



# Unit 4: Communicating Ideas in 3D

## Assignment 1 -Green Planet

**Learning aim A:** explore 3D visual language and working practices

**Learning aim B:** investigate how artists, craftspeople and designers communicate in 3D.

**Learning aim C:** Communicate ideas using 3D knowledge and skills in response to a brief





# What progress have you made today?

## Developing

Describe 4 of the skills and associated materials, techniques and processes that practitioners in 3D use (PASS)

## Securing

Present how four 3D practitioners communicate their ideas in 3D (PASS/ MERIT)

## Mastering

Analyse how practitioners communicate these ideas to the public (DISTINCTION)



# Scenario

- An **environmental charity** is developing a campaign to raise awareness of the **global impact of recycling**. Artists and designers have been asked to develop a concept for an exhibition. You should **present designs for an exhibition** but you are free to choose what you wish to submit. For example, you could design exhibition stands, sets, walkthroughs, visualisations.



Benjamin Von Wong  
Installation to  
demonstrate the  
impact of plastic in  
the oceans  
Vonwong.com





# Task One Exhibition Design

- To start this assignment, you need to gain an understanding of what the choices are for exciting and creative exhibition stands. This could be a table and backdrop at a local event, a touring information roadshow or even a stand at a trade fair.
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- You need to explore how a business, in this case an environmental charity, would encourage people to visit their stand and what types of marketing tools they might use. Explore how visual language, signs and visual clues are used to attract customers.





# Task One

## Exhibition Design

- Firstly you need to do some research into different types of exhibition design.
- Find interesting examples of exhibition designs. This could be exhibition stands, sets, walkthroughs, visual displays.

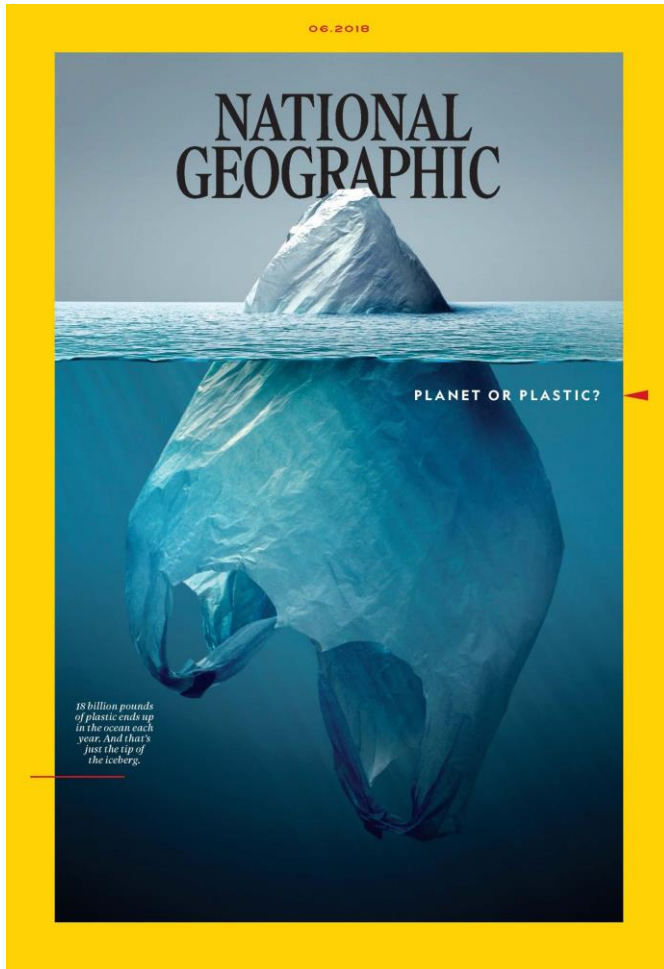
Think about

- What have the designers done to encourage people to visit that exhibition stand?
- What graphics have they used?
- What colours have been used?
- What style have they gone for?
- What visual clues are there to show the visitor what the stand is about?





Look at this example of an exhibition stand for National Geographic magazine.



- What have the designers done to encourage people to visit that exhibition stand?
- What graphics have they used?
- What colours have been used?
- What style have they gone for?
- What visual clues are there to show the visitor what the stand is about?





# Task One part one

## Exhibition Design

Create a presentation about what makes a good and successful exhibition space/stand.

Find images to present as examples of the spaces (note where you found the images) and discuss the way the spaces/stands are laid out and presented.

What should a designer of an exhibition space/stand need to consider?

[Extremegroup.co.uk](http://Extremegroup.co.uk)



[Eventbrite.co.uk](http://Eventbrite.co.uk)



# Task One part two

## Exhibition Design

- How could the displays be made original and creative?
- Choose one of the images you have found and describe how you could make the space more interactive, attractive or exciting.



Extremegroup.  
co.uk

Eventbrite.co.uk







## Describe 4 of the skills and associated materials, techniques and processes that practitioners in 3D use (PASS)

### Portfolio and sketchbooks containing:

- **Progress journal** – Retain information gathered about exhibition stands and Include sketches of your ideas, how could you make *these existing* display's more interactive or interesting?
- **Annotation** – what skills, materials, techniques, processes have been used and what messages are being communicated by these 3D Practitioners? In your opinion what could make it more creative, original or interactive? *Include sketches and use information gathered.*





# What is an exhibition?

- <https://yosp.org.uk/exhibitions/damien-hirst> (Damien Hirst - Yorkshire Sculpture park – **Go and visit!**)
- <https://youtu.be/z3uoNIKDPaY> (Tate Modern Walkthrough Tour - 4k - April 2019)
- <https://youtu.be/SDJtADtgYb8> (World Art Dubai 2019)







## Task Two: Presentation – Create an artists' mind map of images of work by these artists.

The following Artists create work that connects to the environment.

These are all classed as environmental artists:-

- **Andy Goldsworthy (Natural sculptures)**
- **Richard Shilling (Natural sculptures)**
- **Richard Long (Natural forms)**
- **Henry Moore (Bronze sculptures)**
- **Dale Chiholy ( Glass sculptures)**
- **Tim Noble / Sue Webster (Piles of rubbish)**
- **Cornelia Parker ( Sculpture and installation artist)**

In addition you could look at these artists for specific installations they have exhibited;  
Nils Udo  
Chris Jordan  
Benjamin Von Wong





## Task Two: Presentation – Create an artists' mind map of images of work by these artists.

Create an artists' mind map of images of work by these artists. Choose 4 of these artists and using the research guide create a **presentation about each artist.**

Include copies of their work either drawings or small models.







## Present how **four** 3D Practitioners communicate their ideas in 3D (Pass / Merit)

### **Case study** on four 3D environmental artist(s).

*Include the following in your presentation.....*

- Explain how their approach is different to another's
- Marketing tools used?
- Visual language used?
- Visual clues used?
- Does their approach highlight the environment and recycling?
- What would you have changed as the designer of their stand or exhibition?
- Can you include sketches and annotations of the changes you would have done to make it more original, effective or interactive?

These are all classed as environmental artists:-

- **Andy Goldsworthy**
- **Richard Shilling**
- **Richard Long**
- **Henry Moore**
- **Dale Chiholy**
- **Tim Noble/Sue Webster**
- **Cornelia Parker**

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# Analyse how practitioners communicate these ideas to the public (DISTINCTION)

- Analyse the positives and negatives of practitioners work and the way they communicate ideas to the public.
- In your judgement who's work has the most purpose, and which practitioner do you admire the most for their work around the environment and recycling.
- A wide range of art terminology should be used at this level when analysing practitioners.







## Websites

- [www.craftscouncil.org.uk](http://www.craftscouncil.org.uk) The national development agency for contemporary crafts in the UK.
- [www.creative-choices.co.uk/industry-insight/inside/design](http://www.creative-choices.co.uk/industry-insight/inside/design) Contains case studies related to the work of design professionals.
- [www.culture24.org.uk/am30786](http://www.culture24.org.uk/am30786) Links to a broad range of art and design resources.  
[www.fashion-era.com](http://www.fashion-era.com) Links to resources on fashion.
- [http://tlp.excellencegateway.org.uk/resource/creating\\_ideas/index-home.htm](http://tlp.excellencegateway.org.uk/resource/creating_ideas/index-home.htm) Contains a series of ideas cards to support creative learners in generating ideas and a sample art and design brief and proposal form.
- <http://tlp.excellencegateway.org.uk/tlp/xcurricula/hswb/index.html> For support on health, safety and wellbeing.
- <http://tlp.excellencegateway.org.uk/tlp/xcurricula/hswb/riskfactor/riskfactoractivities/riskresources/index.html> A large resource containing an interactive tool with a section for art and design learners. [www.vam.ac.uk](http://www.vam.ac.uk) The Victoria and Albert Museum.







# What progress have you made today?

## Developing

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

## Securing

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

## Mastering

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









# Final 3D design

- Using your initial research to inform you, you are now going to create a range of ideas for your chosen environmental charity. You could base this on an existing charity or create a new one, but your designs should be appropriate, e.g. Using recyclable and/or renewable materials.
- Are you including a sculptural element to your exhibition stand design idea?
- 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 or are you asking for donations at your exhibition stand? Think about what materials you might use and how you can make your design safe.

