



Accredited

# OCR LEVEL 2 CAMBRIDGE TECHNICAL CERTIFICATE/DIPLOMA IN ART AND DESIGN

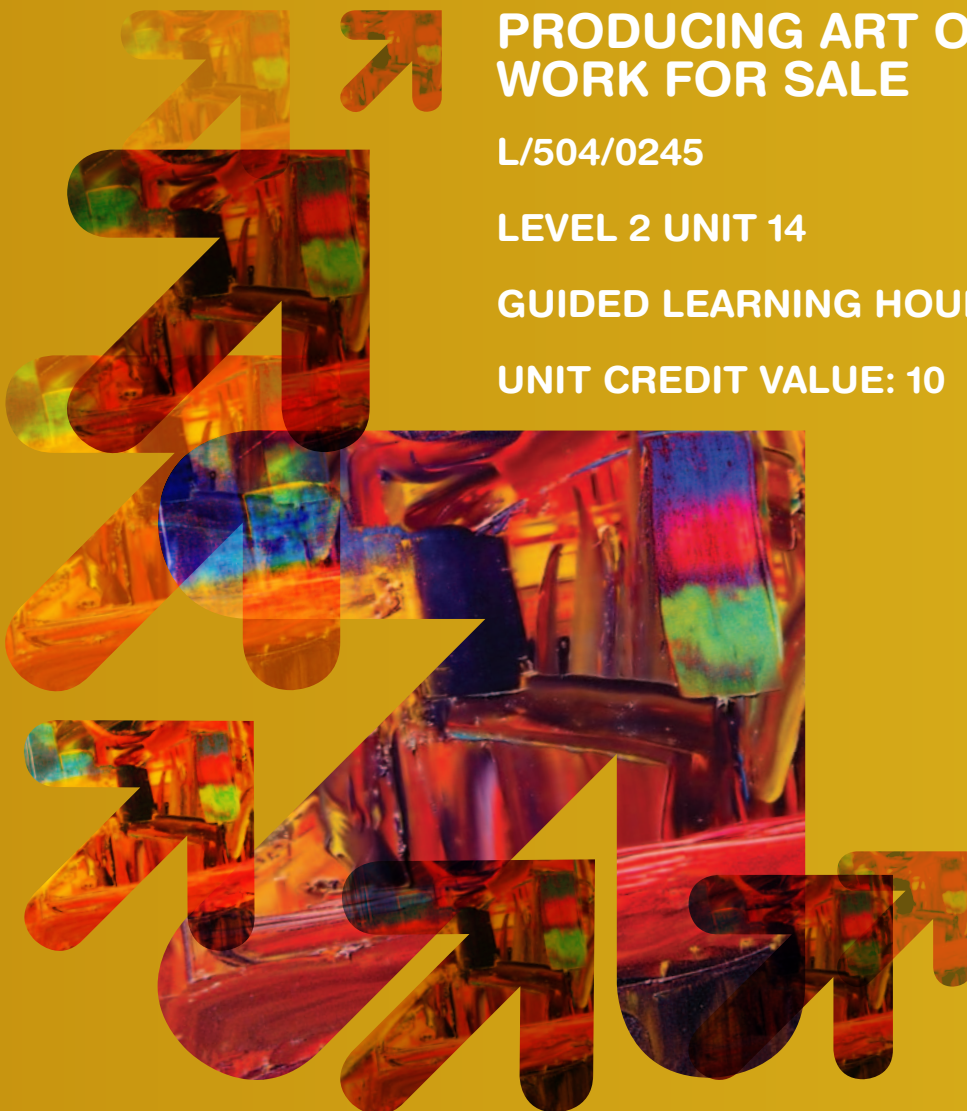
**PRODUCING ART OR DESIGN  
WORK FOR SALE**

L/504/0245

LEVEL 2 UNIT 14

GUIDED LEARNING HOURS: 60

UNIT CREDIT VALUE: 10



# PRODUCING ART OR DESIGN WORK FOR SALE

L/504/0245

LEVEL 2

## AIM OF THE UNIT

By completing this unit, learners will understand how art and design work is sold. They will be able to develop a range of ideas, produce and present for sale a personal piece of art or design work.

## ASSESSMENT AND GRADING CRITERIA

<b>Learning Outcome (LO)</b>  The learner will:	<b>Pass</b> The assessment criteria are the pass requirements for this unit.  The learner can:	<b>Merit</b> To achieve a merit the evidence must show that, in addition to the pass criteria, the learner is able to:	<b>Distinction</b> To achieve a distinction the evidence must show that, in addition to the pass and merit criteria, the learner is able to:
1 Understand how art or design work is sold	P1 Learners investigate how a range of artists sell their work		
	P2 Learners investigate ways in which their own art or design work might be sold		
2 Be able to develop ideas for a piece of art or design work for sale	P3 Learners use annotated studies to develop a range of appropriate ideas for their own art or design work for sale. The ideas developed are aimed at a target audience	M1 Learners use their investigation into art or design work that is produced for sale to influence the development of original, imaginative and thoughtful ideas	
3 Be able to plan the production of a piece of art or design work for sale	P4 Learners plan how to produce their own art or design work for sale		
4 Be able to produce a piece of art or design work for sale	P5 Learners produce a competent piece of art or design work and present it appropriately for sale	M2 Learners demonstrate proficient skills in producing successful art or design work for sale. The outcome produced is generally of a good quality	D1 Learners produce very original art or design work. They show an understanding of how the work might be promoted. The final work is skilfully produced, reflects a thoughtful approach and is generally of a high quality

## TEACHING CONTENT

The unit content describes what has to be taught to ensure that learners are able to access the highest grade.

Anything which follows an i.e. details what must be taught as part of that area of content.

Anything which follows an e.g. is illustrative, it should be noted that where e.g. is used, learners must know and be able to apply relevant examples to their work though these do not need to be the same ones specified in the unit content.

### **Understand how art or design work is sold**

For example:

- type of work e.g. painting, illustration, photography, fashion, jewellery etc.
- target audience e.g. by age, gender, interests etc.
- how/where work is sold e.g. galleries, internet, craft fairs, shops, markets etc.
- range of work sold e.g. by type, by price, one off pieces, prints etc.

For example:

- presentation eg printing, framing, mounting, packaging, online presentation in internet galleries
- ownership eg copyright, intellectual property rights
- costs, competitive pricing

### **Be able to develop ideas for a piece of art or design work for sale**

Consider, for example:

- suitability for target audience
- techniques that might be used
- how successful it might be and reasons for this

### **Be able plan the production of a piece of art or design work for sale**

For example:

- plan how you will use visual language and formal elements to communicate your intentions.
- make reference to the work of other artists that have influenced you.
- explore suitable materials, techniques or equipment
- produce sketches, artist's proof, trial pieces, models etc.
- consider size of the final piece (e.g. standard framing sizes for prints/paintings/drawings; weight/height of 3D work etc.) and the presentation of final work.

### **Be able to produce a piece of art or design work for sale**

For example:

- work could take any form but should acknowledge the influence of other artists
- working safely with materials and equipment
- presentation should be fit for purpose
- promotion could be to an identified target market/ audience.

## DELIVERY GUIDANCE

This unit is centre-assessed and externally moderated.

In order to achieve this unit, learners must produce a portfolio of evidence showing that they can meet all the pass grading criteria.

Portfolios of work must be produced independently. Portfolios put forward for moderation must be available for the OCR Visiting Moderator to access freely during the moderation visit, along with witness statements and any other necessary supporting documentation.

Centres must confirm to OCR that the evidence produced by learners is authentic.

In order to achieve this unit, learners must produce evidence that meets all the pass grading criteria. There are no other additional requirements for this unit.

This unit presents an opportunity for learners to gain an understanding about how artists and designers sell their work and to apply what they have learnt to the development of their own ideas and production of a personal piece of art or design work to be sold.

**P1** should provide evidence of investigations into how artists/designers sell their work whilst **P2** will provide an initial opportunity for learners to investigate ways in which they might be able to proceed with selling their own work.

For **P3/M1** learners will use annotated studies to evidence how the development of their ideas takes place.

The planning evidence for **P4** will take different forms according to the nature of work to be sold and could include annotated sketches, trial pieces, models etc.

For **P5/M2/D1**, once a personal piece of art or design work to be sold has been produced, its presentation for sale to a target market/audience needs to be addressed. Learners may wish to consider how their personal piece of art or design work to be sold, could be promoted.

Learners must present a portfolio of work that provides evidence of all investigations, development of ideas, planning, records of changes made during production of the

final work and the final piece of work presented appropriately to be sold. It is expected that much of the evidence for this unit will be in annotated sketchbooks.

Whilst this unit is a stand alone unit there will be opportunities to link their work through common aspects such as themes, artists, materials and processes, adapting and developing it in a more commercial context.

## RESOURCES

This section provides suggestions of suitable resources. The list is neither prescriptive nor exhaustive, and learners should be encouraged to gather information from a variety of sources.

Some suggested resources are intended for Tutor use. The resources in this section were current at the time of production.

### Books

Siegel, Katy.	<i>Money</i> Thames & Hudson ISBN: 050093004X
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### Periodicals

Crafts Magazines	<a href="mailto:subscriptions@craftcouncil.org.uk">subscriptions@craftcouncil.org.uk</a>
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### Websites

Modern Painters	<a href="http://www.artinfo.com/subscriptions">www.artinfo.com/subscriptions</a>
Art Review	<a href="http://www.art-review.com">www.art-review.com</a>

## LINKS TO NOS

There is no overlap between National Occupational Standards and this unit.



## **CONTACT US**

Staff at the OCR Customer Contact Centre are available to take your call between 8am and 5.30pm, Monday to Friday.

We're always delighted to answer questions and give advice.

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