

For this idea i will need to buy or find a pair of jeans and trainers to create my designs onto.

when i come to create my design i will make sure to prep the surface which i'll be painting on for the best final outcome.



Design ideas?

Jeans idea

For the jeans im going to be painting on an old pair of jeans which already have paint over them from decorating my room, im planning on painting flames on the bottom of the jeans, 3 flames yellow orange and red and maybe a black outline of the flame. The flames will wrap around the ankle of the jeans so will be visible from all angles. I will then be adding a quote onto the jeans which will say "Death is only Dangerous to the unlivid life" this will be on the front of the jeans as well as this i will be painting something onto the two back pockets of the jeans to keep the back of the jeans visually interesting.

Shoe idea

For the shoes i would either paint something related to music which im interested in or maybe even a brands logo or cartoon. something funny, bright and unique. i wanna keep all my designs light hearted and interesting for the aimed audience as the younger generation might want to recreate this on their clothing.

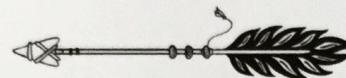


Tailored Fashion

My second main idea is to try tailoring some items of clothing like the images on the right however the items of clothing will be tailored to my model and their style. I hope to create two tailored items of clothing and have someone model them out and about.

How?

For this idea I will need to buy or find various items of clothing either tailoring them to fit properly, make them into a different style of clothing or add to the item of clothing.



I will try various ideas and designs to get my desired look.

Design ideas?

Idea one

For one of my designs I wanna take either a jacket or shirt adding to it with either patches of other clothing which I will create some designs onto.

Idea two

For my second design I will take a pair of patterned pajama pants and create a top and shorts out of it like one of the images to the right.

Idea three

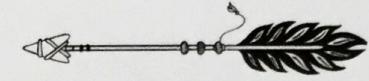
For my third design I will print a selected environmental image onto a old top, as a way of getting a message across while having a fun and wearable top with a meaning.



Models..



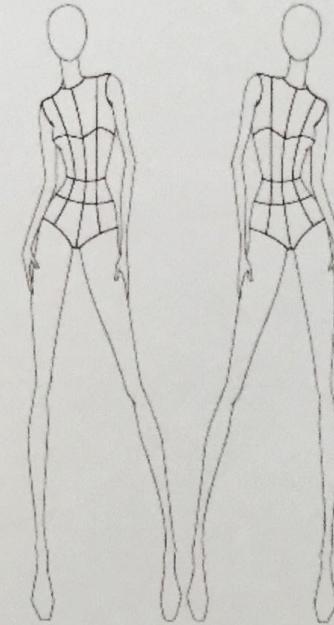
Model One..



This is my selected model for some selective photoshoots, when it come to the actual photoshoots she will have a natural makeup look on to make sure that the clothing gets the full attention.

Which Photoshoots?

This model will be used for all of my photoshoots except my first shoot for the jeans due to the jeans being a larger size then needed for the model.



Models..

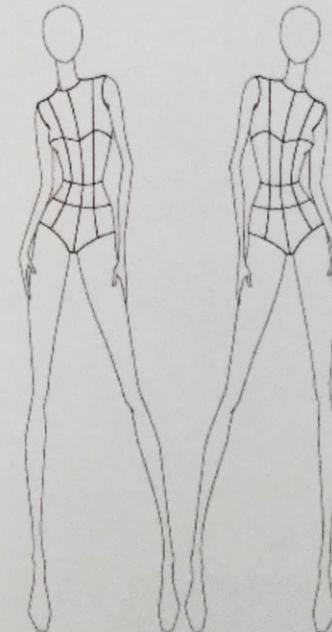


Model Two..

This is my selected model for some selective photoshoots, when it come to the actual photoshoots she will have a natural makeup look on to make sure that the clothing gets the full attention.

Which Photoshoots?

This model will be used for all of my photoshoots except my first shoot for the jeans due to the jeans being a smaller size then needed for the model.



Photoshoot ideas..

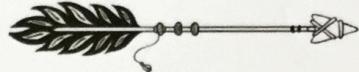
when it comes to the photoshoot i will be doing a mixture of a classic studio photoshoot as well as putting a creative twist on the photoshoot.

Classic studio shoot

For the classic studio shoot i will stick to a basic photoshoot look, having the model in front of a plain background to show-case the clothing through various poses.

By having a plain background the clothing automatically becomes the focus point of the image.

As the clothing is very unique and personal it will contrast drastically with the basic background.



Why both shoots?

The purpose of doing both shoots is to show the difference the location and theme of the photo can make to the final image.

As well as this im also trying to show the different focal points in each shoot and which benefits the desired look im trying to achieve for the final image.

And finally each shoot will attract a different audience showing that the clothing has multiple expressions and is wearable by all.



My Plan..

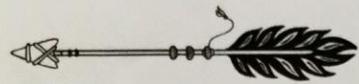
I will be photographing the process of the items being created to show the development and finished result, im planning on having the development images as flat images, what i mean by that is images without a model showcasing them.

Im interested in displaying these items in both street photography and studio photography to get a range of interesting and different images for my finale outcome.

Development notes..



- While painting my jeans ive noticed that more paint is needed to get the desired colour payoff im trying to achieve.
- while painting ive learned that some colours show up duller than others on the jeans so to get around this im putting a white base of paint to that the colours show up more vibrant.
- when it comes to drawing on the fabric not all pens show up as desired, so its important to test various pens and see which one fits the style your trying to achieve.
- One thing to be particularly mindful of is that acrylic is a fast-drying paint and can easily dry out before your project is complete.
- An advantage to using acrylic on denim is that acrylic lets you build on layers, so you can apply the acrylic with a thin coat or make it heavier by painting more layers.



Jean development..

While creating my custom jeans i started off by creating flames around the ankle of the jeans, by drawing a rough outline of the flames with a black pen then starting to add the colours from the bottom up and blending creating a realistic flame look.

while making these jeans im working on one section at a point, photographing the development of the process showing the first layer of paint, the second layer and the final look of the section then moving on to the next section and doing the same.



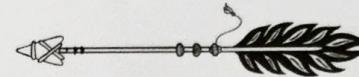
front..



Back..



These photos were taken in the mirror in my room due to them being development images which is why they are not as professional as the final outcome will be.



Note..

In these images it's clear to see that the back side of the jeans have only had one layer of paint on them compared to the front.

Jean development..

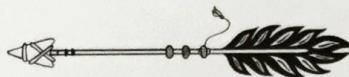
After finishing the flames on the bottom of the jeans and getting it to the desired look I was aiming for, I then moved onto the middle area of the jeans for the quote. Starting off by sketching the design for the paint.

When designing the jeans I felt as though I wanted the front of them to not be so empty therefore I decided on writing a quote across the two legs to add that extra feature.

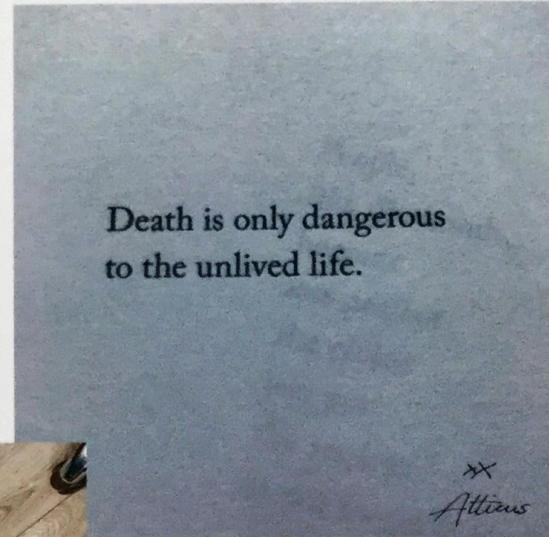
For the quote I decided to use a poem from a poet called Atticus, I'm using this particular poem as I feel like everyone can relate as well as being a fan of his work so adding in that personal connection into the work.

Note..

Personally I found it difficult to paint the wording onto the jeans and I personally don't love the outcome if I was to do this again I would leave the jeans without the quote.



Atticus

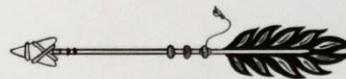
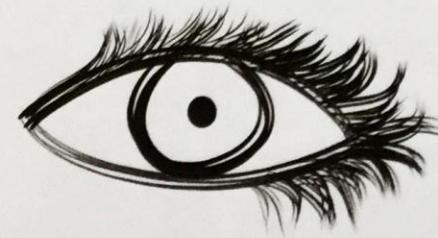


Jean development..

After finishing the quote on the middle area of the jeans and getting it to the desired look i was aiming for, i then moved onto the jeans back pockets. starting off by sketching the design for the paint.

I decided on the pockets having matching themes yet slightly different. while creating the design i decided that im going to do them half painted and half drawn so ive first started off by paintng the pockets and im later going to go in over the top drawing ontop to add that extra detail to the jeans.

For the pockets i really like the idea of creating this dripping effect, within the circle im going to sketch something thats open to interpitation or just visually interesting yet not ruining the drip effect.

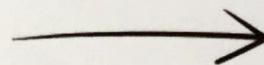


Note..

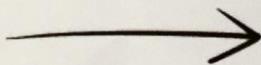
This is what the pockets look like after ive added some drawing on them. however personally i prefere pocket two over pocket one



Pocket one..



Pocket two..



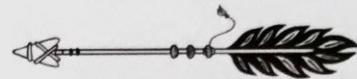
Final look..



I decided for the final look i would do both a photoshoot show-casing them on a model and some simple photos showing the final development with out having a mode show-case them.



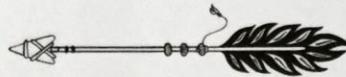
Photoshoot images



This is a range of angles of the jeans to showcase the painted design I had created at multiple angles.

Bleached Top

For the top i originally was going to draw/paint on it however ive soon decided to draw on it in bleach for a different and unique effect. By drawing in bleach it will lighten the tops fabric to create a seamless pattern.



Inspo..



Top development..

After sketching my design into the top with bleach i left it for around 10 minutes to fully develope then washing it out with warm water



Final look..



While taking these images, I tried to get clear shots of the design which showed it the best and most clearly to reveal.

Short n Top Set



Plan..

My main idea was to create a co-ord set from a pair of old, oversized jogger and turn them into shorts and a top, while making the set I also made two bobbles from the bottom of the jogger pants.



Inspo..

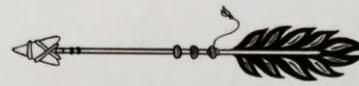
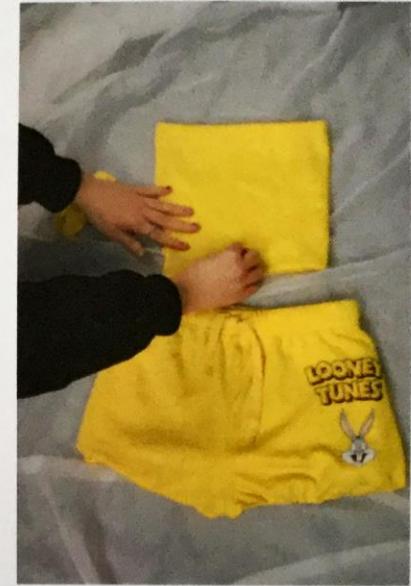


Process..

To create this matching set I grabbed a large pair of joggers then started off by creating the top of the leg area at a slight angle to create the rough version of the short half of the set.

I then rolled the bottom edge of the shorts and stitched them together to create a smooth edge to look more appealing when worn and photographed.

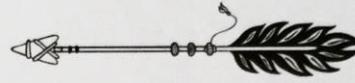
Development..



Note..

These images are rough takes from when i was cutting up the jogger for the rough version of the jogger set in the images you can see im cutting the ankle cuff off the joggers to create the bobble for the set.

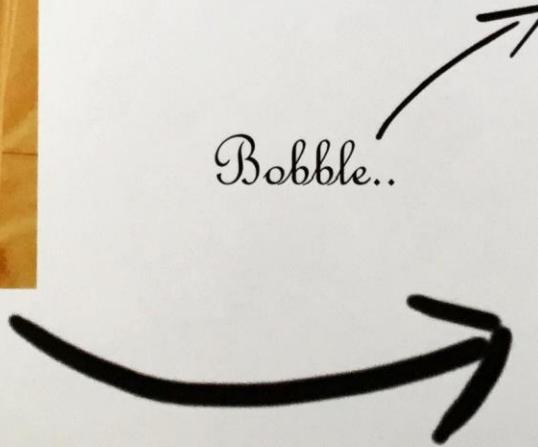
Before & After..



Pyjamas..



Bobble..

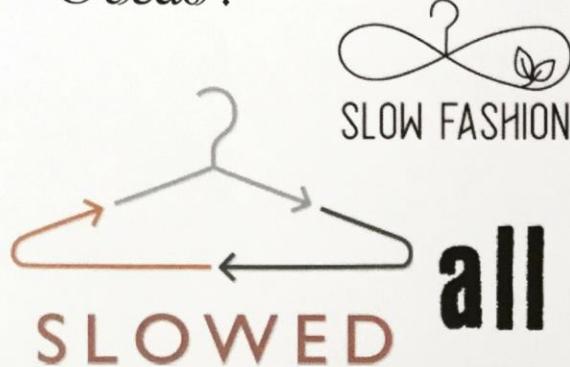


Short & top set..

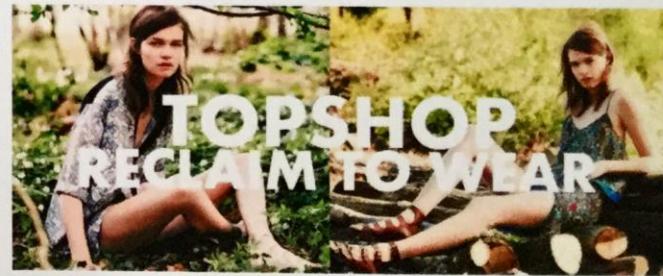


My Fashion Campaign

Ideas?



**all
you
need
is
less**



Typography

While thinking about the campaign i decided to look around for various fonts on google fonts, to get a wider variety to choose from for the campaign so that the typography fits well with the theme of the campaign.

while looking on google fonts i found several fonts which i personally like the look of or have an idea of how i can use them within the campaign.

Font one - *Gloria Hallelujah*

Font two - *Gochi Hand*

Font three - *Kalam*

Font four - *Mr Dafoe*

Font five - *Neucha*

Font six - **NOSIFER**

Font seven - *Parisienne*

Font eight - *Reenie Beanie*

Font nine - *Rochester*

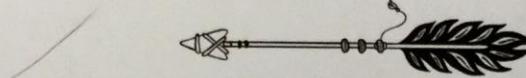
font ten - **ROCK SALT**

Font eleven - *Satisfy*

Font twelve - *Shadows Into Light*

Font thirteen - *Yellowtail*

Font fourteen - *Allura*



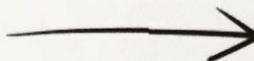
Campaign Message...



Now that ive found several fonts, im playing around with the differernt fonts and differernt message ideas for my campaign.

Ideas..

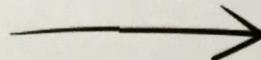
- Mindful Movement
- Fashion Waste
- Wasted Fashion



- Mindful Movement
- Fashion* **WASTE**
- **WASTED FASHION**

Note..

i used the thesaurus on google to help me come up with a various range of vocab for my campaigns message



Dictionary.com Thesaurus.com

Thesaurus.com

SYNONYMS conscious

Nutritionists, slim down your life with KANYE ZEST NUTRITIONIST

SB Simply Business

conscious [kon-shuhz] ⓘ

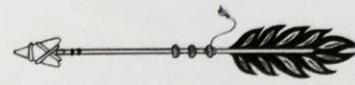
SEE DEFINITION OF cons

adj. alert, awake adj. intentional

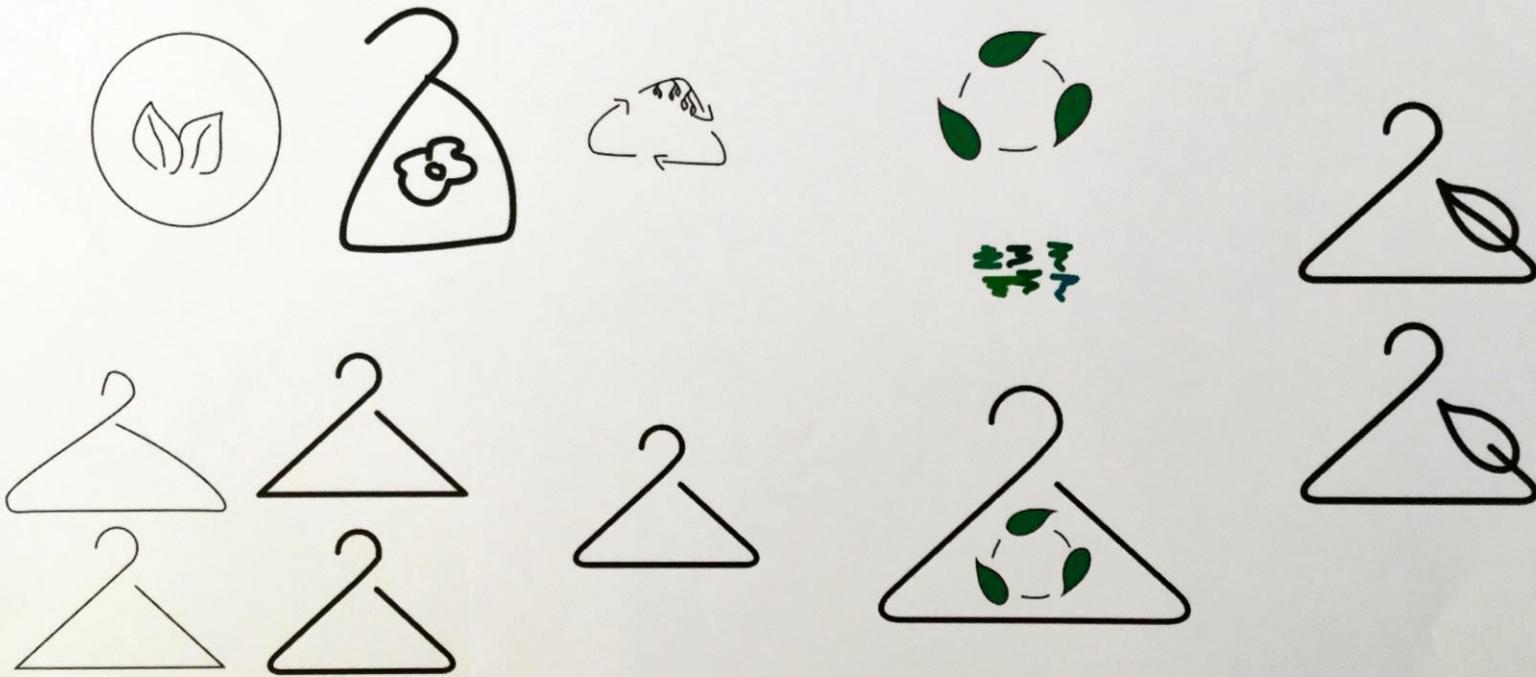
Synonyms for conscious

attentive	alive to	observing
aware	appreceptive	on to
certain	apprised	perceiving
cognizant	assured	percipient
informed	au courant	recognizing
keen	conversant	remarking
mindful	discerning	seeing
responsive	fell	sensitive to
sensible	hep to	sentient
sure	in on	supraliminal
vigilant	in right mind	understanding
watchful	knowing	wise to
able to recognize	known	with it
acquainted	noticing	witting
aesthetic	noting	

Logo...



Development..

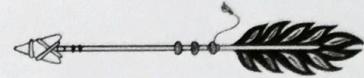


Manchester photoshoot..



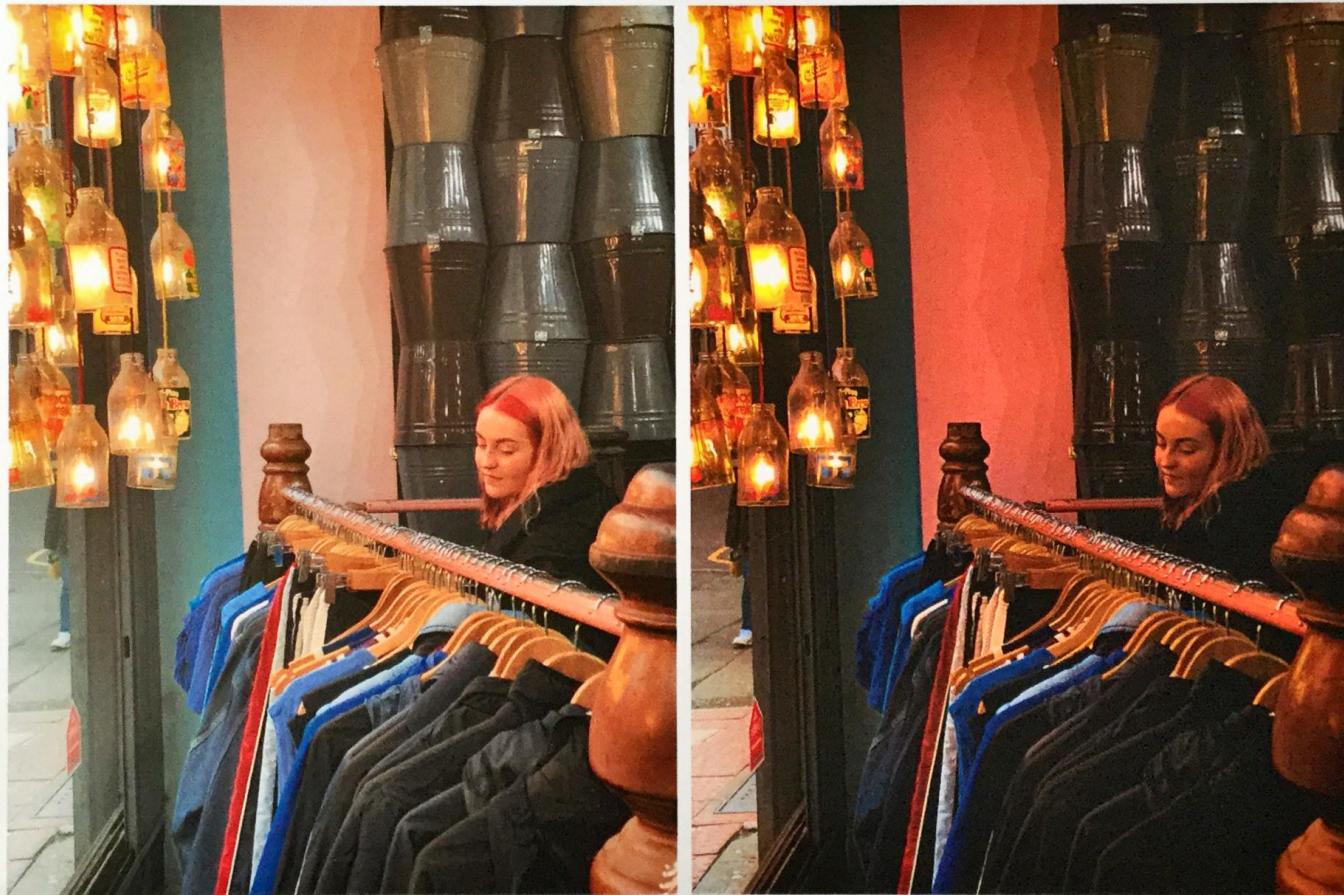
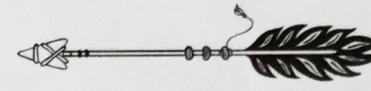
Manchester photoshoot

Successful images..



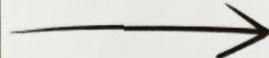
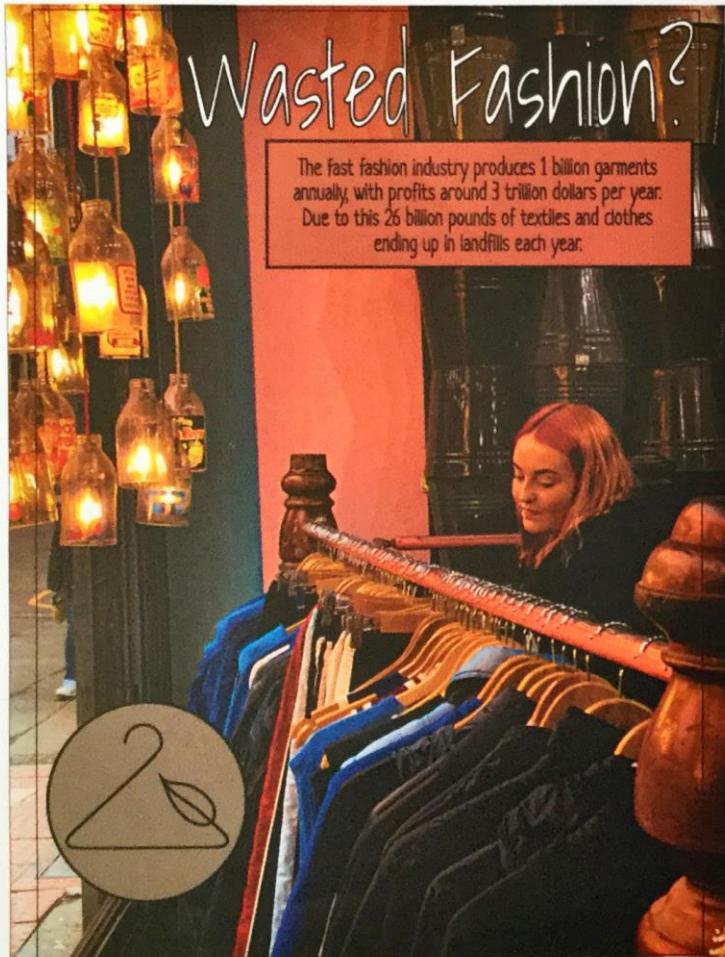


Editing Process...



Editing Process...

final product





At the start of the project we were given a list of 3 topics including litter, pollution and recycling / upcycling, I decided to go down the recycling and upcycling route as I felt like I would have an easier time coming up with creative ideas for this topic than the others.

I first started off by creating a mind map for my chosen topic to brainstorm possible ideas that I had which link to recycling and upcycling as well as adding the definitions. I then moved on to researching into recycling finding out the basics, benefits, steps to and lastly why we should. After I had done this, I looked back to my mind map and chose 3 different ideas then starting to create my concept pages of recycled fashion, recycled art and upcycled furniture. While creating these pages I researched various things until I had concluded, I wanted to stick with the fashion angle.

Once I had decided to go down the fashion route I looked in to branded fashion as well as recycled and upcycled fashion brands, I looked into the whole concept of a "brand" and how similar it was to the traditional way of branding cattle. I then investigated recycled and upcycled fashion trends which are now popular with the younger generations. I then planned to try out two of these trends and how and what I was going to do, as well as choosing my selected models for my later photoshoots and my photoshoot ideas.

I then created my plan for the ideas I had and how I was going to show case them as well as adding my development notes onto this page as I went along. I first started off by customising a pair of old jeans which already had white paint all over them as well as stains from my summer job. I started off by sketching ideas onto a piece of paper once I was happy with the finale idea on paper I then moved onto the jeans and recreated my rough sketch on the jeans while taking photos of the development as I went along. I did 3 different designs on the jeans some more successful than the others but overall, I was happy with the finished product.

I then moved on to the next one doing something similar with an old top yet again from my summer job which was covered in paint this time however I decided to create my design with bleach. I got this idea from my old artwork in high school as we did something similar on paper so I thought it would work quite well on clothing. My design was something random and scruffy as that's the style I prefer nothing to neat or perfect. I grabbed a paint brush dipping it into bleach and just went for it, yet again I took photos of the development.

After testing these ideas out, I then moved onto the second trend which was more focused on tailoring fashion. The whole trend is to turn something old into something new, to make something fit you and your style better you can do this in multiple ways I've done this with some of my own tops before by taking an oversized top and cropping it however this time I tried it in a different way by turning a pair of jogger into a shorts and top set which is abit more difficult yet again I took images of the development and final product even making something extra.

Once I had tried out a couple trends I then started thinking about my campaign and final product so I began researching and getting an idea from other campaigns then moving on and looking for a font which would suit my campaign and a message for the campaign soon as I had some sort of an idea I moved onto trying to create a logo in illustrator I tested out a couple tings but settled on a simple yet effective design.

I then took one of my models on the streets of Manchester for a photoshoot, we took photos in a range of places such as the back streets, vintage cow, charity shops and other places. The clothes my model was wearing where all vintage or charity pieces she had bought, and the top she cropped herself.

Once I had uploaded the photos I went through them all selecting the ones I felt looked the best and took them into lightroom playing around with the images I soon selected my favourite edited it and started on the final design, I added the logo and the information I wanted to be present on the poster then started playing around with placement and colours till I was happy with the result.

One of the models faces wasn't shown in any of the images this is due to the fact we decided to only showcase the neck down almost as though she was a mannequin for the clothes to be show cased on.

Assignment 2:

The Great British Holiday?

Name of Course: BTEC 540 Diploma in Photography / Graphic Design | Level 3 Advanced | Year 1

Student Name:

Subject Tutors:

Assignment Title [1]: The Great British Holiday?



Assignment IV | Sign & Date | 30.09.19

Module A: Exploring & Developing Art & Design Skills

A1: Skills Development (405 GLH)

A1.1 Explore and develop investigation skills for informing ideas; **A1.2** Explore and develop problem solving skills; **A1.3** Explore and develop creative technical skills; **A1.4** Explore and develop professional skills and behaviours; **A1.5** Explore and develop communication skills.

Issue Date: | Final Submission Date:

Subject Tutors:

Assignment Title (1): The Great British Holiday?

540 Diploma in Photography / Graphic Design. You are asked to consider and reflect upon the title: "The Great British Holiday?" It is up to your creative interpretation as to how you respond to this.

In week 2, you will be taken as a group, by mini-bus, to **Blackpool**—one of the UK's premier (and tackiest) seaside resorts. This is a town of contrast. It is usually in the top 10 most socially-deprived areas of the UK, has drugs and alcohol related issues, is a mecca for stag & hen parties, but is also a major place of holidays for many people. It has 3 piers, the Pleasure Beach, Blackpool Tower, and multitudes of fish & chipperies and amusement arcades.

You will have the opportunity to photograph within the town including the back streets, the seafront, the North Pier, the Winter Gardens and other strange and wonderful sights. We will also take in the delights of the illuminations once the sun has set...

Expectations:

You should produce no less than 150 digital colour photographs within Blackpool. You can encompass the architecture as well as the people. You should pay particular attention to the *Rule of Thirds* and strong compositional elements. Aim to find images that interest you and that you will want to refine and take further as part of your ideation process. These could be wide vistas or close-up details.

In order to assist you in the development of your imagery you will be given weekly tasks/workshops that will allow you to expand your skills, methods, techniques and processes in order to produce visually interesting and creative outcomes. In doing so, you will become more familiar with the following software in the **Adobe Creative Suite**:

- **Adobe Photoshop** - resolution-based, image editor & manipulator;
- **Adobe Illustrator** - vector-based illustration creator;
- **Adobe Lightroom** - resolution-based, image editor;
- **Adobe InDesign** - sophisticated layout & typography creator.



Documentation and Presentation:

You are expected to build a comprehensive and exploratory body of work, carefully annotating, reflecting and evaluating where you feel your efforts have been successful or not. You can decide how to present your work. Suggestions are:

- Printed pages, created within an **Adobe InDesign** layout, displayed in an A3 walleted journal;

Additionally, you will give a formal presentation to the rest of the group on the completion of this assignment.

Research:

Your work will be inspired by researching the work of relevant photographers, artists and designers and you will use aspects of their approach to inform and influence the development of your work.

Use the below names to assist you in your research (*this is *not* a definitive list and you will be expected to source your own research):

Photography:

- Tony Ray Jones** (<https://www.lensculture.com/articles/tony-ray-jones-tony-ray-jones-1941-1972#slideshow>);
- Martin Parr / David Hurn** (<https://www.magnumphotos.com/arts-culture/travel/david-hurn-martin-parr-seaside>);
- Behind the scenes - Martin Parr / Tony Ray-Jones / David Hurn / Simon Roberts** (<https://www.rmg.co.uk/discover/behind-the-scenes/blog/photographers-seaside>);
- British Maritime Museum exhibition** (<https://www.rmg.co.uk/discover/explore/look-inside-great-british-seaside>);
- Turner Contemporary Gallery, Margate, Kent** (<https://www.huckmag.com/art-and-culture/photography-2/a-photographic-tribute-to-the-british-seaside>);
- Philip Joyce** (<https://www.philipjoycephotography.co.uk/galleries/the-british-seaside>);
- Bradford** (<https://www.scienceandmediamuseum.org.uk/what-was-on/only-england-photographs-tony-ray-jones-and-martin-parr>);
- Daffyd Jones** (<https://www.dafjones.com/index/G0000Vom0j53IVxY>);
- Rob Ball** (<http://www.robball.co.uk>).

Graphic Design & Illustration:

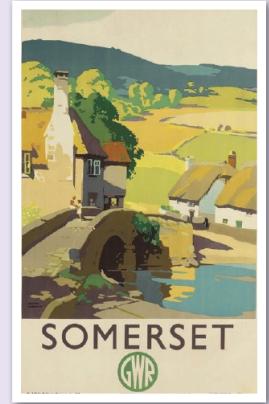
- Chase d'Cunha > Westfield Summer Promotion** (https://www.behance.net/gallery/10264601/We-are-the-British-Summer?tracking_source=search-all%7Cgreat%20british%20holiday);
- Colin Bigelow** (https://www.behance.net/gallery/56868831/Team-Great-Britain?tracking_source=search-all%7Cbritish%20holiday);
- Chris Lloyd** (<https://dribbble.com/shots/3932500-British-Seaside-1>);
- Neil Fendell** (<https://dribbble.com/shots/5845631-Southend-on-Sea>);
- Tierra Connor** (<https://dribbble.com/shots/3576332-Canada-150>);



- Rod Hunt** (<https://dribbble.com/shots/3701903-Stratford-Upon-Avon-Great-British-100-000-Treasure-Hunt>);
- John Hinde postcards** (http://www.johnhindecollection.com/johnhindepostcard_archive.html);
- Paola Ortega** (<https://dribbble.com/shots/4463051-Rocky-Mountaineer>);
- Hello Kaczi** (https://www.behance.net/gallery/82579819/beach-vibes-only-selected-works-July-2019?tracking_source=search%7Cbeach);
- Cappy > LunaPark Films** (https://www.behance.net/gallery/82605285/Cappy-Lemonade-Mediterranean-Beauty?tracking_source=search%7Cbeach);
- Richard Mullins** (https://www.behance.net/gallery/82666989/Beach-Checklist-Mobile-App?tracking_source=search%7Cbeach);
- George Russell-Stracey** (https://www.behance.net/gallery/44324069/Education-UK?tracking_source=search%7Cbritish%20holiday).

Other artist designers worth considering worked for the marketing boards of the UK's main railway lines from the 1920–50s—BR, GWR, LMS, LNER, etc, such as:

- Edward McKnight-Kauffer**;
- Austin Cooper**;
- Harry Riley**;
- Frank Newbould**;
- Frank Ball**.



Development of Your Work:

- You must show clear development within your work and show step-by-step process of the digital editing and manipulation of your images as they are completed;
- You must clearly highlight, from the outset, the particular audience that you are aiming you are aiming your work at and give reasons why (e.g. age, gender, demographics, etc.);
- Additional text is desirable (quotes, poems, lyrics, etc.).

Outcomes:

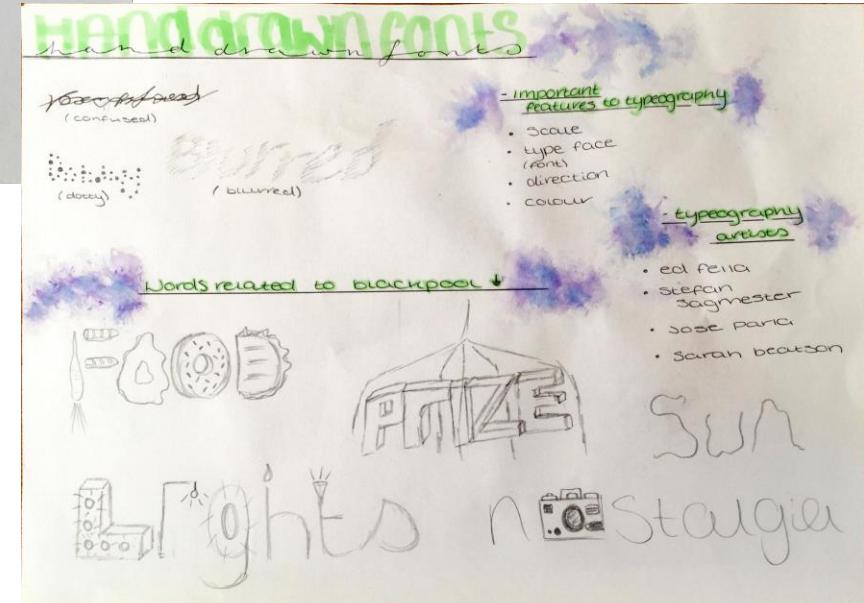
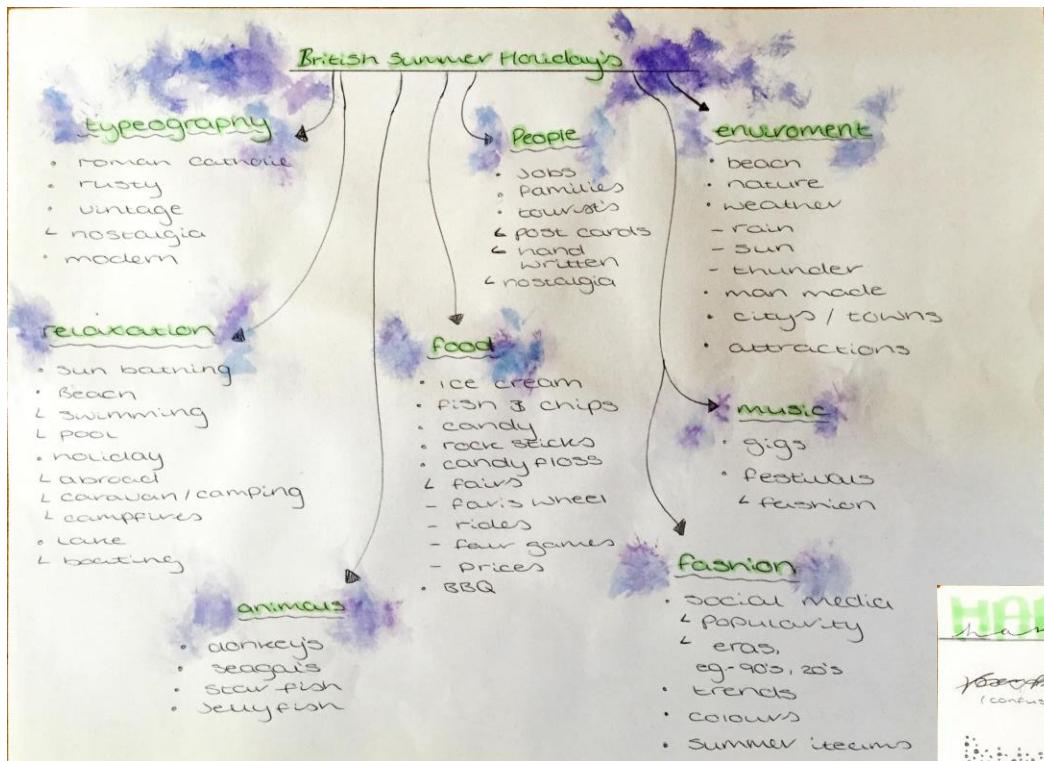
Dependant upon which pathway you choose (Graphic Design or Photography) you are to consider the most relevant outcome for the following suggestions:

- set of 5 picture postcards, perhaps with a vein of humour;
- set of 5 commemorative stamps, each one a key feature of the resort;
- promotional poster highlighting the key features of Blackpool;
- brochure, magazine or picture book showing key images, with supportive text (quotes, poetry, lyrics, etc.).

In order to be awarded a qualification, learners must achieve a minimum of Pass in all criteria for all assessment units.

Assessment criteria	U Limited/insufficient	Pass Generally competent/adequate	Merit Clear/effective	Distinction Accomplished/thorough
AC1: Informing ideas	Limited or inappropriate research and investigation. Information has not been used to inform ideas or understanding.	Generally competent research and investigation used to interpret briefs, develop ideas for work and inform plans for progression, showing adequate understanding of industry and the work of others.	Effective research and investigation skills used to interpret briefs, develop ideas for work and inform plans for progression, showing a clear understanding of industry and the work of others.	Accomplished research, investigation and critical analysis skills used to interpret briefs, develop ideas for work and inform plans for progression, showing a thorough understanding of industry and the work of others.
AC2: Problem solving	Lack of clarity in use of problem-solving processes. Work does not progress coherently through appropriate stages of development in order to find solutions.	Generally competent use of development process showing sufficient ideas generation, experimentation and review to find solutions.	Sound use of ideas generation, experimentation, testing and review. Clear and consistent reflection on work showing emerging awareness of how solutions relate to intended meaning, purpose and function.	Thorough engagement and confident application of ideas generation, experimentation, testing and review used to make considered choices. Sustained use of reflection to develop a critical understanding of how solutions align with the intended meaning, purpose and function of work.
AC3: Technical skill	Limited or inappropriate evidence, work does not show a minimum level of precision or competence with media, materials, techniques and processes.	Generally competent selection and manipulation of appropriate media, materials, techniques and processes to produce work that shows some awareness of impact in outcomes.	Effective selection and application of media, materials, techniques and processes, with a clear awareness of their effect on communication through outcomes. Mostly consistent technical competence shown through development and execution.	Accomplished selection and skilful application of media, materials, techniques and processes, showing thorough understanding of their impact on outcomes and ability to exploit them to meet intentions. Technical competence sustained throughout development and execution.
AC4: Professional practice	Limited understanding and use of professional practice skills, behaviours and approaches to working.	Adequate exploration and use of some professional practice skills, behaviours and approaches to working.	Clear understanding and application of professional practice skills, behaviours and approaches used effectively to manage and inform projects.	Thorough understanding and application of accomplished professional practice skills, behaviours and approaches used in a sustained and considered way to manage and inform projects.
AC5: Communication	Lack of clarity seen in outcomes in relation to intentions and audience. Limited use of appropriate presentation conventions.	Generally competent communication of meaning, purpose and function of work in relation to intentions and audience. Appropriate use of presentation methods, formats and conventions.	Effective communication of meaning, purpose and function of work in relation to intentions and audience. Clear understanding and use of effective presentation methods, formats and conventions used to reflect qualities and engage the audience.	Fluent and imaginative communication of meaning, purpose and function of work in relation to intentions and audience. Thorough understanding and skilful use of presentation methods, formats and conventions applied in a highly considered way to enhance qualities of work and engage the audience.

Learner Work



Attractions



The Winter Gardens is a large entertainment complex in Blackpool, which includes a theatre, ballroom and conference facilities, opened in 1878 the building's exterior highly contrasts with what we know as modern Blackpool, as well as this the interior design gives a sense of frozen time



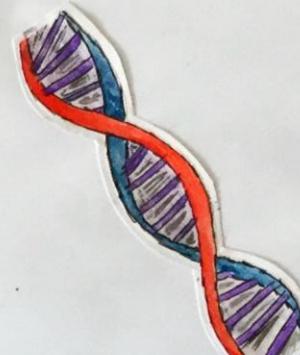
As well as some of the manmade buildings that draw the public to Blackpool many come for the idea of relaxation at the sea front as when the sun starts to set the view is no better



Central pier, opened in 1868, since then the number of visits has only increased as its one of the most popular sea side holiday destinations in Britain to visit. central pier is seen as a popular attraction as its home to pirates bay family bar, the big wheel, peter Sedgewick's funfair and many other entertainment facilities



Blackpool's grand theatre is another building which highly contrasts modern Blackpool opened in 1894 after a construction period of seven months both the interior and exterior allow us to get a scene of time captured by the grand structure and decoration of the building.



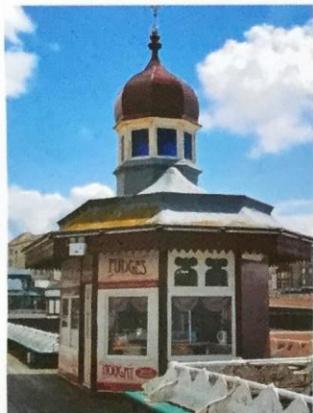
Coral island is Blackpool's largest indoor free admission, family attraction with its large wakey entrance it's one of the most popular attractions many picture when thinking about Blackpool



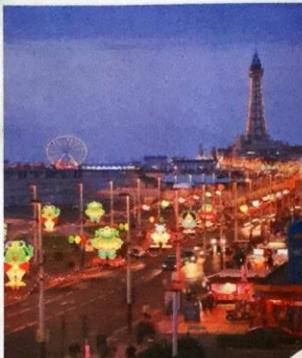
Environment



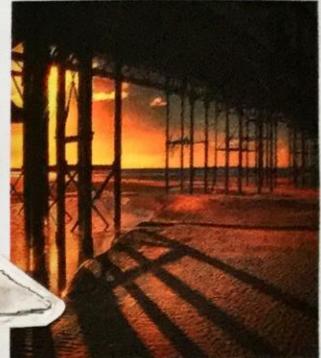
The piers when first built had almost an elegant look to them but due to the materials used to build them they've become weathered and now have more of a rustic and vintage feel to them almost giving a scenes of time to them



Stereotypical funfair colours are used on the buildings to create a fun and bright atmosphere but as times weathered them the colours have faded and become duller creating a more rustic sheik vibe to it



Blackpool is one of many places with a large number of tourists as well as locals meaning traffic can be hectic, yet allows for some interesting shots either when the roads full or empty, cars, buses or even horses and carriages.



When the sea goes out your able to go under the pier and get some gorgeous photos of the rustic metal structures which supports the giant structure as well as this your able to get some images of the sea and of the sun as it sets



Blackpool lights offer a range of photography as each year they change so no photographer often gets similar shots. depending on which way a photographer decides to capture the lights decides on the atmosphere created as some can look enchanting yet others look creepy or even have a tacky feel to them.



From the pier you are able to get some stunning extreme long shot, landscape shots capturing the weather this allows photographers to create an atmosphere with the weather and sky.

Typeography



Typeography may be one of the most important parts of a building, depending on what font you use and what colors can create many various opinions and feelings, as well as creating a scene of nostalgia, certain colors have happier impressions and certain colors have the typography is what draws the public in.

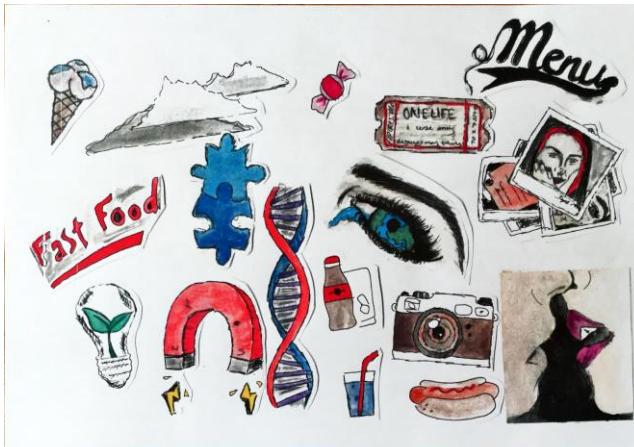


Food

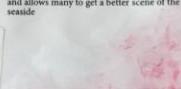
Candyfloss is such a stereotypical food at the seaside creating a sense of nostalgia for the older generation, the bright colours match the theme of the funfair creating a sense of magic



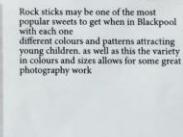
Not only is the food that's sold in Blackpool the actual food but also the nostalgia with their colourful yet vintage look to them attracting many to view the colourful display of food inside



Fast Food



Although when many thinks of the seaside they immediately imagine sweets and other treats from yet another chip shop, one of the most iconic food to have in the summer especially at the sea side where the fish is fried and the chips are made on the sea side as it away for many to make an income and allows many to get a better scene of the seaside



Rock sticks may be one of the most popular sweets to get when in Blackpool with each one different colours and patterns attracting young children, as well as the variety in colours and size allows for some great photography work

Own images page 1



Own images page 2



Own images page 3



Own images page 4

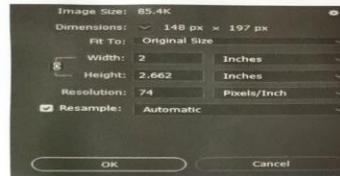
These past four pages are full of my own photography work from our trip to Blackpool, each image has a different focus point and a different look to Blackpool, some images were more successful than others and some have the perfect criteria to be turned into a successful image through photoshop or lightroom.



Reducing pixels



Reducing pixels in an image is when we take a certain amount of pixels out of an image this can make the image unusable as it becomes pixelated ruining the images quality



Adding pixels



Like reducing pixels, adding pixels is just as bad as instead of removing pixels from an image we are forcing more into an image ruining the quality of the image as it becomes more pixelated and unusable.



Overall...

History

If a customer gives you work with too many or too less pixels for the concept you are designing you wont be able to achieve the desired look, therefor we need to make sure every image is shot in the highest resolution otherwise the images may need to be retaken.

The history tab keeps a record on the steps you take with an image allowing you to be able to look back on what youve done to an image or even erase a certain mistake



Digital photo editing

Zoom & magnify

Image size & resolution

Magnify 100% and 1600%

The image size represents how good of a quality an image has, when importing an image into the software it will usually be at a resolution of 72 which is the normal resolution for a screen to be showing it out yet for print the resolution should normally be at 300.

Resampling

Resampling is when you change the image resolution for certain reasons like to print, increasing the pixel dimensions of an image is called upscaling, downscaling can degrade image quality downscaling decreases the number of pixels while upscaling increases the number of pixels.

When magnifying an image to 1600% you will be able to see each individual pixel and colors make up the whole photograph, pixels with the same color are grouped together at 100% you can only see the pixels working together creating a blend of color to create the larger image not each individual pixel.

Vector vs Bitmap

When it comes to creating a graphical images there are two different formats, if you choose to create the image in photoshop it will use the bitmap

Vector images are edited by manipulating the lines and curves that make up the image using a program such as Adobe Illustrator

The advantages of using vector graphics are; a small file size and the ability to scale the image to any size without loss of quality

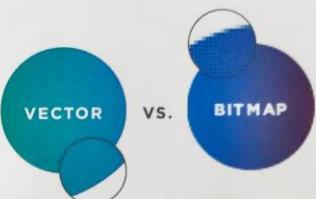
Examples:



by going to the object setting and tracing the object it then goes from a bitmap image to a vector meaning the images quality is restored.

by going into the image trace setting and changing the images threshold allows the lines to thicken and connects the lines together.

by expanding the object and dividing it we are able to ungroup the sections of the image allowing us to go in and colour the image part by part.



Illustrator work

great
british
holiday?



great
british
holiday?



great
british
holiday?

great
british
holiday?



bezier curve



Downloading fonts



Step by step...

Go to google fonts and find a range of different fonts that fit your design adding them to a basket

Download all fonts into your area then going into each folder and installing each font

Font one - cookie

Font two - damion

Font three - handlee

Font four - homemade apple

Font five - March Script

Font six - pt mono

Font seven - Sacramento

Font eight - sofia

Font nine - special elite

Lightroom and photoshop experimental work



Lightroom experimental work

Original photo



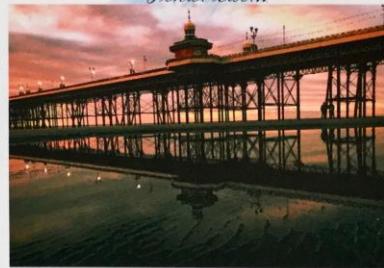
Second edit..



First edit..



Final edit..





Caleb Castellon

Caleb Castellon is a photographer mainly known by his instagram and his youtube where he share his edited image, the original copy and a short video of how he created his edits.

Caleb Castellon has a common theme of his images being heavily edited with a dramatic effect on them, he often tends to really dramatise the colours in his images almost having his images look magical with a scene of virtual reality to them.

personally im intrested and drawn to the images due to this effect he constantly shows, as his editing style consists of adding 3D features to his images meing he often works in photoshop.



favourite photos



These are two of my favourite images, due to the focal point being on their faces yet there surrounded by visually enhanced features. their expressions match the enhanced features as the girls expression is almost bored as she focus on likes yet the lads happy matching the scene of romance written all over his facial expression.



Brandon Woelfel

Brandon Woelfel is a 25 year old photographer based in new york. The young photographer has gained a massive following over social network platforms such as youtube, instagram, twitter and facebook.

Brandon Woelfel constantly edits his images in a filter like way, his prominant style really show cases itself giving the images a magic look as he constantly plays around with lights and reflections.

personally im intrested and drawn to the images due to their almost vintage look. Brandon Woelfel has been able to capture the images colour without it being to bright, the images almost have a muted neon vibe towards them which is really easy and pleasing on the eye.

Brandon Woelfel has a common theme within his images where he tends to have the focal point in the centre or close to the centre of the image this is an unusual thing for most photographers to do although he does use the use of thirds in some aspects of his photography.



favourite photo



This is one of my favourite images, due to the focal point being on the girls face i feel like her eyes really grab the viewers attention telling a story. As well as this the colours come across really vibrant and dramatic as well as there is dept to field which helps draw the audience to the focal point



Adrian Rosco Stet

Adrian Rosco Stet is a 19 year old photographer from romania mainly known of social media.

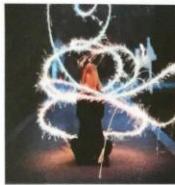
Adrian Rosco Stet's photography again is highly edited creating a super natural effect. each image varies to the other but all keep to the common theme.

personally im intrested and drawn to the images because of there creepy and mysterious atmosphere towards them. his realistic approach towards his dramatic editing style really grabs the attention of viewers.



favourite photo

This is one of my favourite images, as the focal points on the guys eyes with the dramatic editing enhancing the colours creating a mystical yet magical effect as well as this the added effect of flames adds the idea of danger. the use of the shot being a close up allows full focus to be on the guys eyes allowing the viewers to connect emotinally through the use of direct address.



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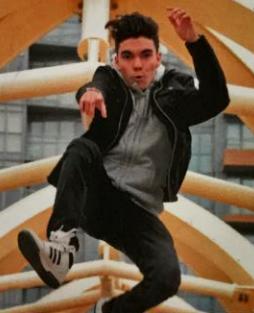


Bryan Aellen

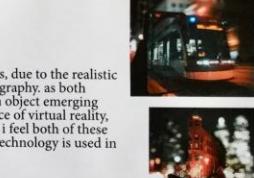
Bryan Aellen is yet another young photographer mainly known through his social media platforms of youtube, instagram as well as his photography page.

Bryan Aellen's photography style has changed through out time although he has stuck to the common theme of busy cities at night. his photography style is very dramatic however in a more realistic way as he mainly plays around with the images colour to create more of an effect. however some images have an unrealistic aspect towards them.

personally im intrested and drawn to the images due to the contrast between the colours and the lights intensity, with depth of field used on the lights in some of his images really draw the viewers attention to the main focal point of the image.



favourite photos





Liam Wong

リアム・ウォン

Liam Wong is an award-winning Director, Graphic designer, game developer and photographer which maintain social media accounts as well as his photography page.

Liam Wong's prominent style is really show cased in all of his photography as he tends to manipulate the colour in all his images, as he mainly shoots city night's in tokyo his editing style matches his surroundings as he uses light room to split tone his images creating a vibrant neon look to tokyo.

Personally I'm interested and drawn to the images as the vibrant colours really catch the viewer's attention and work hand in hand with the imagery, almost so well where it looks realistic as its appealing on the eyes.

Liam Wong tends to stick to a cool toned colour palette which really complements the images no matter the weather or setting of his shoots.

favourite photo



This is one of my favourite images, due to the focal point being the contrast between day and night in the city of Paris. Each side of the image has the use of split toning however the night side is much darker. Both sides of the image shows the viewer's an inside view to the different sides of the romantic city we know as Paris.



Final piece concept

Image idea...

For my final piece I'm going to use Photoshop to create the effect of an image with in a portrait or side profile shot.

My idea is to have it look like the person's view or perspective of the British holidays. because I'm going to do three different views I'm going to do three different images with three different people. I'm going to have one of an older lady and her view, another of a teen of a young adult and her view and finally one of a young girl and her view on the concept.

Layout idea...

Because I want to show three different perspectives on the British holidays I'm going to have three images out in age order, next to one other.

I'm going to have the first image as the older lady then the young adult/teen the last the young girl.

My idea behind this is that it shows perspective over time and age and how the view of how one person's perspective can change as they get older as all three images are of blonde females giving a visual representation that the young girl has aged and her perspectives have changed over time, just like her.



Layout direction...

For the layout as I'm doing three images of three women in age order I'm going to have each person looking in a different direction.

The first image of the older woman will be a side profile shot, looking towards the left.

The second image of the young adult/teen will be a portrait shot, creating direct address with the viewer.

The last image of the young girl will be another side profile shot, however this time she will be looking towards the right.

Creating a back to back look shows how she's grown her perspectives changed.



Ideas towards my final piece The two sides to Blackpool



Taking inspiration from one of Liam Wong's images where the Eiffel Tower is split in two showing the contrast between day and night. I'm going to use the same concept of Blackpool's piers split toning it then flipping it round to get the look of the Blackpool Tower showing both halves to Blackpool, both good and bad.

For my final piece I'm really focusing on the idea of contrast within the two sides of a place, for example what you may think of when imaging Blackpool will be completely different to what I think or your friends may think, as everyone has a different perspective on everything and this is my focal point.

No two people have the same views.

Headshot collection project

Person one...

For person one I decided to use my mum, for the images we positioned the camera on a tripod in front of a well lit white wall, using natural sunlight for good quality images. We took multiple images from different angles so there was various to choose from then importing them to the computer and choosing the photos that were most suitable and well taken for my concept.



Person two...

For person two I decided to use my friend, for the images we positioned the camera on a tripod in front of a black wall in the college studio having multiple light boxes facing her so that the images came out well. We took multiple images from different angles so there were various to choose from then importing them to the computer and choosing the photos that were most suitable and well taken for my concept.





combining edits..

Editing process

while editing i decided to try out my idea with just two people. while testing this theory out i decided to leave the outcome with just the two people as i preferred the way the image was looking towards the end

first edits..

For my first edit i focused on creating almost this dual image effect without having to change the opacity of the image

I started off by using the pen tool to create an outline of the man creating a mask layer.

Then importing the image i wanted to place inside her face and clipping it to the mask meaning it was the image in the shape of her face.

Once i had done this i changed the blending mode between the images to ease i liked the look of so that her face and the carosed image both where visible.

I then decided to add a gradient map to the images and used the photographic toning setting to choses the colour gradient i thought looked best for the images

Lastly i decided to add another layer and color filled it black to give the image a black background as i feel like it looks best and matches other images.

Second edits..

For my first edits i focused on creating almost this dual image effect without having to change the opacity of the image

I started off by using the pen tool to create an outline of my friend creating a mask layer.

Then importing the image i wanted to place inside her face and clipping it to the mask meaning it was the image in the shape of her face.

Once i had done this i changed the blending mode between the images to ease i liked the look of so that her face and the sea image both where visible.

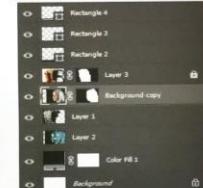
I then decided to add a gradient map to the images and used the photographic toning setting to choses the colour gradient i thought looked best for both of the images

as this image already had a black background i didnt have to add one in i just used the original images.



Great British Holiday? what do you see?

How its edited

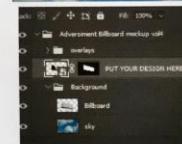


I started off by creating a new document in photoshop importing the edit of person one first then person two and overlapping images, unhappy with the way it looked i pressed and hold my alt key and cut out one of the people, unedited, merging the original cut outs inbetween the edited image to bring a sense of colour back as well as add to the idea of the person aging and perspective changing.



step one...

I chose a template off pixden for my final image to be displayed on downloading it and opening it in photoshop.



step two...

I then went to the sub layer and placed my image in then making some slight adjustments so that it fit the billboard correctly and looked appealing to the eye



Final idea



Evaluation

At the start of the brief I looked into four different sections of what I believe to be an important part of the great British holiday, attractions, environment, food and typography I looked into these four areas as I felt they had the most potential for creating ideas and concepts with imagery. Once I had my four different areas I wanted to focus on the next stage was going to get the photographs, travelling to one of the most iconic places that screams great British holiday, Blackpool. Once in Blackpool I took multiple shots for each theme and some random ones I thought would look nice, once home I reviewed each image and concluded that all my images tended to contrast each other. While looking over the images I got I learned that just because you have a good idea doesn't mean you'll have a good image and that some of your best images where an accident or just taken because you felt like it. One image I got was of a reflection of one of the piers while editing the image in lightroom and playing around with split toning and rotating the image my whole idea for my finale piece sprung from that one image as just by rotating the image it was able to mimic the Blackpool tower giving me the idea of using the idea of perspective of a place the idea that one place can have two sides. This idea was also used by one of the five artists work I looked at taking inspiration from their work. Brandon Woelfel, Calob Castellon, Adrian Rosco Stef, Bryan Aellen and Liam Wong all have their own unique style and while none of their work was similar to my brief I was taking inspiration by their editing style as the majority of them use a very heavy editing preference. The artist I looked at I either found from YouTube, Instagram or was shown his work. All these artists helped influence my work as I created a blurred unrealistic image using color but limited amounts, I used their style of over editing the image for the desired affect wanted. While planning my initial concept I looked into the idea of merging and layering two images a person face and an image to represent their prospective of the great British holidays while researching I found various examples of the type of image I was going for and then looked into how I wanted to display the imagery. My first idea was to have 3 headshots with each person facing a different way with a different image layered inside their head as their perspective to almost create the idea of a little girl aging into a teen or young adult then an elder adult showing how her perspective changed as she aged. However, while editing my first two headshots I soon changed my original idea and created a shadowed face effect then merged the two heads together liking the way it was looking I decided to change my idea and stick to two headshots instead of three as it seemed more promising. Personally, for my concept I don't think I needed to do much more research but if I was to go down a different root I perhaps would have done a little more. During the editing process there was many various stages I had to go through to achieve the finale outcome, starting off by cutting out the headshots to create a mask layer to then merge or layer another image inside. The purpose of this stage was to get the idea of a person's perspective as your perspective comes from your head. While then editing the imagery, I had created I then developed on that by creating a shadowy second head creating this obscured image to one create that over edited style which I liked so much from my selected artists as well as a unique image. By trying this out it then changed how I was going to layout my images and how many headshots I wanted to include. While blending the two headshot that already had a ghostly second face I then played around as a joke with adding the original cut out into the mix, by messing around with the opacity and the placement I accidentally created an image I was happy with and felt no need to edit the main image any further all I had to do was add text. While the finale outcome I feel was successful the image layered images could have been more visible so the people viewing it would get a clear idea of their perspective. As well as this along the way I've had problems with the layout and placement I've had to overcome this with playing around with the layers and compromising by changing the idea. In conclusion I personally think I've been really smart with my time management and if I felt behind would go sit in an a-level photography class to catch up. I personally believe my finale piece was successful as it fitted the concept I had as well as the brief and I was happy with the imagery I created.

Assignment 3:

Penguin Book Cover

Name of Course: BTEC 540 Diploma in Photography / Graphic Design | Level 3 | Year 1

Student Name: [REDACTED]

Subject Tutors: [REDACTED]

Assignment Title Penguin Book Cover



Assignment IV | Sign & Date | 08.11.19

Module A: Exploring & Developing Art & Design Skills

A1: Skills Development (405 GLH)

A1.1 Explore and develop investigation skills for informing ideas; **A1.2** Explore and develop problem solving skills; **A1.3** Explore and develop creative technical skills; **A1.4** Explore and develop professional skills and behaviours; **A1.5** Explore and develop communication skills.

Issue Date: [REDACTED] | Final Submission Date: [REDACTED]

Subject Tutors: [REDACTED]

Assignment Title (2): Penguin Book Cover

You are a designer, chosen to design an illustrated book cover for a classic Penguin book cover. You will be given a choice of titles and authors, and you will design a book cover, incorporating different mixed-media image making along with Adobe Illustrator, Photoshop and InDesign. The covers must incorporate Typography and Illustration – in any way you think is suitable and appropriate, depending on your title.

Suggested Outcomes:

- Image making exploring a range of media and techniques both via PC and using mixed media;
- Explore concepts related to stories and narrative, developing your ideas into a final composition;
- Build a comprehensive and exploratory body of work, with analysis of your work in progress;
- Refine ideas for an illustrated book jacket, developed from influence by the work of other artists and designers.

Assignment Overview:

Penguin was founded as a book publisher in 1935 by Allen Lane with the radical concept of producing inexpensive paperback editions of high quality books; it adopted an equally progressive approach to typography and cover design. Lane insisted on his following a simple horizontal grid for Penguin's jackets in colours that signified the genre of each book: Orange for fiction, Green for crime, and Blue for biography.

The rigorous application of colour, grid and typography in those early paperbacks instilled Penguin with a commitment to design from the start. The company then strengthened its design ethos under the direction of the German typographer Jan Tschichold (1902-1974) during the 1940s and the Italian art director Germano Facetti (1926-2006) in the 1960s.

Penguin decided to celebrate its 70th anniversary by publishing a collection of 70 Pocket Penguin paperbacks to sell for £1.50 each; the design was entrusted to art directors John Hamilton and Jim Stoddart. As timing was tight, Hamilton hit upon the idea of inviting 70 designers; artists and illustrators to create one cover each. Each book was the A-format size of its original 1935 paperbacks, and some of the cover designers were Penguin veterans, such as Alan Aldridge, Derek Birdsall and Romek Marber. For its 80th Anniversary in 2015 the publisher set up a pop up shop in Shoreditch, London which sold Penguin merchandise alongside a range of books.

Documentation and Presentation:

You are expected to build a comprehensive and exploratory body of work, carefully annotating, reflecting and evaluating where you feel your efforts have been successful or not. You can decide how to present your work. Suggestions are:

- Printed pages, created within an **Adobe InDesign** layout, displayed in an A3 walleted journal;

Additionally, you will give a formal presentation to the rest of the group on the completion of this assignment.

Research:

Your work will be inspired by researching the work of relevant photographers, artists and designers and you will use aspects of their approach to inform and influence the development of your work.

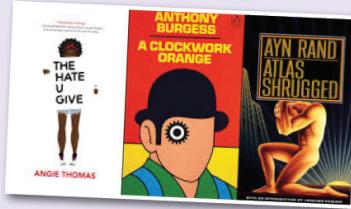
Use the below names to assist you in your research (*this is *not* a definitive list and you will be expected to source your own research):

Photographers / Photomontage:

- **Tom Hunter** (<http://www.tomhunter.org/>);
- **Jerry Uelsmann** (<https://www.uelsmann.net/>);
- **Hannah Hoch** - Photomontage (dada movement) (<https://www.theartstory.org/artist/hoch-hannah/>);
- **John Heartfield** - Photomontage (dada movement) (<https://www.johnheartfield.com/John-Heartfield-Exhibition/helmut-herzfeld-john-heartfield-life/artist-john-heartfield-biography>).

Illustrators:

- **Chris Nurse** (<https://www.debutart.com/artist/chris-nurse>);
- **Tim Marrs** (<http://www.timmarrs.co.uk/>);
- **Andy Potts** (<https://www.andypotts.com/>);
- **Miles Donovan** (<https://www.milesdonovan.co.uk/>);
- **Danny Allison** (<http://dannyalison.co.uk/>);
- **Sarah Hanson** (<https://www.debutart.com/artist/sarah-hanson>);
- **Sabrina Ward-Harrison** (<http://www.sabrinawardharrison.info/>);
- **Eduardo Recife** (<http://www.misprintedtype.com/work/personal-works/collage/>);
- **Martin O'Neill** (<http://cutitout.co.uk/>);
- **Dave McKean** (<https://www.davemckean.com/>);
- **Ian Pollock** (<http://ianpollock.co.uk/>);
- **Ralph Steadman** (<https://www.ralphsteadman.com/>);
- **Marshall Arisman** (https://www.societyillustrators.org_marshall-arisman);
- **Brad Holland** (<https://www.bradholland.net>);
- **Leif Podhajsky** (<https://leifpodhajsky.com/>);
- **Olly Moss** (<http://ollymoss.com/>);
- **Scott Hansen** (<http://blog.iso50.com/>);
- **Sanna Annukka** (<https://www.penguin.co.uk/authors/1076907/sanna-annukka-ltd.html>);
- **Danny Franzreb** (<https://www.flickr.com/people/taobot/>);
- **Paul Holland** (<https://www.paulholland.co.uk/>);
- **Michelle Thompson** (<http://www.michelle-thompson.com/>);
- **Stina Persson** (<https://www.stinapersson.com/>);
- **David Despau** (<https://despau.com/>) / **Chris Riddell** (<https://chrissriddellblog.tumblr.com/>).



Graphic Designers:

- **Jan Tschichold** (<http://retinart.net/graphic-design/jan-tschicholds-inspiring-penguins/>);
- **Germano Facetti** (<https://modular4kc.com/2010/04/16/design-friday-germano-facetti-and-penguin-classics/>);
- **Romek Marber** (<https://thereaderiswarned.wordpress.com/tag/romek-marber/>);
- **David Pearson** (<https://www.itsnicethat.com/features/cover-stories-former-penguin-designer-david-pearson-talks-us-through-his-favourite-covers>);

Development of Your Work:

- You must show clear development within your work and show step-by-step process of the digital editing and manipulation of your images as they are completed;
- You must clearly highlight, from the outset, the particular audience that you are aiming you are aiming your book cover at and give reasons why (e.g. age, gender, demographics, etc.);
- Additional text is essential (title, author, Penguin Books / logo, etc.).

Technical specification of covers:

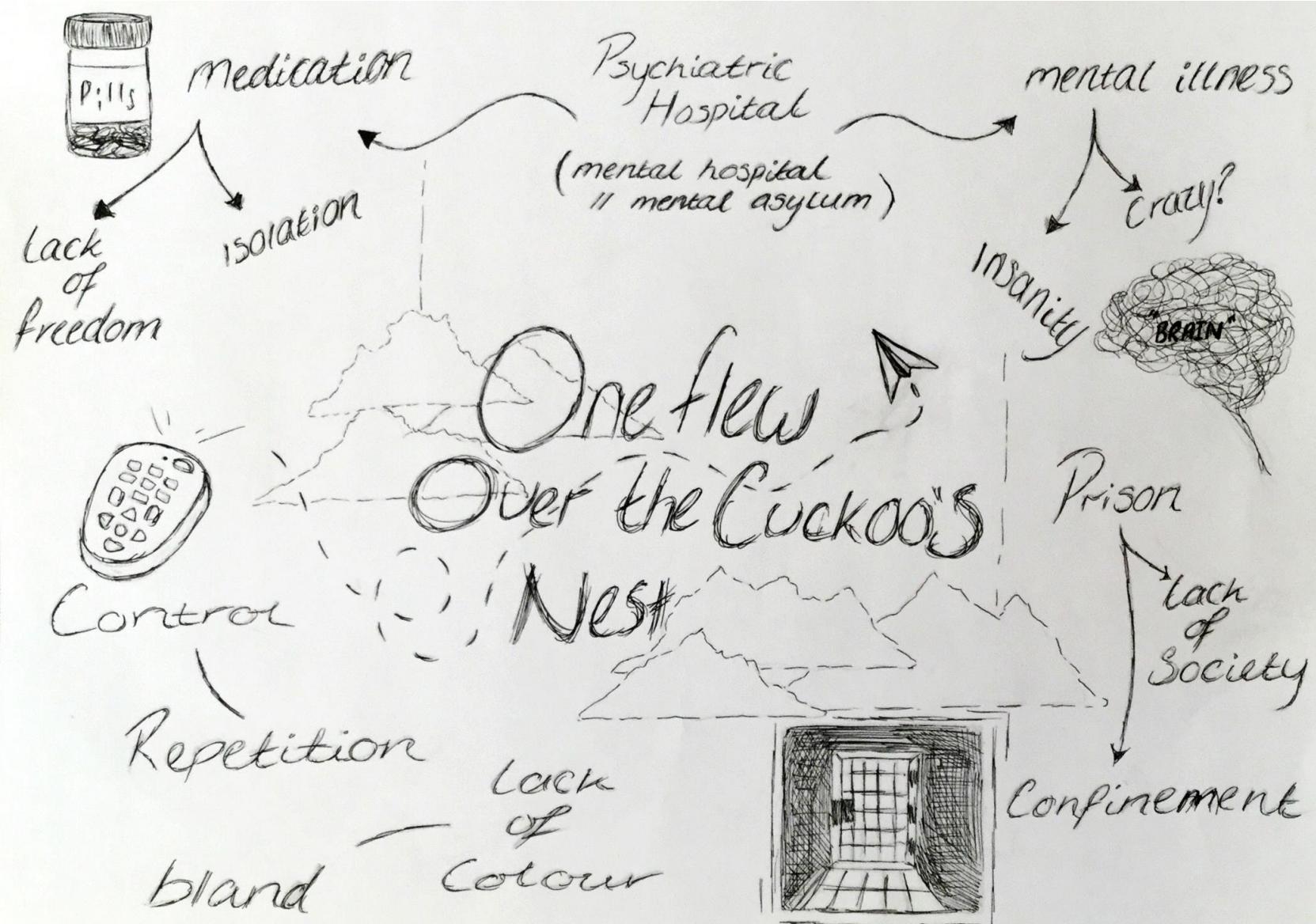
- Size: front and back: 18.1cm x 11.1cm; Spine: up to 2cm depending on the length of the book;
Resolution: 300 dpi.

Suggested book titles (to choose from):

Animal Farm George Orwell	A Clockwork Orange Anthony Burgess	The Call of Cthulhu H P Lovecraft
The Chrysalids John Wyndham	A Midsummer Night's Dream William Shakespeare	The Metamorphosis Franz Kafka
Frankenstein Mary Shelley	The Bloody Chamber Angela Carter	Dracula Bram Stoker
One Flew Over the Cuckoo's Nest Barry Hines	Do Androids Dream of Electric Sheep? Philip K Dick	Lord of the Flies William Golding
The Secret Garden Frances Hodgson Burnett	The Crucible Arthur Miller	The Lost World Arthur Conan Doyle
The 39 Steps John Buchan	Heart of Darkness Joseph Conrad	The Iron Giant Ted Hughes
1984 George Orwell	Charlie and the Chocolate Factory Roald Dahl	The Time Machine H G Wells
The Wind in the Willows Kenneth Grahame	Brave New World Aldous Huxley	The Call of the Wild Jack London

In order to be awarded a qualification, learners must achieve a minimum of Pass in all criteria for all assessment units.

Assessment criteria	U Limited/insufficient	Pass Generally competent/adequate	Merit Clear/effective	Distinction Accomplished/thorough
AC1: Informing ideas	Limited or inappropriate research and investigation. Information has not been used to inform ideas or understanding.	Generally competent research and investigation used to interpret briefs, develop ideas for work and inform plans for progression, showing adequate understanding of industry and the work of others.	Effective research and investigation skills used to interpret briefs, develop ideas for work and inform plans for progression, showing a clear understanding of industry and the work of others.	Accomplished research, investigation and critical analysis skills used to interpret briefs, develop ideas for work and inform plans for progression, showing a thorough understanding of industry and the work of others.
AC2: Problem solving	Lack of clarity in use of problem-solving processes. Work does not progress coherently through appropriate stages of development in order to find solutions.	Generally competent use of development process showing sufficient ideas generation, experimentation and review to find solutions.	Sound use of ideas generation, experimentation, testing and review. Clear and consistent reflection on work showing emerging awareness of how solutions relate to intended meaning, purpose and function.	Thorough engagement and confident application of ideas generation, experimentation, testing and review used to make considered choices. Sustained use of reflection to develop a critical understanding of how solutions align with the intended meaning, purpose and function of work.
AC3: Technical skill	Limited or inappropriate evidence, work does not show a minimum level of precision or competence with media, materials, techniques and processes.	Generally competent selection and manipulation of appropriate media, materials, techniques and processes to produce work that shows some awareness of impact in outcomes.	Effective selection and application of media, materials, techniques and processes, with a clear awareness of their effect on communication through outcomes. Mostly consistent technical competence shown through development and execution.	Accomplished selection and skilful application of media, materials, techniques and processes, showing thorough understanding of their impact on outcomes and ability to exploit them to meet intentions. Technical competence sustained throughout development and execution.
AC4: Professional practice	Limited understanding and use of professional practice skills, behaviours and approaches to working.	Adequate exploration and use of some professional practice skills, behaviours and approaches to working.	Clear understanding and application of professional practice skills, behaviours and approaches used effectively to manage and inform projects.	Thorough understanding and application of accomplished professional practice skills, behaviours and approaches used in a sustained and considered way to manage and inform projects.
AC5: Communication	Lack of clarity seen in outcomes in relation to intentions and audience. Limited use of appropriate presentation conventions.	Generally competent communication of meaning, purpose and function of work in relation to intentions and audience. Appropriate use of presentation methods, formats and conventions.	Effective communication of meaning, purpose and function of work in relation to intentions and audience. Clear understanding and use of effective presentation methods, formats and conventions used to reflect qualities and engage the audience.	Fluent and imaginative communication of meaning, purpose and function of work in relation to intentions and audience. Thorough understanding and skilful use of presentation methods, formats and conventions applied in a highly considered way to enhance qualities of work and engage the audience.

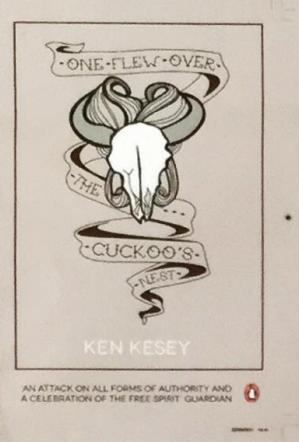


One Flew Over the Cuckoo's Nest

One Flew Over the Cuckoo's Nest is a novel written by Ken Kesey. Set in an Oregon psychiatric hospital, Randle Patrick McMurphy who faked insanity to serve his sentence for battery and gambling in the hospital rather than at a prison work farm.

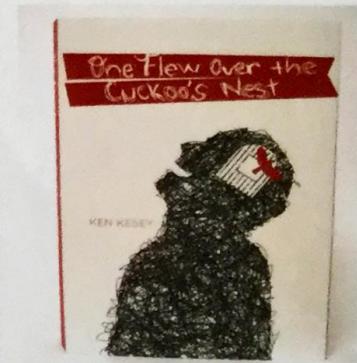
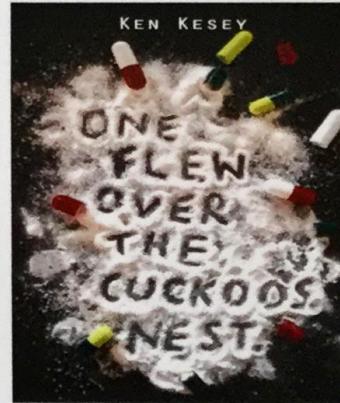
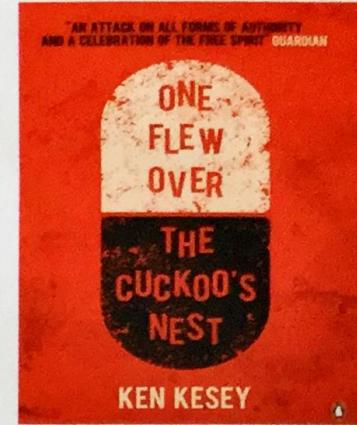
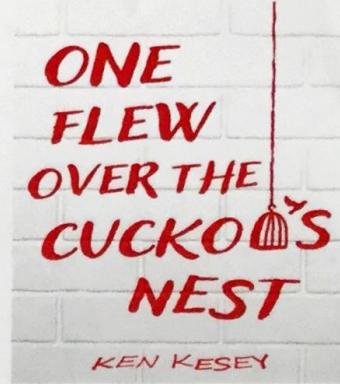
Synopsis

When Randle Patrick McMurphy gets transferred for evaluation from a prison farm to a mental institution in order to escape the prison labour, McMurphy, a prisoner, fakes insanity he assumes it will be a less restrictive environment. But the martinet Nurse Ratched runs the psychiatric ward with an iron fist, keeping her patients cowed through abuse, medication and sessions of electroconvulsive therapy. The battle of wills between the rebellious McMurphy and the inflexible Ratched soon affects all the ward's patients.



Ideas...

- > one idea is using one of the old treatment methods as the main concept for the cover
- > another idea is using the idea of being trapped within yourself like the Russian dolls
- > another idea links in with the book and the film and is to recreate the iconic window
- > as well as this i wanna create an eye behind bars with a bird somehow involved



Mental Health

Within one flew over the cuckoo's nest mental health plays a key part within the narrative, with the main character faking insanity to serve his sentence out in a mental asylum.

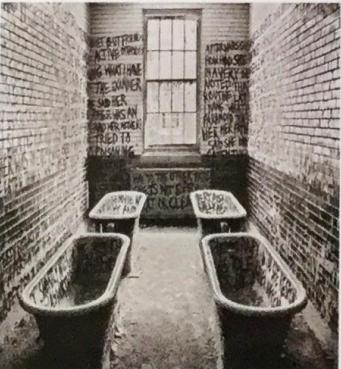
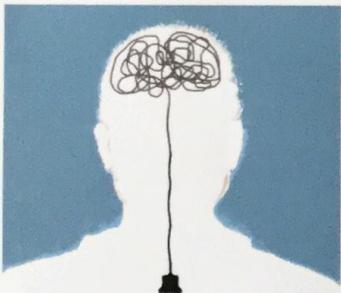
Mental health is the level of psychological well-being or an absence of mental illness. It is the state of someone who is "functioning at a satisfactory level of emotional and behavioural adjustment"

Psychiatric hospitals, also known as mental hospitals, mental health units, mental asylums or simply asylums, are hospitals or wards specializing in the treatment of serious mental disorders, such as major depressive disorder, schizophrenia and bipolar disorder

Cuckoo

=

crazy



History of Mental Illness Treatment

Trephination - As one of the earliest forms of mental health treatment, trephination removed a small part of the skull using an auger, bore or saw.



Bloodletting and Purging - Claudius Galen believed that disease and illness stemmed from imbalanced humors in the body. He argued that "an internal biochemical relationship was behind mental disorders. Bleeding, purging, and even vomiting were thought to help correct those imbalances and help heal physical and mental illness," according to Everyday Health.



Isolation and Asylums - Isolation was the preferred treatment for mental illness beginning in medieval times, so it's no surprise that insane asylums became widespread by the 17th century. These institutions were "places where people with mental disorders could be placed, allegedly for treatment, but also often to remove them from the view of their families and communities," Everyday Health says. Overcrowding and poor sanitation were serious issues in asylums, which led to movements to improve care quality and awareness. At the time, the medical community often treated mental illness with physical methods. This is why brutal tactics like ice water baths and restraint were often used.

Insulin Coma Therapy - This treatment was introduced in 1927 and was used for several decades until the 1960s. In insulin coma therapy, physicians deliberately put the patient into a low blood sugar coma because they believed large fluctuations in insulin levels could alter the function of the brain. Insulin comas could last anywhere between one and four hours. Patients were given an insulin injection that caused their blood sugar to fall and the brain to lose consciousness. Risks included prolonged coma (in which the patient failed to respond to glucose), and the mortality rate varied between 1 and 10 percent. Electroconvulsive therapy was later introduced as a safer alternative to insulin coma therapy.



Metrazol Therapy - In metrazol therapy, physicians induced seizures using a stimulant medication. Seizures began roughly a minute after the patient received the injection and could result in fractured bones, torn muscles and other adverse effects. The therapy was usually administered several times a week. Metrazol was withdrawn from use by the FDA in 1982. While this treatment was dangerous and ineffective, seizure therapy was the precursor to electroconvulsive therapy (ECT), which is still used in some cases to treat severe depression, mania and catatonia.



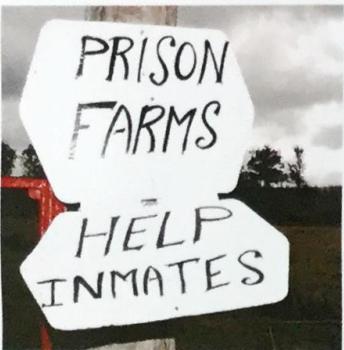
Lobotomy - This now-obsolete treatment won the Nobel Prize in Physiology and Medicine in 1949. It was designed to disrupt the circuits of the brain but came with serious risks. Popular during the 1940s and 1950s, lobotomies were always controversial and prescribed in psychiatric cases deemed severe. It consisted of surgically cutting or removing the connections between the prefrontal cortex and frontal lobes of the brain. The procedure could be completed in five minutes. Some patients experienced improvement of symptoms; however, this was often at the cost of introducing other impairments. The procedure was largely discontinued after the mid-1950s with the introduction of the first psychiatric medications.

Prison

The concept of prison is a key theme within one flew the cuckoos nest as althouth Randle Patrick McMurphy never lived out his sentence on the prison farm like he should have, a mental asylum is very simular to a prision as its about confinement.

A prison, also known as a correctional facility, jail, gaol, penitentiary, detention center, correctional center, or remand center, is a facility in which inmates are forcibly confined and denied a variety of freedoms under the authority of the state.

A prison farm is a large correctional facility where penal labor convicts are put to economical use in a farm, usually for manual labor, largely in open air, such as in agriculture, logging, quarrying, and mining. the concepts of prison farm and labor camp overlap.



Prison life

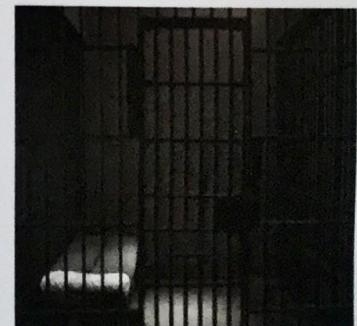
By perverting the relationship to time, space, and the body, prisons diminish and sometimes even annihilate prisoners' emotional life. In the prison environment, emotion is viewed as a disorder that may cause security problems. Because of the way prisons operate, even the best are likely to contribute to the loss of housing, the break-up of families and social support networks, and long- term unemployment. prisons can seriously damage your mental health, as well as this being in prison is the factor that makes it more likely that you'll have PTSD in your lifetime. Prisoners are susceptible to developing mental illnesses because they are confined to coffin-like conditions and denied access to basic health services. Illnesses range from anxiety, clinical depression, and self-mutilation to suicidal thoughts and SHU syndrome.



As i will be unable to get imagery of prison bars im going to use railing for the desired effect or even use the shadows created by the rails



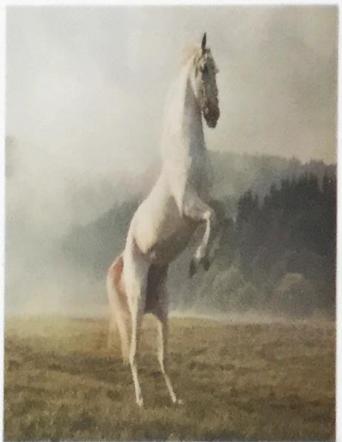
The idea of prison is a person being trapped either both physically or mentally and as prisons are a clear visual example of being trapped physically i felt like russian dolls are a good example for being trapped mentally as its a version of your self trapped within yourself



Freedom

The concept of freedom is looked upon within the story as they all have a lack of it, as well as the fact that the main character escapes to freedom within the story.

Freedom stands for something greater than just the right to act however I choose, it also stands for securing to everyone an equal opportunity for life, liberty, and the pursuit of happiness. To most reasonable people, freedom means more than just 'free to do whatever I want'



Comparison

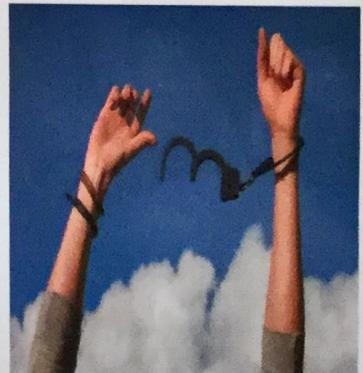
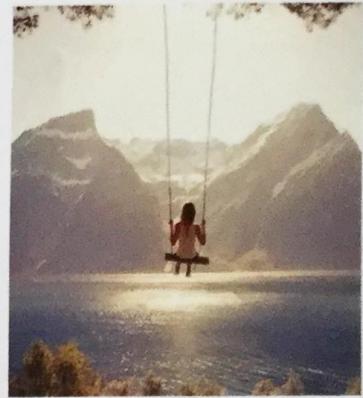
The whole concept of freedom is drastically different to my other concepts of mental health and prison as they are seen as much more darker topics reflecting the darkness into the photography however freedom is much brighter reflecting in more colourful and bright photography.

The idea of freedom is argued upon as many believe we have it to an extent yet no one has it truly as freedom links to chaos.

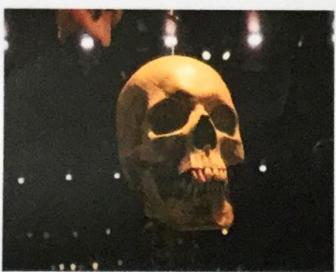
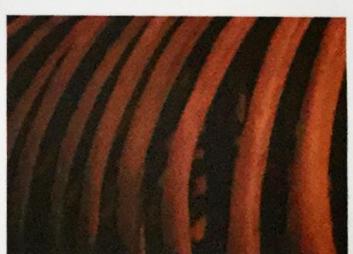
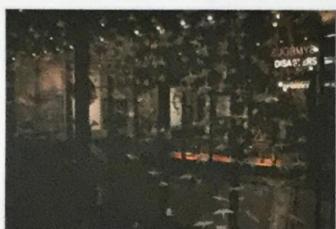
Freedom?
Within the book freedom is viewed upon in two different ways one being Murphy's Death and how he escaped to true freedom and his mate's escape to his human rights and not being locked in and controlled.



Many cultures in society believe freedom is an escape of pain either physical or mental as is the reason many go to Switzerland for euthanasia.



Own images

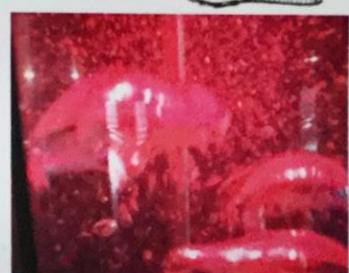
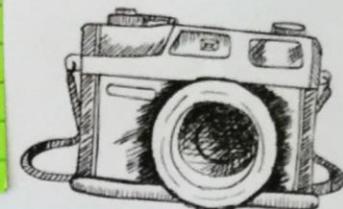
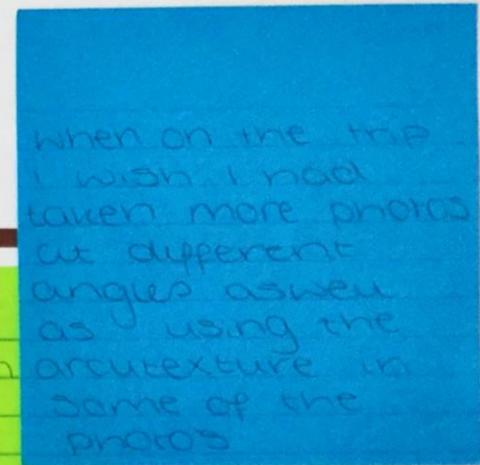


Own images



Keeping my concepts in mind on our trip to manchester to both the natural histort musem and the science and industry musem i tried to get a range of photos which i felt had the potential for one flew the cuckoo's nest

When on the trip i wish i had taken more photos at different angles aswell as using the architecture in some of the photos
although some photo's came out perfect others where a little dark and blurry



Day of the Dead

extra context

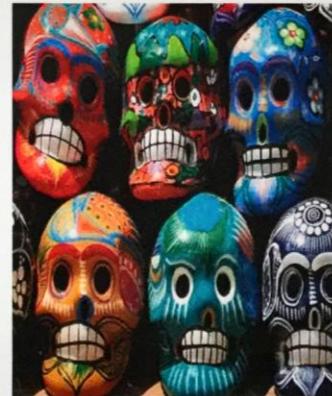
use of skulls and the festival tradition..

The Day of the Dead is a Mexican holiday celebrated throughout Mexico, in particular the Central and South regions, and by people of Mexican heritage elsewhere.

Creation of altars are made to remember the dead, as well as traditional dishes for the Day of the Dead celebration.

the Significance is that the Prayer and remembrance of friends and family members who have died.

The skulls are created either for children or as offerings to be placed on altars known as ofrendas for the Día de Muertos which has roots in the Aztec, Mayan, and Toltec cultural celebration of the Day of the Dead. ... The larger sugar skulls represent the adults, whose celebration takes place on November 2.



IDEAS

Skull related



* maybe try drawing
a skeleton head
holding a key?

& thinking about photocopying
and adding a lock under
effect to the head



skulls photography

crystal skulls?



what does a crystal skull mean?

They may represent doom and destruction, or hope and healing. Some people think that crystal skulls can be used like crystal balls to see visions of the past, present and future. They claim that the skulls emit psychic energy, auras or even sounds

what is the legend of the crystal skulls?

The crystal skulls are human skull hardstone carvings made of clear or milky white quartz (also called "rock crystal"), claimed to be pre-Columbian Mesoamerican artifacts by their alleged finders; however, these claims have been refuted for all of the specimens made available for scientific studies.

Skulls are often linked to rock, and punk themes which Murphy was associated with



While researching skulls I looked into the day of the dead a mexican festival celebrating death which started after the James bond film Spectre. Crystal skulls can be linked to this



Editing process..

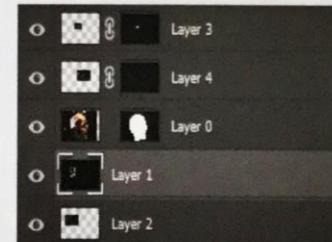
For my first set of edits i decided to use the images of a skull i had gotten when in the manchester natural history musem.

I first started of by cutting around the skull using the pen tool to select the layer and only revele the skull removing the background of the image and adding a seperate layer behind which is all black, for a plain background.

Using the idea of an early medical treatment preformed, trephination is where they would remove a small part of the skull, using this idea i removed a part of the skull in photoshop.

Replacing the part of the skull with an image of railings to create the illusion of prison bars to link into the idea of him being trapped both physically and mentally. i placed the image behind the skull so it appeared within the hole then filling the spaces inbetween the bars with the colour black so it matched the image more and created the idea of a dark mind.

I then decided to add some cut outs of paper birds to the image to link in with the title as well as the idea of freedom and escaping the "cage" which both him and birds are trapped in. i decided to place a paper bird within each eye socket to create the illusion of the eye pupils as well as link into the idea of "the eyes being the window to the soul" as birds especially white ones are often linked to the idea of freedom and innocence.



original



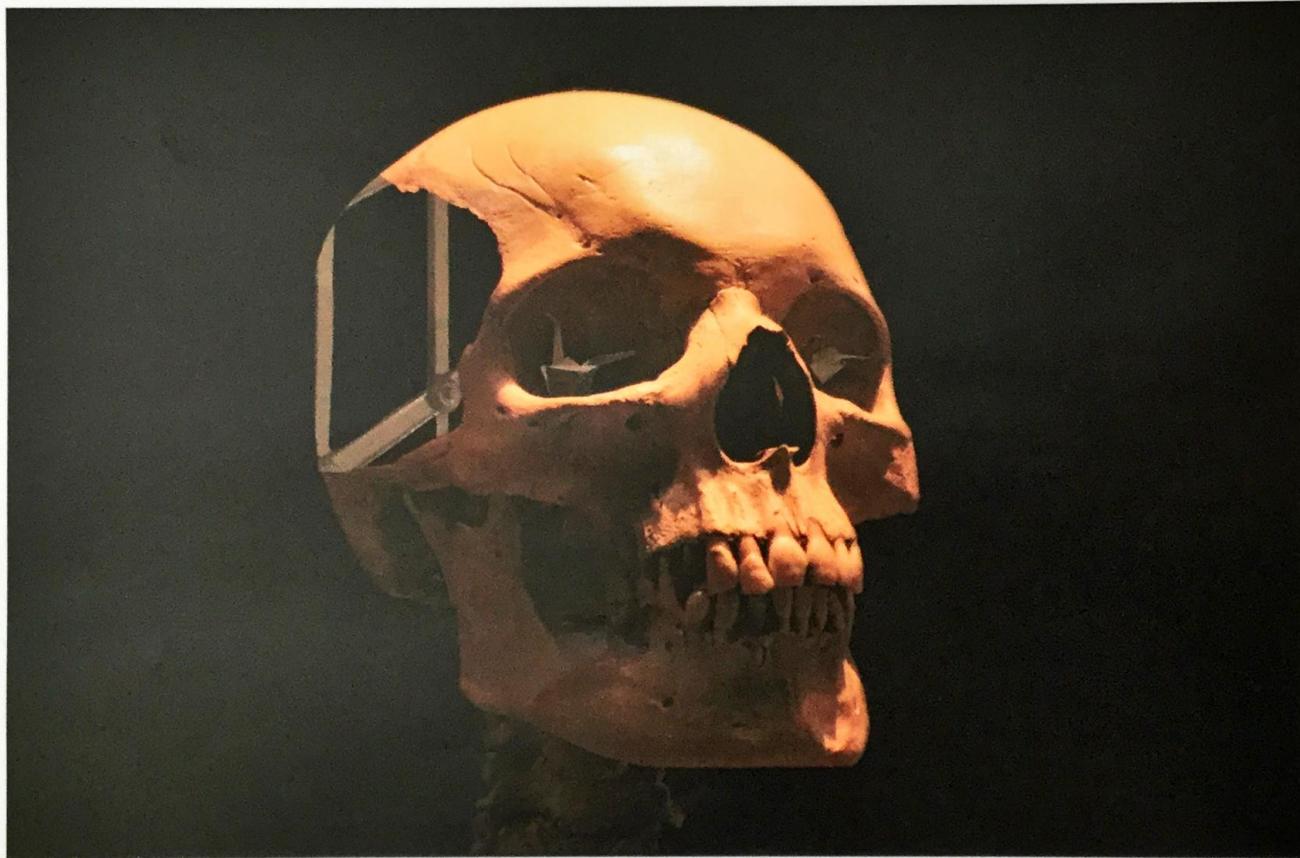
edit one



edit two



skulls final edit..



IDEAS

window related



window photography

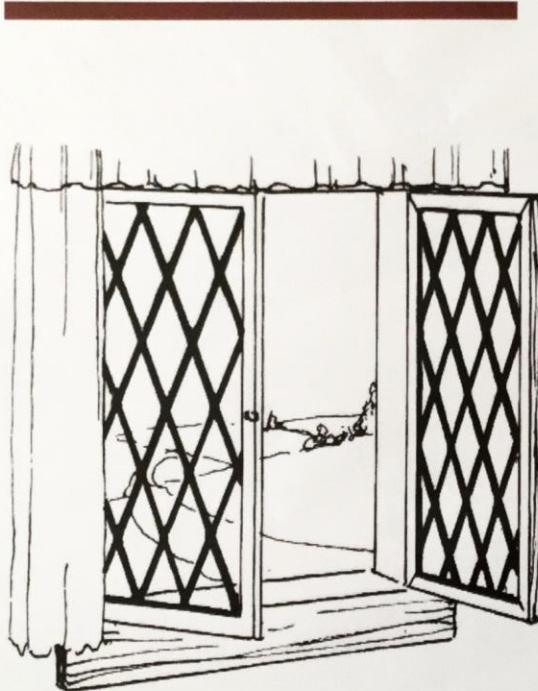
Link to book..



The window is a key theme within the story due to it being murphys main exit point for his escape which is sadly unsuccesful.

As well as it being the entrance for the girls which is an important scene within the film as it triggers the next events to unfold within the narrative.

And finally its later chiefs escape route thanks to murphys original yet unsuccesful plan eariler within the narrative



Editing process..

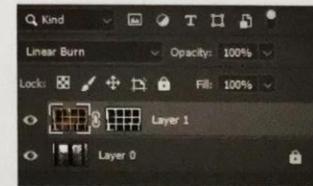
For my second set of edits i decided to use the images of a window i had gotten when in the manchester natural history musem.

I first started off by putting the image in lightroom and adjusting the image setting till i got the desired look.

Then exporting the image into photoshop i adjusted the image so it didn't appear wonkey and then opened another image in photoshop and dragged it onto the window image to create a second layer.

I then made the second image which was railings into a layer mask so that i was able to edit it so the window was also visible. i slowly coloured in the parts of the image in black with the pen tool, which i wanted to be able to see through and touched up any mistakes in white so that it didn't look wonkey.

Once i had finished that i changed the blend mode of the second layer and coloured it in black for a slightly better look.



original



edit one



edit two

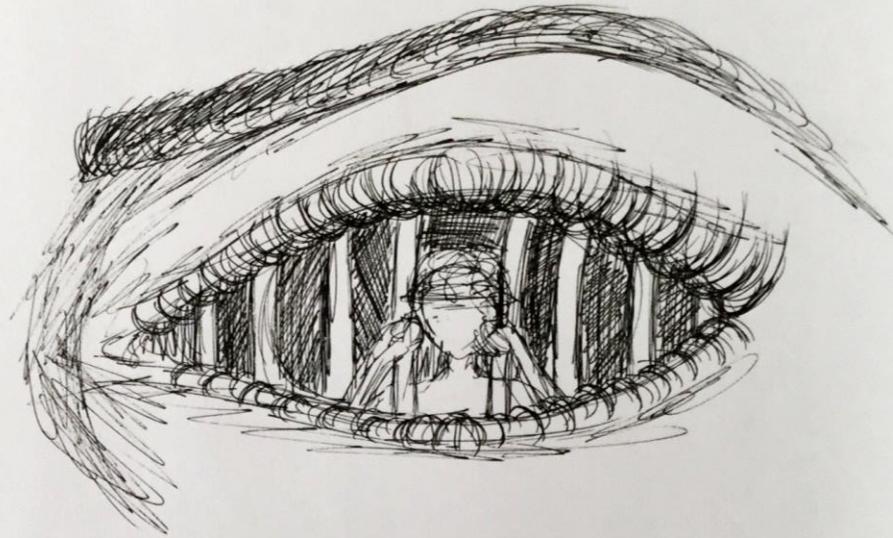


Windows final edit..



IDEAS

eye related



I really like the idea of playing around with eyes due to them being "the windows to the soul" so I've tried to come up with designs where just screens being trapped.

I am not the only one how I feel about them yet.

Photo shoot plan one...



Idea..

my main idea is to get an extreme close up of someones eye and enhance the colours of the eye firstly so that it eye catching.

Then i want to create the idea of prison bar within the eye which are visible but not too notible to create the idea that they are trapped within in their head yet no one else can see this.

Finally i want to edit a bird flying in to the eye as the idea that freedom is wanted yet due to the bird flying into the secret trap it can link into the story as he chose to go into the menatl instatute rather then choses to go to prison.



Prep...

For the photo shoot i will need an eye model, i think i will photograph two different eye colours to see which i prefere.

Once i have my eye models i will need a space to take the photos, which has high key lighting so that the photographs come out clear and vibrant for later editing.

To take the actual photos i will need a macro lense so that im able to get a clear close up shot of the eyes.

After ive taken multipul photographs of the eyes i will take them into lightroom and edit the colours and vibrance of the photos so that they pop more.

Once ive finished editing them in lightroom i wil take them in to photoshop and mask the photo with another phot of bars to create the prison look then cutting out an image of a bird and adding it to the image.



“Eyes are the windows to the soul”



Eye photography

original



edit one



edit two



original



edit one



as well as these I changed the colours making them brighter and deeper but keeping to a cool tone like the artist's

original



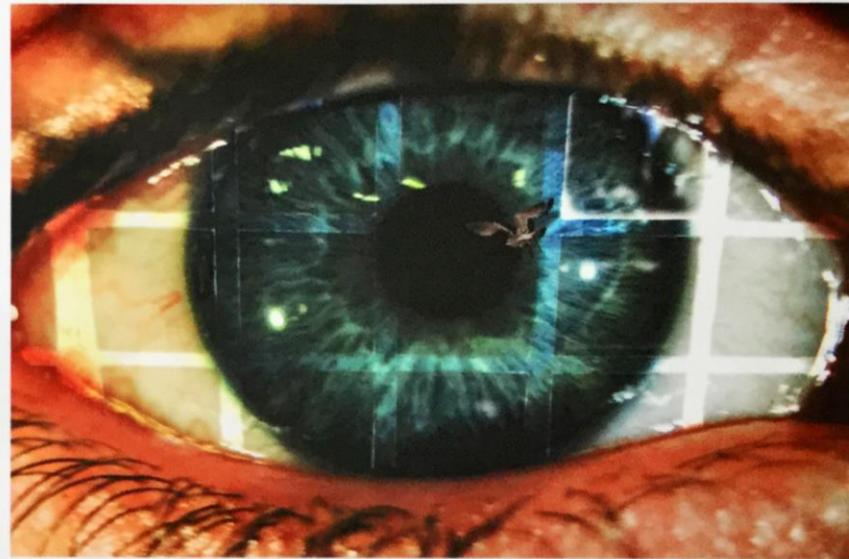
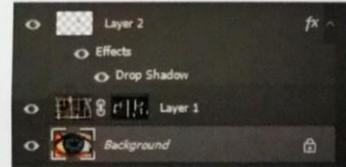
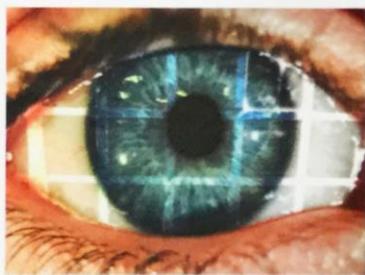
edit one



edit two

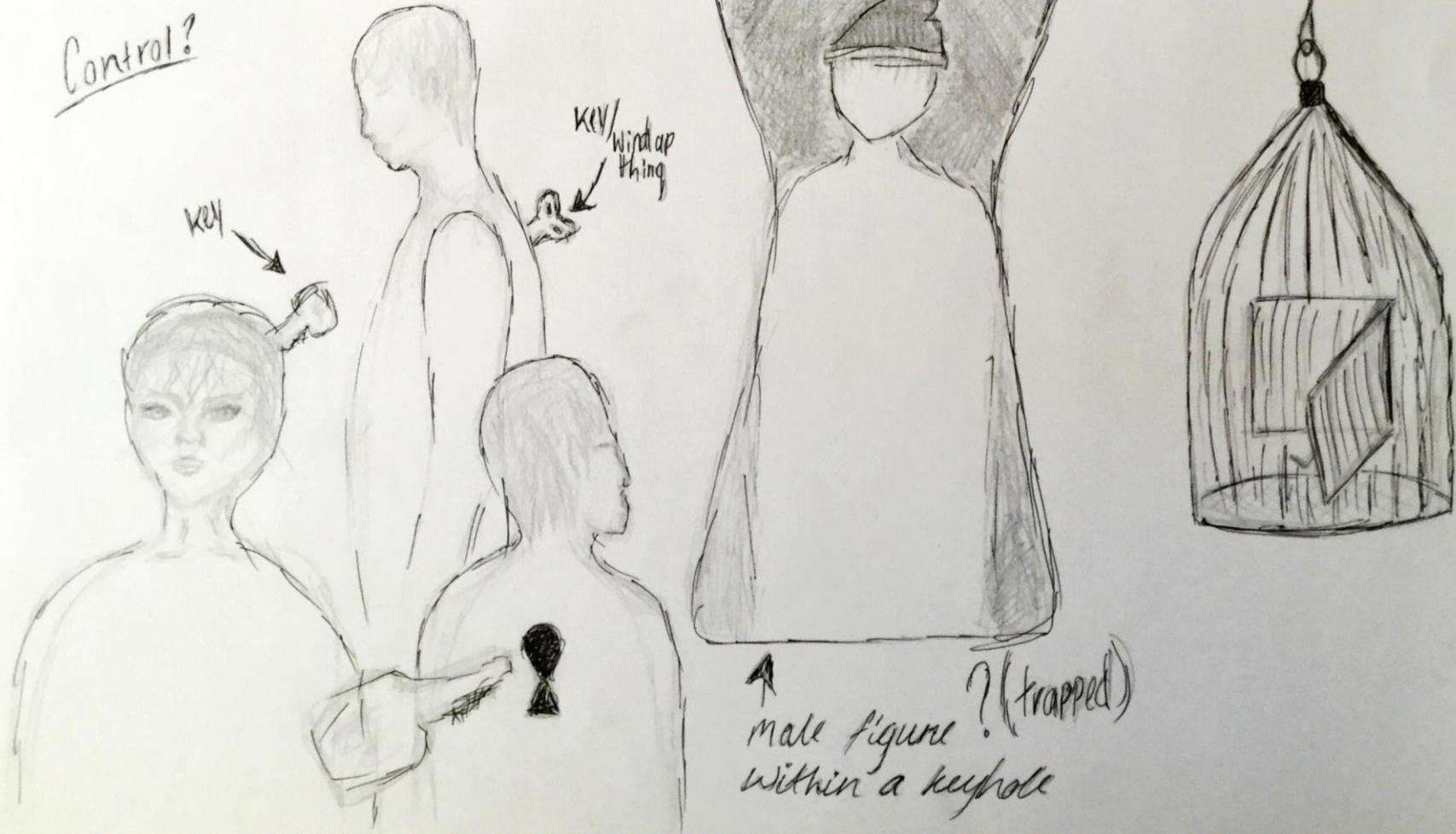


Prison bar effect



Ideas

Control?



Ideas which i considered...



Idea..

My main idea is to either get a mishot of someone with a blank expression and either edit, draw or even physically have a cage over their head to give this impression they are trapped mentally.

I think i will have some shots with the cage fully shut and a couple with a little door open as the book does refere to someone escaping and the little door being open gives the impression of freedom.



Prep i would have done..

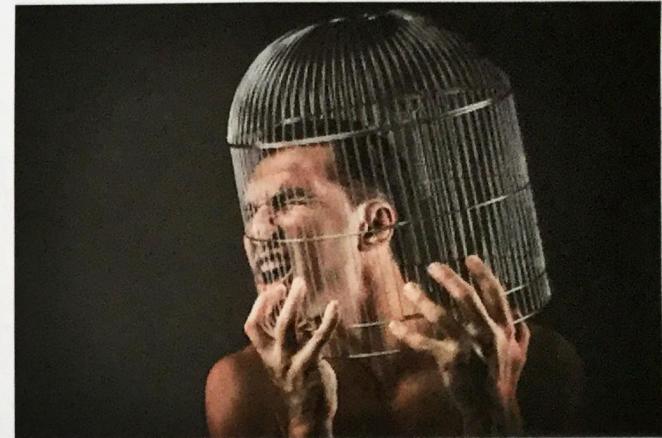
For the photoshoot i will need a male model due to the books main character being male, and a cage.

Once i have my male model i will need a space to take the photos, which has high key lighting so that the photographs come out clear and vibrant for later editing.

Once i have a well lit space i will take multipul close up and midshots with and without the cage, having the model show different facial expressions and body language.

Once i've exported my images onto the computer i will then take them and enhance the image in light room before further editing them in photoshop.

If i choose not to use an actual cage i will either edit one in using illustrator or hand draw one is.



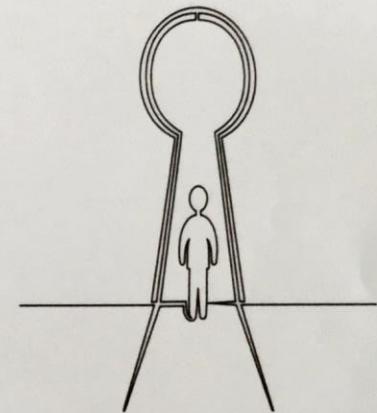
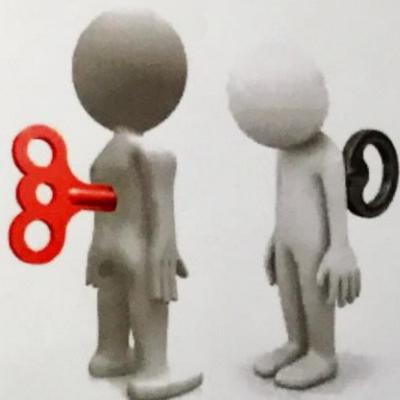
Ideas which i considered...



Idea..

Another idea is to use the idea of locks and windup keys as the theme of being controlled is very common throughout the book and film.

my first idea is to get a longshot of someone and edit an image of a keyhole over the image so the inside of the keyhole showed the longshot of the male figure



Prep i would have done..

For the photoshoot i will need a male model due to the books main character being male as well as a keyhole for the edit.

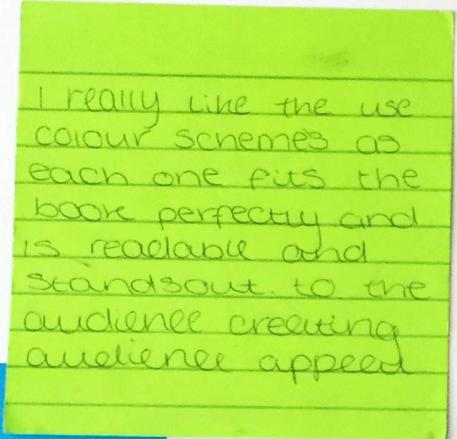
Once i have my male model i will need a space to take the photos, which has high key lighting so that the photographs come out clear and vibrant for later editing.

Once i have a well lit space i will take multiple shots. i will have the model show different facial expressions and body language for better effect when the edits completed.

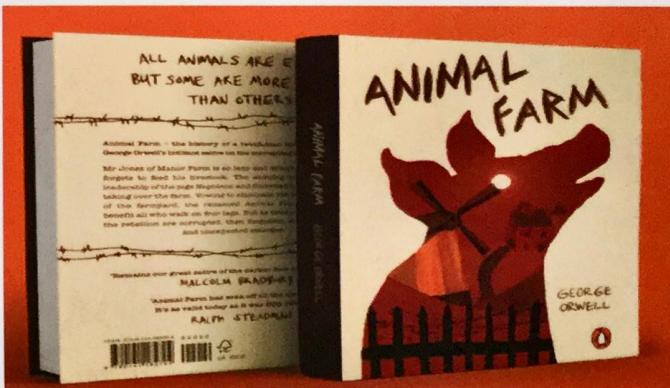
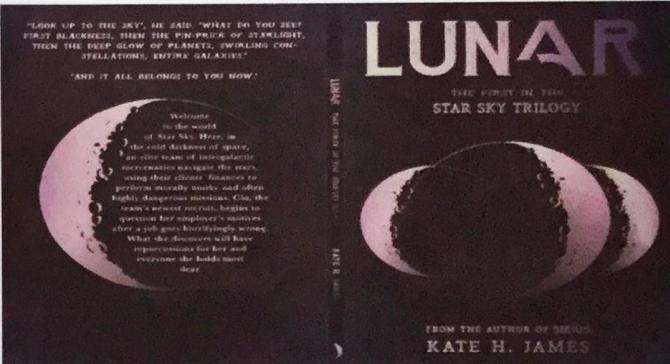
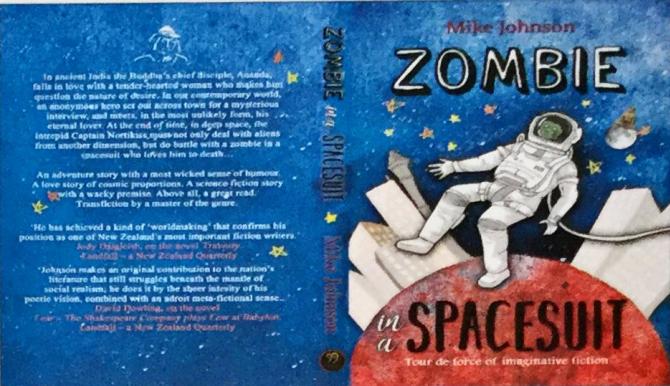
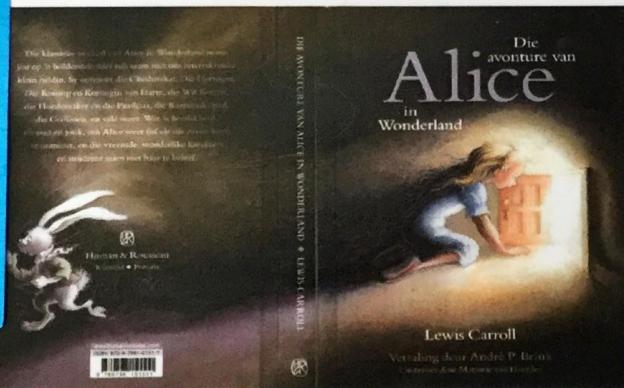
Once i've exported my images onto the computer i will then take them and enhance the image in light room before further editing them in photoshop using layers.

Book cover examples

When thinking about the layout of my book cover i researched others to get an understanding of placement within the design.



personally i love the use of negative space within peter and the wolf and how you can see the shape of a boys head from the layout of the wolf. It's very unique and isn't seen on multiple book designs.



Typography and arrangement

Font one - One Flew Over The Cuckoo's Nest

Font two - *One Flew Over The Cuckoo's Nest*

Font three - **One Flew Over The Cuckoo's Nest**

Font four - One Flew Over The Cuckoo's Nest

Font five - **ONE FLEW OVER THE CUCKOO'S NEST**

Font six - One Flew Over The Cuckoo's Nest

Font seven - *One Flew over The cuckoo's Nest*

Font eight - *One Flew Over The Cuckoo's Nest*

Font nine - *One Flew Over The Cuckoo's Nest*

Font ten - **ONE FLEW OVER THE CUCKOO'S NEST**

Font elevn - One Flew Over The Cuckoo's Nest

Font twelve - **One Flew Over The Cuckoo's Nest**

One Flew Over the
cuckoo's Nest

One
Flew Over
The Cuckoo's
Nest

One Flew Over the
cuckoo's Nest

Logo development

Idea one..

One
Flew
Over
The
Cuckoo's
Nest

Bird development..



I started off by using the pen tool and tried to mimic the classic M figure, bird which clearly failed.

Then i googled a birds silhouette and tried to copy the general shape of the bird in three different styles which came out pretty well in my opinion.

Idea Two..



For my second idea i tried to create a logo within a pill box kinda shape keeping the morority of the text to one side of the bottle as well as creating a mini version with a bird within.

Idea Three..

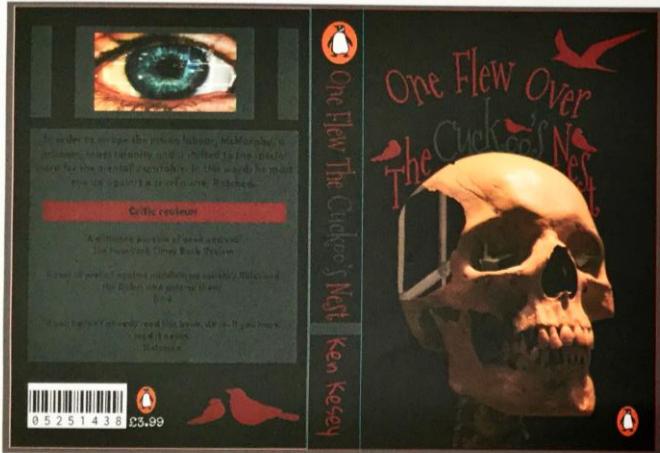
One
Flew
Over
The
Cuckoo's
Nest

For my last idea i used the text layout from logo 2 removing the pill bottle shape however when placing it it came out a bit squished which easily can be fixed.

When selecting fonts on the page above I chose 12 suitable fonts which fit the theme, each font I feel fit in with the time period and or had a creepy look to them. I decided on font six as I liked the crucial style to one text.

final design process..

first edit



Editing process..

While creating my first book design i decided on using the skull image which i developed earlier on in the brief, i made the background of the skull image match the whole of the book.

I copied the penguins brand logo into the book design on the front, spine, and back in multipul sizes.

I took the desired text in a dark red colour apart from one word which was green to make it stand out, and positioned in within the cover trying to find the bet layout for it the placing the birds around the text.

I then put the name of the book and the author down the spine with a green coloured bar seperating the title and the author's name.

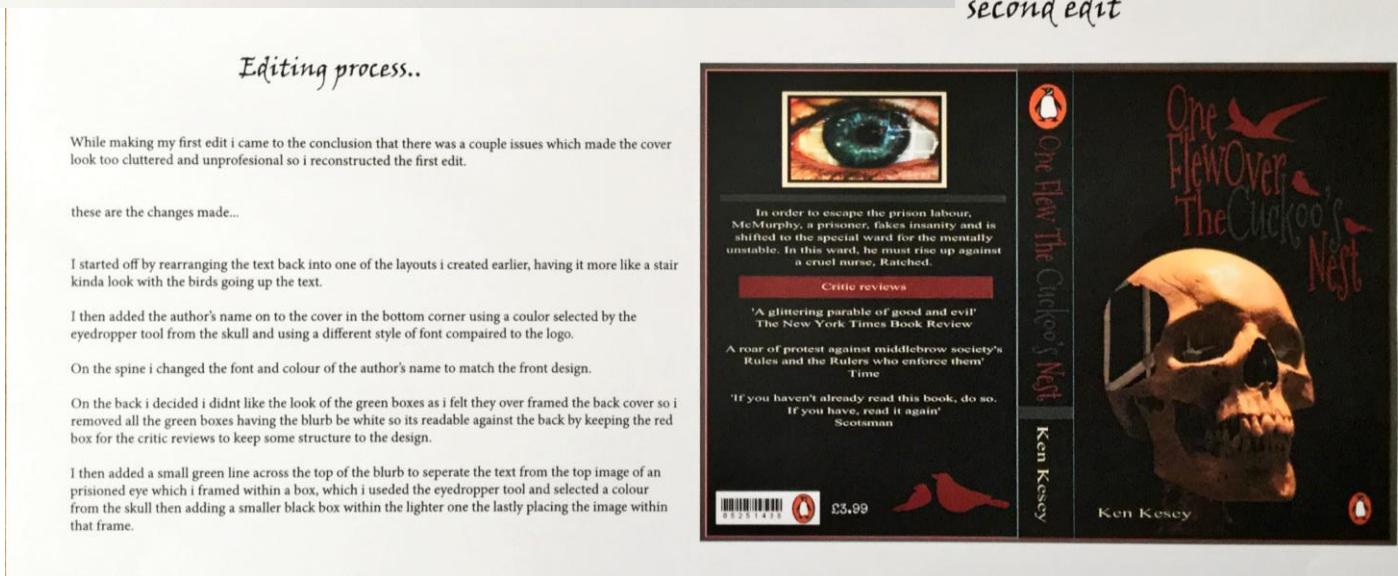
On the back i used a white box with a font which looks like a barcode to create the code then placing the penguin logo next to it with the price of £3.99 underneath it, then adding two birds from the logo on the back next to that.

using the same colour gree i created a box which i placed the blurb of the book within aswell as critic reviews which was in a red box to match the title. i then used the green boxes to create a frame for the prisioned eye i had created.

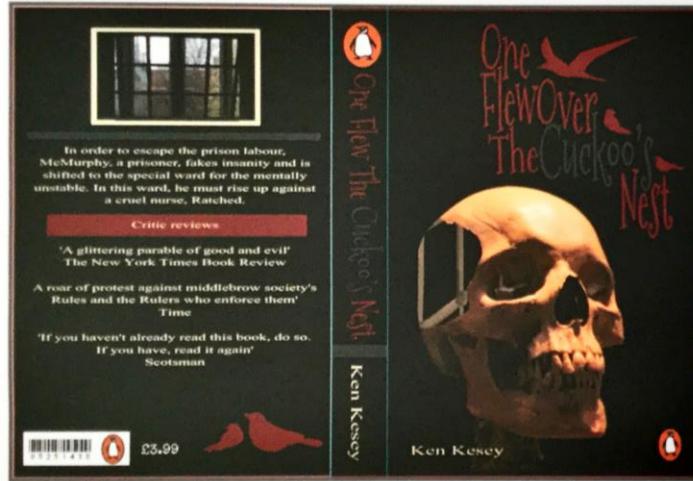
I chose the colour red due to the fact that the book has multipul dark themes as well as the fact that red tands out against black background.

I chose the colour green with the eye dropper tool from within the eye and thought it worked well along side the dark red as well as theblackbackground.

second edit



Third edit

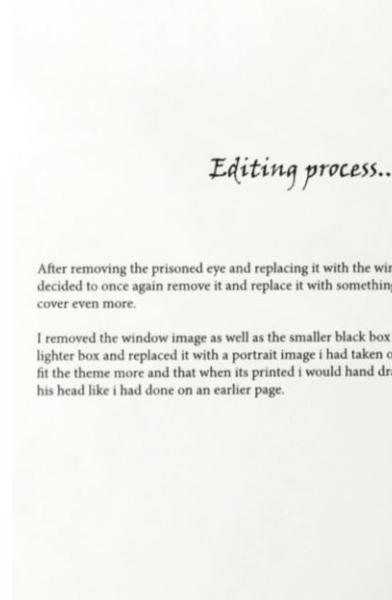


Editing process..

After making the first lot of changes to the edit i then look at the design and decided that i wasnt too happy with the image of the prisoned eye at the top as i felt like people may get the impression that the book has a sci-fi element to it as the edit had more of a futuristic theme to it where as the cover didnt match this theme.

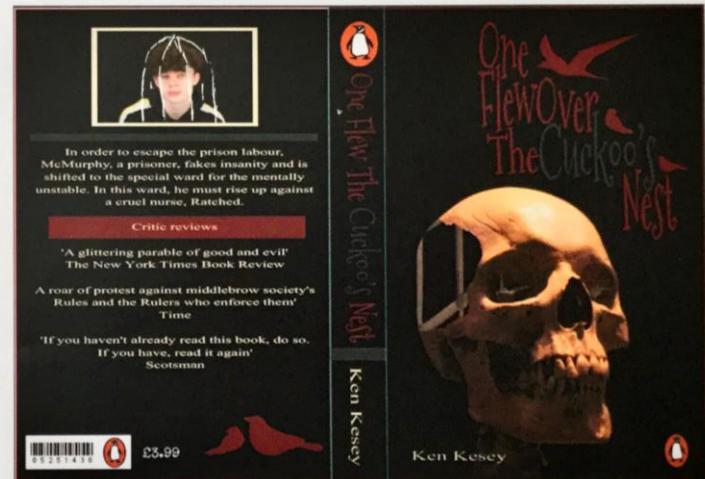
taking this into mind i removed the prisoned eye and replaced it with an edit of a window behind bars and placed it within the frame i had created which looked better as it fit them theme of the book more however i still wasnt happy with the final look.

Fourth edit

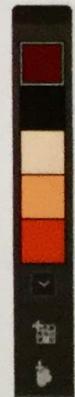
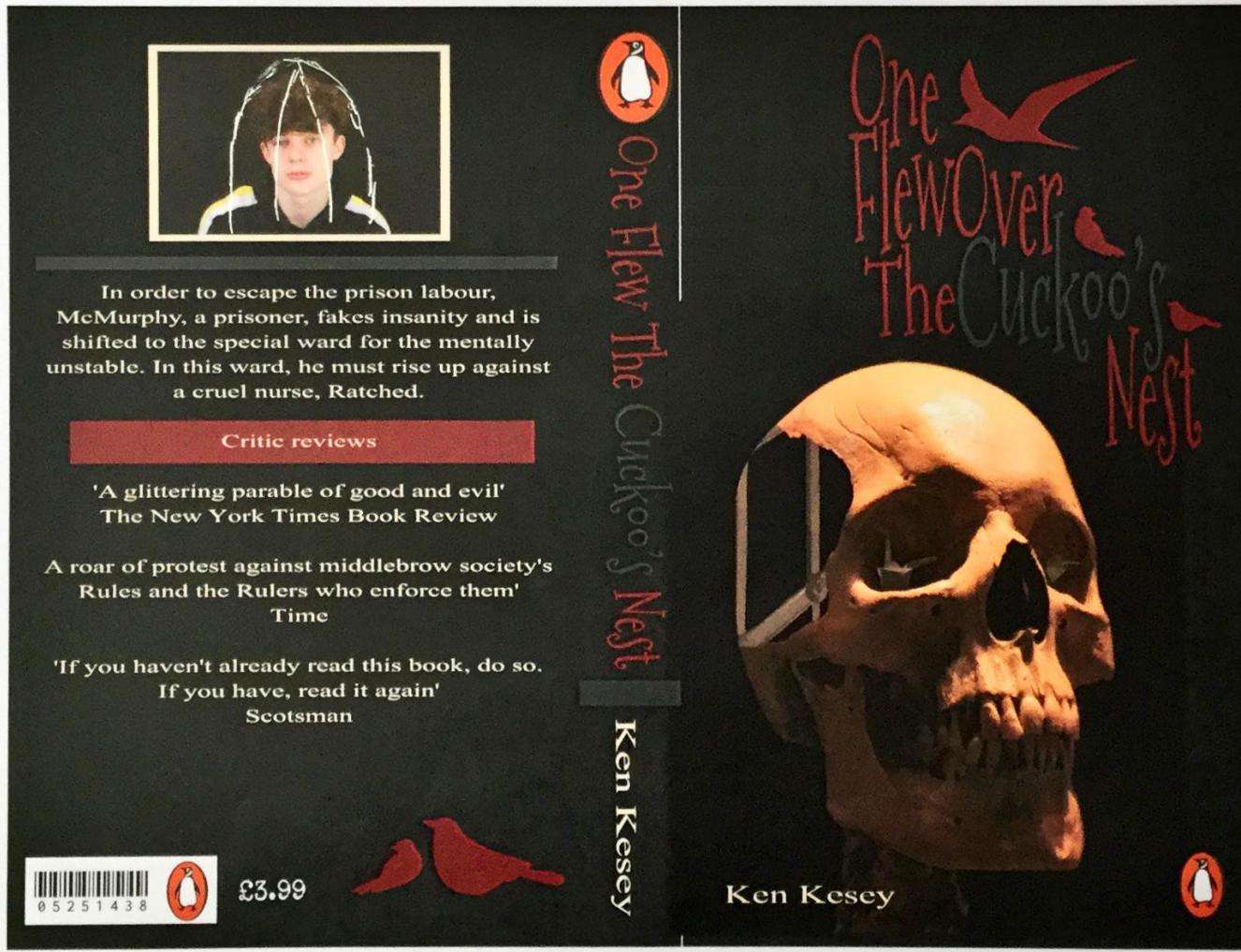


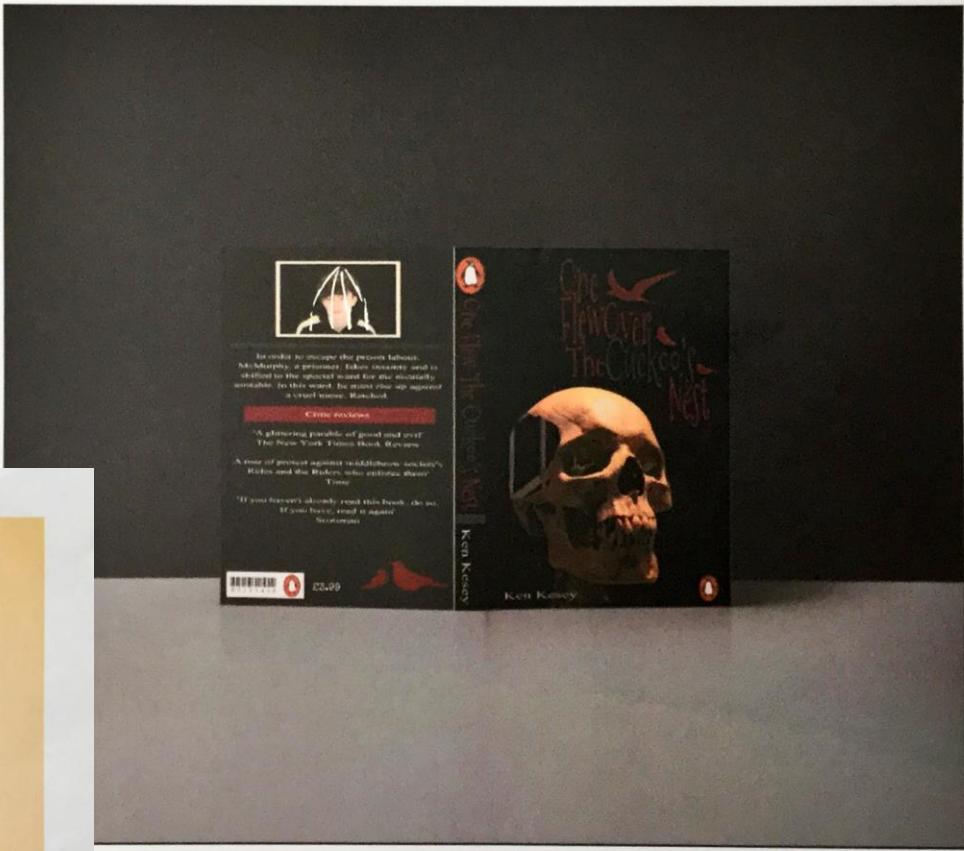
After removing the prisoned eye and replacing it with the window edit i was still unhappy so i decided to once again remove it and replace it with something that fitted the design of the book cover even more.

I removed the window image as well as the smaller black box which i had placed within the lighter box and replaced it with a portrait image i had taken of one of my friends and decided it fit the theme more and that when its printed i would hand draw with a white pen a cage around his head like i had done on an earlier page.



Final design







In order to escape the prison labour, McMurphy, a prisoner, fakes insanity and is shifted to the special ward for the mentally unstable. In this ward, he must rise up against a cruel nurse, Ratched.

Critic reviews

'A glittering parable of good and evil'
The New York Times Book Review

'A roar of protest against middlebrow society's
Rules and the Rulers who enforce them'
Time

'If you haven't already read this book, do so.
If you have, read it again'
Scotsman

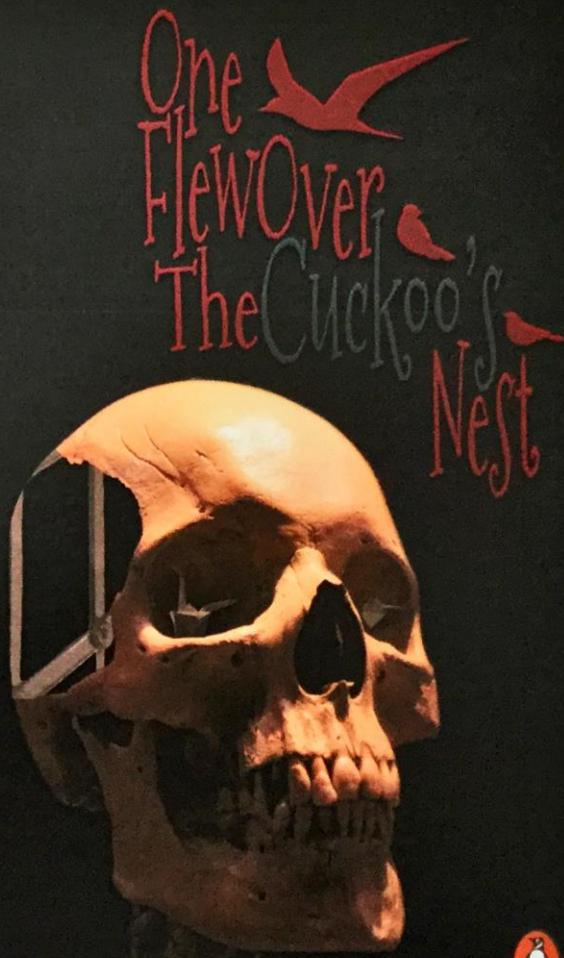


£3.99



One Flew Over The Cuckoo's Nest

Ken Kesey



Ken Kesey

Out of the list of books given I felt like "one flew the cuckoo's nest" by ken Kesey was the best fit for me due to the fact I felt like the books concept was the most interesting to create a cover for. Once I had chosen the book I created a spread about the book featuring the books synopsis various ideas I had for the book as well as other covers that had been created for the book already. After that I then brainstormed creating a mind map of all the various ideas and themes connected to the book which inspired the themes for my three concept sheets. My three concept sheets covered the topics of mental health, prison and freedom which each linked hand in hand with another as well as the book.

My first concept sheet which was about mental health featured reasons why I felt like it linked with the book, as mental health plays a key part within the narrative, with the main character faking insanity to serve his sentence out in a mental asylum. Along with multiple photos which I felt link to mental health and the book and lastly, I decided to include the history of mental illness treatments as within the story line some of these methods are used. My second concept sheet which covered prison was similar but slightly different as it still featured reasons why I felt like it linked with the book, the concept of prison is a key theme within one flew the cuckoo's nest as although Randle Patrick McMurphy never lived out his sentence on the prison farm like he should have, a mental asylum is very similar to a prison as its about confinement. Along with multiple photos which I felt link to the theme of prison as well as a little information about prison life and ideas to create the idea of someone being in prison as I couldn't really get images of a prison cell. For my last concept sheet which was about freedom again featured the link to the story, the concept of freedom is looked upon within the story as they all have a lack of it. as well as the fact that the main character escapes to "freedom" within the story. As well as multiple photos which link to freedom and a comparison between freedom and the other concept sheets.

I then moved on to looking for artists work which inspired me to create my four artist research pages, each artists work was slightly different to the others but each had a style which I loved and elements I wanted to recreate within my work.

Then Keeping my concepts in mind on our trip to Manchester to both the natural history museum and the science and industry museum I tried to get a range of photos which I felt had the potential for one flew the cuckoo's nest then creating a spread show casing all the photos I had gotten although I'm happy with the images I had gotten I wish I had gotten more in different angles which would have given me more editing choices.

I soon moved onto developing my images starting off with a image of a scull which I had gotten I wanted to incorporate the idea of one of the old treatments into my edit as well as researching about sculls and crystal skulls. I then moved on to creating a window behind bars as it linked to the book as well as the museums had some really big creepy windows which were perfect, The window is a key theme within the story due to it being murphy's main exit point for his escape which is sadly un-successful. As well as it being the entrance for the girls which is an important scene within the film as it triggers the next events to unfold within the narrative. And finally, its later chiefs escape route thanks to murphy's original yet unsuccessful plan earlier within the narrative. I then moved on to creating a photoshoot plan which featured my main idea as well as the prep for the photoshoot then the images and their development process until the image of a "prisoned eye" was complete. If I was to redo this I would have tried different looking bars for a better final look, after this I moved onto ideas I wish I had gotten time to try out and how I would have done them.

I then started planning the actual book development starting of with the text and logo, I tested out various text styles and options selecting the one I felt fit and arranging it into a desired look. As well as doing this I looked into other book cover to get an understanding of placement within the design. Once I had a general idea I started to create the book cover and editing and adjusting anything I was unhappy with, finally settling on the fourth edit of the book. I then created the spine design for this folder linking it with the design for the book as well as getting time to do the extension by editing my book cover on to an actual book so its clear what it would actually look like as a book.

Record of Practical Activity

BTEC Record of Practical Activity			
Observation Record			
Learner name:	[REDACTED]		
Qualification:	BTEC Level 3 National 540 Diploma in Art and Design Practice		
Unit or Component number & title:	A1: Skills Development		
Name of *Observer	[REDACTED]		
Date of Activity:	[REDACTED]		
Assessment criteria targeted :			
A1.4 Pass	Adequate exploration and use of some professional practice skills, behaviours and approaches to working.		
A1.4 Merit	Clear understanding and application of professional practice skills, behaviours and approaches used effectively to manage and inform projects.		
A1.4 Distinction	Thorough understanding and application of accomplished professional practice skills, behaviours and approaches used in a sustained and considered way to manage and inform projects.		
Description of activity undertaken:			
<ul style="list-style-type: none">• (what the learner did)• the evidence provided/questions asked and answers given:			
<p>[REDACTED] has demonstrated effective time management throughout the 3 assignments, with clear self-set targets. All work was handed in by the deadlines provided and was presented in an appropriate format. [REDACTED] understands how resources and budgets ultimately can dictate what can be produced within the time frame. When working digitally, [REDACTED] clearly understands the need to safely store and backup her work, and this was done on a frequent basis.</p> <p>[REDACTED] has demonstrated safe working practice when undertaking practical work and has worked hard to maintain a safe working environment. All equipment used throughout, such as fabric scissors, craft knives have been done in a professional manner. All use of chemicals such as bleach has been used in a suitable environment wearing the appropriate PPE.</p>			
Please state the evidence this record is in support of:			
<p>The record is in support of the work completed across three assignments, in particular the assessment of A1.4 Exploration and development of professional skills and behaviours.</p>			
I confirm this is an accurate record of the activity undertaken			
Learner signature:	[REDACTED]	Date:	[REDACTED]
Assessor		[REDACTED]	
Role:	Course Tutor	Date:	[REDACTED]

Assessment Record

Word did not find any entries for your table of contents. **ASSESSMENT RECORD SHEET**

Learner Name	[REDACTED]		Assessor Name	[REDACTED]
Deadlines	[REDACTED]		Submitted	[REDACTED]
Programme Title	BTEC Level 3 National 540 Diploma in Art and Design Practice		Unit Number and Title	A1: Skills Development
Has an extension to the deadline been approved by the Assessor due to extenuating circumstances?				No
Criteria	Grade achieved	Points Achieved	Assessment comments	
AC1: Informing Ideas	D	3	Accomplished research, investigation and critical analysis skills used to interpret briefs, develop ideas for work, and inform plans for progression, showing a thorough understanding of industry and the work of others.	
AC2: Problem Solving	M	2	Sound use of ideas generation, experimentation, testing and review. Clear reflection on work showing emerging awareness of how solutions relate to intended meaning, purpose and function.	
AC3: Technical Skill	M	2	Effective selection and application of media, materials, techniques and processes with a clear awareness of their effect on communication through outcomes. Generally consistent technical competence shown through development and execution.	
AC4: Professional Practice	D	3	Thorough understanding and application of accomplished professional practice skills, behaviours and approaches used in a sustained and considered way.	
AC5: Communication	M	2	Effective communication of meaning, purpose and function of work in relation to intentions and audience. Clear understanding and use of effective presentation methods, formats and conventions used to reflect qualities and engage the audience.	

Assessment Record

General comments			
<p>Some really excellent work presented here, [REDACTED] in response to all three assignment briefs. You have gathered initial primary imagery and manipulated this exceptionally well, in some cases using Adobe Photoshop. Your ability to sketch out ideas should be used more extensively as you have a lively drawing style. However you need to work more on conceptual ideas, as your purpose can become lost in the final outcome(s) replaced with just technique and style rather than a real deliberate intention. This will improve with a more sustained focus. Great start. Well done.</p>			
Learner Declaration	I certify that the evidence submitted for this assignment is my own. I have clearly referenced any sources used in the work. I understand that false declaration is a form of malpractice.		
Learner signature	[REDACTED]	Date	[REDACTED]
Assessor declaration	I certify that to the best of my knowledge the evidence submitted for this assignment is the learner's own. The learner has clearly referenced any sources used in the work. I understand that false declaration is a form of malpractice.		
Assessor signature	[REDACTED]	Date	[REDACTED]
Date of feedback to learner – this must be within a timely period of the assessment taking place			
Resubmission authorisation by Lead Internal Verifier*		Date	
<p>* All resubmissions must be authorised by the Lead Internal Verifier. Only one resubmission is possible per assignment, providing:</p> <ul style="list-style-type: none">• The learner has met initial deadlines set in the assignment, or has met an agreed deadline extension.• The tutor considers that the learner will be able to provide improved evidence without further guidance.• Evidence submitted for assessment has been authenticated and accompanied by a signed and dated declaration of authenticity by the learner. <p>**Any resubmission evidence must be submitted within 15 working days of learners receiving assessment feedback which must be within a timely period of the assessment taking place.</p>			

ALWAYS LEARNING