

## Year 11 Project Two June 2021– January 2022

You should discuss your ideas with your teacher before deciding how to respond to One of the themes on this paper. Your work will be marked according to how well you have shown evidence of the four Assessment Objectives. The final hand in date will be the first week of January, with interim assessment dates during the project.

*A01 Develop ideas through investigations, demonstrating critical understanding of sources*

*A02 Refine work by exploring ideas, selecting and experimenting with appropriate media, materials, techniques and processes*

*A03 Record ideas, observations and insights relevant to intentions as work progresses*

*A04 Present a personal and meaningful response that realises intentions and demonstrates understanding of visual language*

The starting points on the following pages are suggestions to help you think about possible ideas, ways of working and your personal creative approach to the theme. Please choose ONE area in which to base your work.

### **Branding for the Planet**

You are to create an identity for a new company that has designed a new drinks bottle that is made from 100% biodegradable plastic. The plastic bottle is one of the worlds biggest polluters with an estimated 8 million tonnes of bottles entering the world's oceans each year. The company is called 'Bio 100' and you should aim to create an identity and promotion that shares their values and makes people aware of their product. They aim to make the large drinks companies of the world aware of the damage they are doing to the planet and to encourage people to think about how their daily routines affect the planet. Useful websites:

[https://www.behance.net/gallery/87997645/Saapp?tracking\\_source=search\\_projects\\_recommended%7Cbottle%20design](https://www.behance.net/gallery/87997645/Saapp?tracking_source=search_projects_recommended%7Cbottle%20design)

<https://www.designweek.co.uk/an-environmental-cleaning-brand-that-avoids-a-generic-eco-tone/>

<https://www.dezeen.com/tag/parley-for-the-oceans/>

<https://www.planet-ia.com/work-and-case-studies>

### **Me, Myself and I**

You are to create a series of up to 5 portraits that explore a variety of different people from all kinds of diverse backgrounds. Your challenge is to reveal as much as you can about the individual in one single image. You can use any media you wish but photography and painting are encouraged. The portraits should be no smaller than A4 in size. You should explore the works of Ant Carver, Chuck Close, Lee Jeffries and Rankin. Useful websites:

<https://rankin.co.uk/>

<https://lee-jeffries.co.uk/portraits>

<http://www.antcarver.com/>

[https://www.artfactory.com/art\\_appreciation/portraits/chuck\\_close.html](https://www.artfactory.com/art_appreciation/portraits/chuck_close.html)

## **The Power of Words**

You are to create a book jacket for a fictional book of your choice. The use of photography would be encouraged. Book jackets must now work in different formats as a great deal of books are purchased or viewed on-line, so your design must work for both screen and print based graphics. You will need to make the sleeve of the book, so consider how the spine and back will work/relate to the front.

Useful Websites:

<https://jboquecosa.wixsite.com/jboquecosa/design>   <https://sagmeister.com/work/>   [www.chipkidd.com](http://www.chipkidd.com)  
<http://rodrigocorral.com/projects>

## **Commemorative Stamps**

The Royal Mail has a tradition of commissioning illustrators to design special editions of stamps to commemorate a variety of different people, events, anniversaries and subject matter. You are to create a series of stamps that will commemorate 60 years of British Music, ranging from the 1960s to present day. You should explore the work of Robert Mars, Peter Saville, Anthony Neil Dart and Jamie Hewlett.

Useful Websites:

[www.behance.net](http://www.behance.net)   [www.art-dept.com](http://www.art-dept.com)   [www.bigactive.com](http://www.bigactive.com)   [www.sagmeisterwalsh.com/work/](http://www.sagmeisterwalsh.com/work/)

## **Apart and Together**

Many refugees experience loneliness and separation, these are issues a number of designers and artists have investigated. There are many artists who have created works to highlight the issues that we as a world face, that are simply hidden by mainstream media. The work of Shephard Fairey who uses contemporary graphic medium to portray powerful simplistic meanings to his audiences. His use of bold bright colours create striking posters that communicate visual language in a very effective and cohesive way. You could create a campaign to highlight issues that you feel passionate about or feel should be highlighted. It could be an End to War promotion, Animal Rights campaign, Black Lives Matter campaign, you decide.

[www.muhammedmuheisen.com](http://www.muhammedmuheisen.com)   [www.obeygiant.com](http://www.obeygiant.com)   [www.louiselawton.com](http://www.louiselawton.com)   [www.banksy.co.uk](http://www.banksy.co.uk)

**Work to be submitted January 2022.**