

How to create a design idea

A design idea is a way for you to show your own ideas, thoughts, and understanding of the theme and research you have done so far. It is a way for you to make up your own piece of work which shows some links to research and strongly links to the theme.

Design ideas show the examiner that your ideas and skills are developing and that you are beginning to create new work which could give you strong ideas for a final piece.



- Use primary photos (see 1)
- ★ Use primary photos which are inspired by artists and your theme (see 2)
- Look at combination pieces (combinations of artists' styles) and media experiments you have completed so far- what was successful and what could you improve?
- Is there anything else you could have added to make it link to the theme more effectively?
- If you are stuck, or can't decide, create a couple of rough sketches which outline what you could do for a design- then choose your favourite one (see 3a and 3b)
- Make sure you work from good quality images when you begin sketching out the design
- ★ Show that you have experimented with the formal elements such as colour, composition, pattern, shape, tone.



Working towards a Pass- good links to theme, research and experimentation in sketchbook and designs. Design ideas show good detail and good links to own ideas as well as prior work.

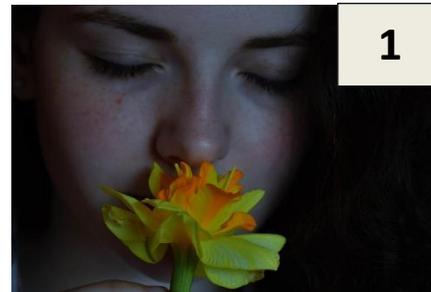
Written work discusses some strengths weaknesses and links between artists' work and own ideas as well as regular use of basic key words and clear targets for how work will be improved and why.

For a strong good pass- strong links to theme with independent and imaginative ideas and use of materials; high detail in work and good links to research and experimentation.

Annotations clearly refer to links, strengths and weaknesses with explanations and art vocabulary. There is strong evidence of skills, ideas and links improving throughout sketchbook and designs.

To stretch for the top grades- sophisticated and imaginative ideas and use of materials. High use of critical and analysis in annotations and consistent fluent use of specialist Art vocabulary. Confident and sophisticated links and refinement throughout.

The higher passes and grades require **STRONG and CONSISTENT** skill; communication of meaning and understanding of research. You should be showing a in-depth investigations and a combination of **QUALITY** and **QUANTITY**.



1



2