Learningfaim A:

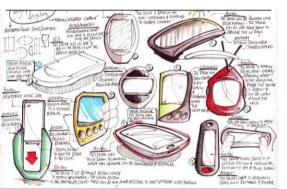
Develop creative ideas, skills and intentions in response to a project brief Knowledge of and skills in the design and/or making cycle, including the following:

- Generate ideas through single or combined methods, e.g. mindmapping, spider charts, word association, group discussions
- Carry out in-depth investigations in order to gain inspiration and information in response to the project theme
- Develop materials from both primary and secondary research sources
- Apply information from more than one source
- Combine and synthesise primary and secondary research to enhance personal ideas and themes
- Define key contextual areas for research, e.g. artists, designers, industry, professional bodies, organisations, manufacturers, historical and contemporary sources, referencing sources accurately and relating them to current trends in your specialist area of study
- Develop investigation beyond the obvious to consider factors affecting the work, such as target audience; age and social grouping, lifestyle and aspirations, purpose of project: cultural factors such as music, style, fashion, art and design, sport, the environment, world issues, social factors, technological advances
- Generate and develop creative ideas and progress these towards a creative conclusion that meets the requirements of the brief
- Combine creatively and successfully a range of experimental methods, techniques and processes showing coherent progress from initial ideas to end solutions
- Experimenting with combining techniques such as drawing, painting, collage,, digital, printmaking, scanning, 3D applications
- Record progress through the project and developments, processes and ideas through appropriate methods, e.g. designing and making log, annotations on developmental work
- •GARespond positively to feedback from teachers, peers and



Analyse the task





Generate ideas





Digital

Physical



Investigate existing products



Develop ideas

	GRADE	ASSESSMENT CRITERIA
า	DISTINCTION	2A.D1 Synthesise a diverse range of designs and ideas which imaginatively explore the requirements of the brief, justifying creative intentions.
		2A.D2 Select and apply diverse materials, techniques and processes, evaluating how they enhance and support creative intentions
,	MERIT	2A.M1 Explore and refine diverse designs and ideas in response to the brief, analysing creative intentions
		2A.M2 Select and apply diverse materials, techniques and processes, analysing how they support creative intentions.
	PASS	2A.P1 Use appropriate skills to develop designs and ideas in response to the brief, explaining creative intentions
		2A.P2 Select and apply appropriate materials, techniques and processes, exploring creative intentions
	LEVEL 1	1A.1 Develop ideas from a starting point in response to the brief, describing creative intentions.
		1A.2 Apply materials, techniques and processes, in relation to creative intentions.

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Produce final outcomes that meet the requirements of the brief Managing the response to the brief, including:

Plan the use of your time to ensure sufficient time allowed for production of outcomes

Troubleshoot independently if issues arise where key decisions have to be made to get the project back on track

Use tests and samples to aid the production of final outcomes

Use techniques, materials and processes to produce outcomes that show a response to the brief

Demonstrate creative use of a range of design and practical skills in developing your work in response to the requirements of the brief

Review your own working practice in terms of application, timekeeping, effort, experimentation, production of outcomes, and record this information

Reviewing, reflect and evaluate your work and working methods in progress, at regular points, to ensure that client expectations are being met

Consider if ultimate choice and use of materials supported the design of the idea or message

Personal and independent input into the final work to reach conclusions that are exciting and demonstrate an individual response to the brief.

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	GRADE	ASSESSMENT CRITERIA
ŀ	DISTIN CTION	2B.D3 Produce a creative outcome, showing an imaginative exploration in meeting the requirements of the brief.
	MERIT	2B.M3 Produce a personal outcome, showing a cohesive exploration, in meeting the requirements of the brief.
	PASS	2B.P3 Produce a personal outcome that meets the requirements of the brief.
	LEVEL 1	1B.3 Produce a personal outcome that responds to the requirements of the brief.

Level 2 Distinction Learners will:

- have demonstrated sustained motivation.
- A diverse range of ideas will have been explored showing imaginative development.
- The learner will have worked with enthusiasm, applying critical judgement and an understanding of complex issues.
- Contexts and sources will have been sought out from a range of primary and secondary research, leading to diverse exploration of ideas.
- The potential of the project in meeting the learner's creative intention will have been explored and related to concepts, developments and application of materials and media.
- Experimentation will be original and the use of materials will be assured.
- The work will show a critical, individual response to creative problem solving.
- Personal development and progress through the project will be recorded imaginatively and supporting information will be clear.
- At this level learners will have used different sources to gain opinion and insight into their work. Sources could include drawing, writing, photography, video, blogs, social network sites, use of mobile devices and electronic presentations.
- Learners will be able to justify their selection and application of ideas, exploration of media and subsequent design development throughout the project.