

## Work Activity Brief

<b>Course</b>	UAL Art and Design Level 3 Applied Extended Diploma		
<b>Project Title</b>	Project for new UAL Art and Design Level 3 Applied Extended Diploma		
<b>Tutor</b>	Zoe Lodge		
<b>Issue date</b>	April 2020	<b>Completion date</b>	August 2020

### Project overview

Welcome to Art and Design Level 3 Applied Extended Diploma Year 1. In this brief, you will find information on how to prepare for your course in terms of materials and two Activities to complete in readiness for the start of your course.

**Once you have completed your project, please forward this to the following email address along with your full name: [submissions@esc.ac.uk](mailto:submissions@esc.ac.uk). We'll then forward this on to our curriculum teams who will be in touch shortly.**

### Outcome of the project

This project has been developed to help you to prepare for the programme that you will be joining in September. It will hopefully give you some insight in to the subject area and further develop your skills of working independently.

### Brief

**These are the tasks that you need to complete:**

**Task 1: Please get yourself an inexpensive plastic toolbox to keep your materials in**  
**You will need:**

- Pencil case
- This must include pencils HB through to 6B
- Short ruler
- Scissors
- Fine liner
- Pritt stick
- Rubber

**Task 2: In your bag or toolbox you need to have**

- The pencil case – see above
- Sellotape
- Masking tape
- Your timetable – you will get this on induction day in early September

**Task 3: You will need the following items which will be kept in your plan chest drawer at College:**

- A palette – old plastic or china plate will do
- Paintbrushes – range of hog hair and sable
- Container for water
- Long ruler
- Cheap hairspray for fixative for charcoal drawings

## ACTIVITY

There are two parts to this activity:

1. 500 words about two items in a museum or art gallery.
2. 4 little sketchbooks

### Task 1

**It is important to visit Galleries, museums and exhibitions** during this course, and to be able to write about artist's work in a critical and evaluative manner. However due to the lockdown situation with the current Covid-19 crisis virtual visits or previous visits could be used.

We would like you to visit a Museum or Gallery (virtually)

Find two exhibits, one which you really love, and one that you really dislike. These can be any exhibit from a 3 dimensional artefact to a 2D painting, a photograph or Greek pot or statue. They need to be something that you can write a critical piece on.

**Please write approximately 250 words on each piece to try and analyse why you like it or why you don't like it. You can mention use of materials, colour, scale, style of painting, use of paint techniques etc to help you justify your views. Make sure you have an image of your chosen piece. This can be your own photo of it or a postcard reproduction of it.**

### Task 2

**Please make four little sketchbooks. Find yourself 4 pieces of paper, either A4 or A3. Any kind of paper will do.**

Watch this little video that shows you how to do it: <https://youtu.be/21qi9ZcQVto>

Fold paper in half three times. Open out to first folding stage. Cut from fold side to middle along fold line. Open out and refold along long way. Push into the centre to make a 4-page book.

We would like you to fill these sketchbooks with mixed media work.

**Sketchbook One** will be about faces, portraits and heads. You may use photographs or photocopies. You can use yourself or other people. Be creative and use collage, sewing, painting, print, drawing.

**Sketchbook Two** will be about a journey. We need to have a narrative. You could focus on the train ticket or on a long continuous landscape or any aspect you like. Think creatively and be original. Use mixed media.

**Sketchbook Three** will be about pattern and shape. It can be completely abstract or be from recognisable shapes. Think of repeat patterns, limited colour, geometric or dotty patterns.

**Sketchbook Four** will be based on something that you saw in the museum. It does not have to be the pieces that you wrote about. You can tell a story, do detailed drawings, combine text with imagery or play with materials.

You may use any materials and any techniques but I would like you to consider mark making, line, tone, texture, composition, colour, monotone (black and white) etc.

**Please also bring all this work in on the first day of term as we will be discussing it on that day.**

This should be enjoyable. Make sure that you get as much fun out of it as possible. If you are not enjoying the drawing, change the way you do it, so you do enjoy it.

**Finding the drawing difficult?** – work in paint or stitch, change the scale

**Taking too long?** – try using collage for solid areas

**Not looking interesting enough?** – try colour. Think about limited colour, restricting yourself to just three colours.

**This will be your series of sketchbooks. Make them work for you. This work forms an integral part of your induction and submission on day one is essential.**

**If you have any questions, you are welcome to email your Course Leader - Zoe Lodge: [zlodge@esc.ac.uk](mailto:zlodge@esc.ac.uk)**