


YEAR 11 BTEC ART & DESIGN UNIT 4

COMMUNICATING
IDEAS IN 3D.

**DEVELOPING IDEAS AND FINAL
OUTCOME.**





USING YOUR INITIAL RESEARCH TO INFORM YOU, YOU ARE NOW GOING TO CREATE A RANGE OF DESIGN IDEAS FOR YOUR 3D PIECE .YOUR EXHIBITION STAND/SPACE DESIGN WILL BE SHOWCASING YOUR CHOSEN CHARITY.

YOU COULD BASE THIS ON AN EXISTING ENVIRONMENTAL CHARITY OR CREATE A NEW ONE, BUT YOUR DESIGNS SHOULD BE APPROPRIATE, E.G. USING RECYCLABLE, RENEWABLE OR FOUND MATERIALS.

What progress have you made today?

Developing

Apply 3D visual language, using materials, equipment and techniques, observing and recording safe working practices.

Securing

Apply 3D visual language, selecting and using a diverse range of materials, equipment and techniques effectively and with consistency.

Mastering

Apply 3D visual language, combining and using a diverse range of materials, equipment and techniques creatively and imaginatively.

YOUR DESIGNS SHOULD BE EYE-CATCHING,
THOUGHT-PROVOKING, RELEVANT, CREATIVE AND
FIT FOR PURPOSE.

THINK ABOUT WHAT YOU NEED TO COMMUNICATE
TO YOUR AUDIENCE – ARE YOU GIVING
INFORMATION ABOUT RECYCLING THROUGH THE
DESIGN OR ARE YOU ATTRACTING ATTENTION TO
THE EXHIBITION STAND?

THINK ABOUT WHAT MATERIALS YOU MIGHT USE
AND HOW YOU CAN MAKE YOUR DESIGN SAFE.

EXPLORE A RANGE OF DIFFERENT MATERIALS AND
TECHNIQUES.



POSSIBLE DESIGNS TO INCORPORATE INTO YOUR EXHIBITION SPACE ALL MADE FROM NATURAL/ FOUND/RECYCLED MATERIALS.

- A clock face ticking away the minutes of the environmental challenges that face us today.
 - A moving sculpture of a bird/insect or animal made from plastic bottles etc.
 - Masks showing worried expressions to highlight concerns about the environment.
 - Human figures or shadows of – created from recycled packaging/rubbish.
 - An environmentally friendly machine for travel eg: a bike/balloon/skateboard.
- Remember your design must convey a message about the environment and recycling.
 - It must be interesting so as to attract visitors to your exhibition stand.



FROM YOUR DESIGNS, CHOOSE YOUR MOST SUCCESSFUL IDEA AND CREATE YOUR FINAL 3D PIECE OF WORK.

You must include drawings and plans of how the exhibition stand will look and what will be included in the design to convey the environment message.



EVIDENCE YOU MUST PRODUCE

A

A sketchbook containing:

- annotation, evaluative comments and information about materials and techniques**
- photos of you working safely**
- drawings, designs, thumbnail sketches, photos of models**
- peer feedback, evaluation, annotation, descriptions, analysis of your ideas or finished display.**

To achieve the criteria you must show that you are able to:

Apply 3D visual language, using materials, equipment and techniques, observing and recording safe working practices.

Apply 3D visual language, selecting and using a diverse range of materials, equipment and techniques effectively and with consistency.

Apply 3D visual language, combining and using a diverse range of materials, equipment and techniques creatively and imaginatively.

PASS

MERIT

DISTINCTION