

BTEC Art & Design  
Unit 3  
Communicating ideas  
in 2D

**Protecting our Environment: Local Conference**

**Learning Aim C:**

Communicate ideas using 2D knowledge and skills in response to a brief.

# What progress have you made today?

## Developing

Identify – environmental factors affecting the local environment

## Securing

Present – information about the factors affecting the local environment

## Mastering

Analyse – environmental factors affecting both the natural and built local environment

# Scenario

- A group of artists and designers are asked to develop a concept for an environmental conference to be held at your local Town Hall.
  - The theme for the conference is:
    - **‘Protecting our Local Environment’.**
    -

You have been asked to present ideas for one of the following:

- banners
- posters (advertising the conference)
- t-shirts to be worn by conference volunteers.





- You are required to present your ideas in an exhibition that will be held in the Town Hall, where selection of final designs to be used will be made.
- 
- It is important that your final design ideas clearly demonstrate:
  - size
  - materials
  - techniques and processes
  - cost of production.

# Climate Change 2020



November 18-19, 2020 | Lisbon, Portugal



**SAVE THE DATE!**  
November 12-15, 2019  
Santo Domingo, Dominican Republic  
with  
**PASSION** for the  
**PLANET**



Task 1 –  
Research

## ENVIRONMENTAL PROTECTION AND ENERGY 2019 VII CONFERENCE



# Create a mind map of factors that are causing damage to the environment

- Over population/over crowding
- Littering – non biodegradable waste
- Pollution – air/land
- Too many cars/vehicles
- Cutting down of forests
- Flooding/drought
- Loss of habitats



Find images of posters or advertisements about our endangered environment.

- Create a mind map of these images.



**Please Help Us!**

**Endangered species:**

Amur Leopard	Giant Panda
Monarch Butterflies	Tree Kangaroos
Orangutan	Spectacled Bear
Penguins	Bearded Vulture
Asian Elephant	

THE FUTURE OF OUR PLANET IS IN OUR HANDS

**Please Help Us!**

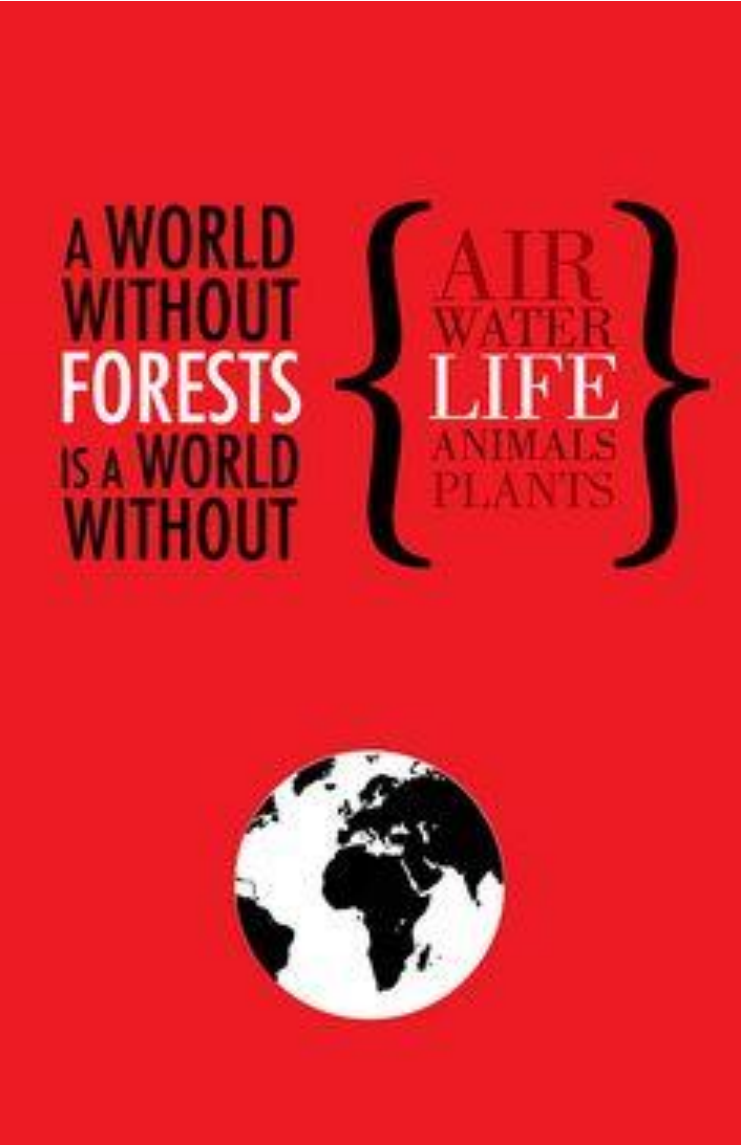
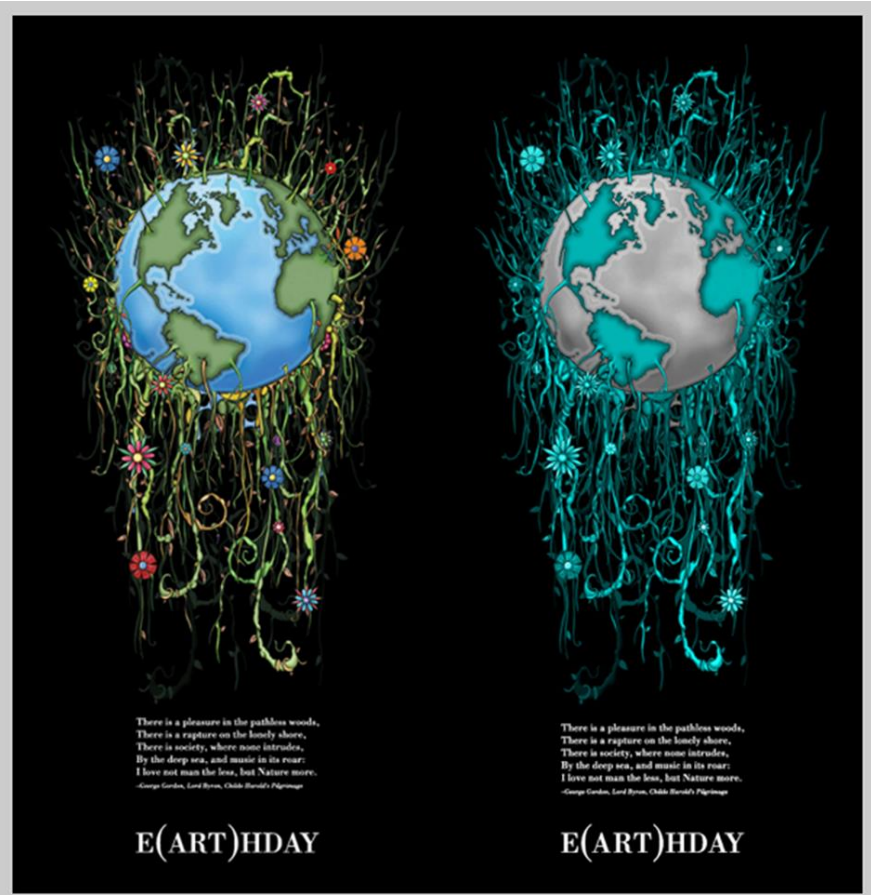
**Endangered species:**

Humphead Wrasse	Bowhead Whale
Polar Bear	Fin Whale
Marine Turtles	Sei Whale
Blue Whale	Tuna
Gray Whale	

THE FUTURE OF OUR PLANET IS IN OUR HANDS

**STOP INHALING EVERYTHING!**

**GOT MORE?**



# What progress have you made today?

## Developing

Communicate ideas using 2D knowledge and skills.(PASS)

## Securing

Select and use 2D materials, equipment and techniques to generate a diverse range of visual work.(PASS/MERIT)

## Mastering

Imaginatively use a diverse range of 2D materials, equipment and techniques to generate visual work.  
(DISTINCTION)

# Developing your ideas

- Also carry out research into banners, t-shirt designs and posters, with reference to 2D techniques used such as:
  - prints / Motifs
  - text
  - materials
  - colour and texture
  - production costs.
  -
- Present your research using the most appropriate format, such as photographs, drawings and samples, clearly presented in your sketchbook with supporting annotations.

# Developing your ideas

- Select one of the three options and present a design proposal to the group. Based on the feedback you get, develop design ideas for your final piece.
- 
- When developing your final piece consider the needs of the client and how your design promotes the theme of 'Protecting our Local Environment'. Design development must be supported with samples, experiments with materials and supporting notes, including consideration of working safely in the studio.

# Evidence

- Research in sketchbook with supporting annotations
- Design ideas in sketchbook
- Initial design proposal
- Experiments with materials, techniques and processes
- Evidence of how you applied safe working practices
- Samples and final designs