



Accredited

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

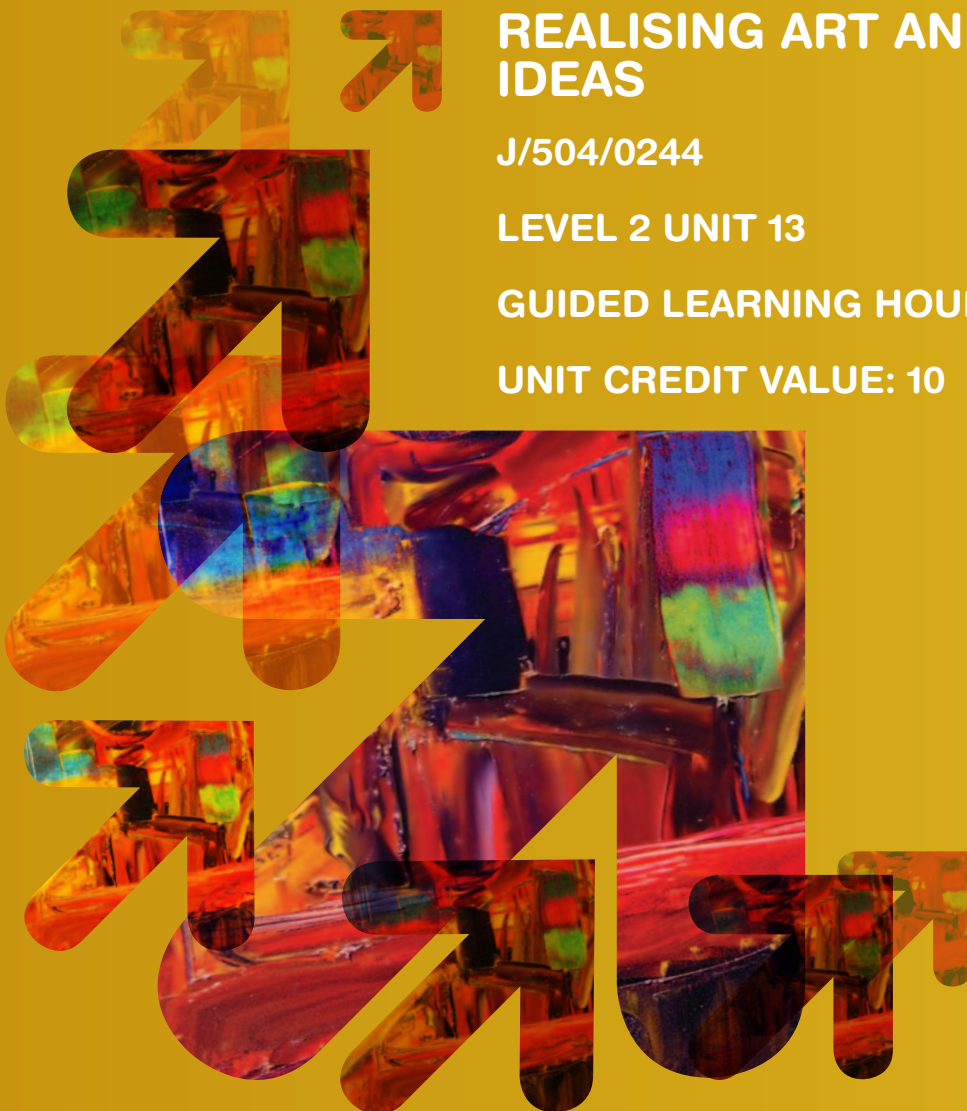
REALISING ART AND DESIGN IDEAS

J/504/0244

LEVEL 2 UNIT 13

GUIDED LEARNING HOURS: 60

UNIT CREDIT VALUE: 10



REALISING ART AND DESIGN IDEAS

J/504/0244

LEVEL 2

AIM OF THE UNIT

By completing this unit, learners will be able to select, develop and refine one final chosen idea, including selection of suitable media, materials and techniques. They will be able to present the final idea to a client for approval before producing an outcome that meets the requirements of the brief.

ASSESSMENT AND GRADING CRITERIA

Learning Outcome (LO)	Pass	Merit	Distinction
The learner will:	The learner can:		
1 Be able to develop one final chosen idea that is most suited to the requirements of a brief or project	P1 Learners select one appropriate final idea that is suitable for the client brief or project, giving reasons for their choice P2 Learners identify suitable media, materials and techniques best suited for use in their final idea P3 Learners refine their final idea, using annotated studies to record how it has been developed to better meet the requirements of the client brief or project		
2 Be able to present a final proposal to a client for feedback and approval	P4 Learners competently present their final proposal to the client using a suitable presentation format. They gather final feedback from the client and seek the client's approval to proceed	M1 Learners deliver an effective presentation to the client, successfully communicating their final idea. Their questions generate feedback from the client, and they make any necessary final refinements	
3 Be able to produce a final outcome that meets the requirements of a client brief or project	P5 Learners realise a competent final outcome that meets the requirements of the client brief or project	M2 Learners demonstrate proficient skills in producing a successful final outcome. The work produced is generally of a good quality	D1 Learners produce a very original final outcome. The work produced is skilfully finished, generally of a high quality and displays a thorough understanding of the materials and processes used

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.

Be able to develop one final chosen idea that is most suited to the requirements of a brief or project

Responding to feedback from the client, look at the potential of a range of alternative ideas considering, for example:

- the requirements of the brief
- client likes/dislikes
- responding to the preferences of the client – overcoming issues identified
- refinements/modifications needed
- visual impact – aesthetics

For example, explore media, materials and techniques to achieve:

- most appropriate for purpose
- innovative combinations
- practicalities of cost and resources
- safe working practices

Refine an idea:

- make references to the work of relevant artists and designers using them to inform decisions
- aesthetic detailing considering functional demands of brief
- where necessary carry out changes to ideas based on the suitability of media, materials and processes.

Be able to present a final proposal to a client for feedback and approval

Present the final idea to the client for feedback and approval:

- reflect on feedback
- make any necessary modifications in light of feedback

Be able to produce a final outcome that meets the requirements of a client brief or project

For example:

Keep annotated sketchbook/photographic evidence of:

- changes made to original ideas as work progresses
- reflective analysis of developments.

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 is best approached as a continuation of unit 12. It could however, be taken as a stand alone unit using a new brief.

As a continuation of unit 12, learners will start by choosing one final idea from the range of ideas presented to the client **P1**. The selected idea should take account of the client's feedback and clearly have the greatest potential to meet the requirements of the brief.

The final chosen idea will then need to be developed and refined artists/designers work being used to inform decisions **P3**. Media, materials, techniques and processes to both develop, produce and present the final idea, will need to be explored and identified **P2**.

When the learner has completed the final idea it should be presented again to the client to gain approval before production starts **P4/M1**. Feedback at this time may mean further development or modification is required.

Whenever possible the final realisation should be carried out to actual size and using appropriate materials but the nature of some briefs will necessitate the production of work to scale, as a maquette or model. Where this is the case

appropriate techniques should be employed to give the best impression of how the work is intended to be seen or experienced.

Final outcomes will be supported by sketchbooks, personal journals, design sheets etc. containing annotated studies and records of presentations that provide evidence of the development process.

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

Carter, David E. (2005)	<i>The Big Book of New Design Ideas</i> ISBN 0060833092
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Due to the diverse nature of possible outcomes, books can be found in the relevant specialist units.

LINKS TO NOS

Creative and Cultural Skills – Design (2009):

- DES7** Contribute to the production of prototypes, models, mock-ups, artwork, samples or test pieces
- DES9** Research, test and apply techniques for the design of products
- DES10** Create visual designs
- DES18** Interpret the design brief and follow the design process

ENTO – Health and Safety Standalone Units

- HSS1** Make sure your own actions reduce risks to health and safety



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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