Example project briefs
UAL Foundation Diploma in Art & Design: Part Three.

Unit 7  Brief 1.
Project proposal and realisation in art & design.

Pathway: ALL PATHWAYS

Project Title: Final Major Project Proposal Development

Start Date: 02/02/15
Final Deadline : 02/03/15
Tutors: All Tutors
Location: Studio / Workshops / Independent study.

Activities: Prepare a draft project proposal to support a “pitch” for F.M.P

Brief :
You will develop a project proposal in conjunction with developing a pitch for a final major project.
Please refer to the guidelines included in the lecture power point- available on the Facebook page. The proposal will be submitted on the attached pro forma and will cover the following structure

Section 1
A review of progress and achievement through parts 1 and 2 of the course: provides an opportunity for you to reflect on, review and summarise your progress and achievements through the first six units of the programme, expressed in terms of the knowledge, skills
and understanding acquired. What you now know, and what it means to you, compared with what you knew and could do before you started the course. It also provides an opportunity for you to explain your reasons for choosing a particular pathway and to outline your longer term aspirations. You should reflect upon how your choice of a particular pathway has informed your project proposal, how it is situated within a broader context and what immediate aspirations will be satisfied through the Project Realisation. (Approximately 150 words)

**Section 2**

**Project concept:** provides an opportunity for you to clearly explain the concept and aims of your project; what you will be researching, what problems are you seeking to resolve, what types of practical methods and skills you are seeking to develop and what technical resources you may need and an indication of the form in which you will present your project realisation. You should recognise that throughout the project realisation you may, in response to the evolution of your ideas and or the availability of facilities and materials, make decisions which result in changes to the project concept and aims. It is important that any process of change is documented in both the work itself and through supporting records, e.g. a personal reflective journal. (Approximately 250 words)

**Section 3**

**Evaluation:** provides an opportunity for you to explain the means by which you will reflect on, and evaluate, your work, as both a continuous activity and in summation at the conclusion of the project. The critical review should be referenced to the projects stated aims and be reflective and analytical of learning and achievement rather than a narrative of actions completed. (Approximately 100 words)

**Additional Requirements, not included in the 500 word proposal.**

**Project action plan and timetable:** provides an opportunity to outline the sequence of actions necessary to progress the project over a period of weeks so that it may be brought to a successful conclusion within the agreed timeframe. It is important that you consider how you will balance ambition, time and realism in the organisation and realisation of the project.  
*A timetable is available in files on the Facebook page.*

**Bibliography (Harvard Format):** provides an opportunity to formally record the research sources that you have used. You should record your initial research sources for the project proposal and then continuously update the bibliography as the project progresses.

*There have been two sessions supporting Harvard Referencing; if you missed these please refer to the support tools and documents on the Facebook page.*

**Unit Aim:** To enable the candidate to take responsibility for their own learning by demonstrating their achievement in proposing and realising a project which integrates contextual perspective, research, problem solving, planning and organization, evaluation
and reflection, 
and practical, technical and presentational skills.

**Learning Outcomes**

The candidate will:

**Learning Outcomes**

The candidate will:

1. **Be able to initiate and develop an art and design project proposal.**
2. Be able to use research, analysis and evaluation to develop solutions for an art and design project.
3. Be able to solve practical, theoretical and technical problems in art and design project.
4. Be able to plan, organise and produce an art and design project.
5. Be able to use practical methods and skills in an art and design project.
6. Be able to use evaluative and reflective skills in an art and design project.
7. Be able to present an art and design project.

**Assessment Criteria**

The candidate can:

1.1 Use a range of critical and contextual perspectives to initiate a personal self directed art and design project proposal.

1.2 Use detailed analysis and evaluation to clarify and develop a personal self directed art and design project proposal.

2.1 Use wide ranging and in-depth research to support the development of a personal self directed art and design project.

2.2 Use analytical and evaluative skills to develop a range of creative solutions to realise a personal self directed art and design project.

3.1 Solve complex practical and technical problems within a personal self-directed art and design project.

3.2 Solve complex theoretical problems within a personal self-directed art and design project.

4.1 Demonstrate the ability to efficiently plan, organise and produce a personal self-directed art and design project within an agreed time frame.

5.1 Demonstrate the exploration, adaptation and application of a range of practical methods and skills in the realisation of a personal self-directed art and design project.

6.1 Maintain detailed critically evaluative and reflective records of the development of a personal self-directed art and design project.
6.2 Use evaluative and reflective skills to make perceptive decisions in support of a personal self-directed art and design project.

7.1 Explore a range of considered strategies to present a personal self-directed art and design project.

7.2 Present a personal self-directed art and design project skilfully and proficiently to a specified audience.

Equality and Diversity

The anonymity of the artist allows an audience to engage with materials and forms without the baggage of the identity of the creator. This allows all artists, regardless of background, gender, race etc. an equal voice in the gallery and on locations in public art. Equality and diversity should be explored in your contextual references.

English

You may feel that Art and Design activities are purely visual in terms of assessment. However, all degree courses require you to complete essays throughout the course and finally submit a dissertation usually comprising of 8-10,000 words. English language is embedded in the study of art and design and is as essential as the visual languages you are all developing.

This unit is assessed at level four and we require a significant written element submission that starts with a formal proposal, develops into reflection and research synthesis and concludes with an evaluation and Harvard referenced sources. Please pay attention to simple presentation elements – lower case i – where I is required. Please consider sentence construction, grammar and appropriate language for level four study.

Mathematics

Art and design activities are time based and require planning, estimation and reflection as part of the criteria for this unit.

- Be able to solve practical, theoretical and technical problems in art and design project.
- Be able to plan, organise and produce an art and design project.

This may only be basic Maths but it is present. Most activities also require measurement, ratio of materials, chemicals, scale of image/canvas, time line for moving image, volume control for audio, measurements for hanging work etc. etc. Please explain any mathematical workings and request support if required.
Activities: Prepare a “pitch” for F.M.P

Brief:

Delivering the Pitch

Propose a starting point that you are passionate about and will sustain you for the whole of the project.

In order to do this and before writing your final proposal you should undertake extensive research into these possible subject areas and connected contextual research, including investigation into relevant practitioners.

The pitch should be clear, concise and VISUAL and inform the tutor of your:

Concept/Synopsis
Research

Anticipated outcome

This work will form part of the development for your final project.

You will present (Pitch) in your Pathway, if the pitch and the proposal draft are approved, you will then write your final Proposal.

Proposals will then be checked by the Pathway Leader and your Final Proposal will be approved by Jo and Jamie.

This pitch may take the form of a formal presentation, a meeting with your pathway tutor or a presentation to a group of staff and facilitators depending on the activity you are proposing.

Please refer to the guidelines included in the lecture power point- available on the Facebook page.

Unit Aim: To enable the candidate to take responsibility for their own learning by demonstrating their achievement in proposing and realising a project which integrates contextual perspective, research, problem solving, planning and organization, evaluation and reflection, and practical, technical and presentational skills.

Learning Outcomes

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2. Be able to use research, analysis and evaluation to develop solutions for an art and design project.
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4. Be able to plan, organise and produce an art and design project.
5. Be able to use practical methods and skills in an art and design project.
6. Be able to use evaluative and reflective skills in an art and design project.
7. Be able to present an art and design project.

Assessment Criteria

The candidate can:

1.1 Use a range of critical and contextual perspectives to initiate a personal self directed art and design project proposal.
1.2 Use detailed analysis and evaluation to clarify and develop a personal self directed art and design project proposal.

2.1 Use wide ranging and in-depth research to support the development of a personal self directed art and design project.

2.2 Use analytical and evaluative skills to develop a range of creative solutions to realise a personal self directed art and design project.

3.1 Solve complex practical and technical problems within a personal self-directed art and design project.

3.2 Solve complex theoretical problems within a personal self-directed art and design project.

4.1 Demonstrate the ability to efficiently plan, organise and produce a personal self-directed art and design project within an agreed time frame.

5.1 Demonstrate the exploration, adaptation and application of a range of practical methods and skills in the realisation of a personal self-directed art and design project.

6.1 Maintain detailed critically evaluative and reflective records of the development of a personal self-directed art and design project.

6.2 Use evaluative and reflective skills to make perceptive decisions in support of a personal self-directed art and design project.

7.1 Explore a range of considered strategies to present a personal self directed art and design project.

7.2 Present a personal self-directed art and design project skilfully and proficiently to a specified audience.

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Mathematics
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UAL Foundation Diploma in Art & Design: Part Three.

Unit 7  Brief 3.
Project proposal and realisation in art & design.

Pathway: ALL PATHWAYS

Project Title: Final Major Project Proposal Development

Start Date: 02/02/15
Final Deadline : 11/05/15
Tutors: All Tutors
Location: Studio / Workshops / Independent study.

Activities: Developing a practice

Brief:

Using the proposal, pitch and initial research as a starting point (and as a continued tool for development and reflection,) begin working in a manner appropriate to your practice. Produce and maintain a work plan, initiate and experiments in appropriate media and reflect on your progress in sketchbooks/blogs. Map the work you produce to the published criteria for this unit. (Learning Outcomes 2-6 see below in bold.)

Unit Aim: To enable the candidate to take responsibility for their own learning by demonstrating their achievement in proposing and realising a project which integrates contextual perspective, research, problem solving, planning and organization, evaluation
Learning Outcomes

The candidate will:

1. Be able to initiate and develop an art and design project proposal.
2. Be able to use research, analysis and evaluation to develop solutions for an art and design project.
3. Be able to solve practical, theoretical and technical problems in art and design project.
4. Be able to plan, organise and produce an art and design project.
5. Be able to use practical methods and skills in an art and design project.
6. Be able to use evaluative and reflective skills in an art and design project.
7. Be able to present an art and design project.

Assessment Criteria

The candidate can:

1.1 Use a range of critical and contextual perspectives to initiate a personal self directed art and design project proposal.
1.2 Use detailed analysis and evaluation to clarify and develop a personal self directed art and design project proposal.
2.1 Use wide ranging and in-depth research to support the development of a personal self directed art and design project.
2.2 Use analytical and evaluative skills to develop a range of creative solutions to realise a personal self directed art and design project.
3.1 Solve complex practical and technical problems within a personal self-directed art and design project.
3.2 Solve complex theoretical problems within a personal self-directed art and design project.
4.1 Demonstrate the ability to efficiently plan, organise and produce a personal self-directed art and design project within an agreed time frame.
5.1 Demonstrate the exploration, adaptation and application of a range of practical methods and skills in the realisation of a personal self-directed art and design project.
6.1 Maintain detailed critically evaluative and reflective records of the development of a personal self-directed art and design project.

6.2 Use evaluative and reflective skills to make perceptive decisions in support of a personal self-directed art and design project.

7.1 Explore a range of considered strategies to present a personal self directed art and design project.

7.2 Present a personal self-directed art and design project skilfully and proficiently to a specified audience.

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UAL Foundation Diploma in Art & Design: Part Three.

Unit 7  Brief 4.
Project proposal and realisation in art & design.

Pathway: ALL PATHWAYS

Project Title: Final Major Project Proposal Development

Start Date: 11/05/15
Final Deadline : 01/06/15
Tutors: All Tutors
Location: Studio / Workshops / Independent study.

Activities: Presentation and evaluation

Brief:
Select work you have made during part 3 (developing a practice) to present to an audience. The majority of work produced across all pathways will be exhibited in the studio spaces. Work that is not suitable for this method of presentation will be negotiated with tutors. Please consider

- The transformation of the space from a working environment – to a public gallery space.
- The finish of the presented work (framing-resource requirements-technical issues)
- Curatorial impact (where the work is presented and which work it is shown with etc.)
- Catalogue
- Editions shop
- Equality and Diversity – are any of your potential audience excluded from engaging with this work? Consider content- access- geography and the broader context of the work submitted.

Evaluation.
At this point in the process you are able to evaluate the full arc of the work you have produced for this unit, from proposal to exhibition.

All work will be submitted, labelled and easily accessible to staff and moderators. This includes all workings, sketchbooks, blog links, experiments, preparatory work and ANYTHING that you map to a unit 7 criteria and wish to submit for assessment.

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