

## STEP INTO SIXTH FORM

# TASK 2: CREATIVE & DIGITAL ARTS

### INTRODUCTION VIDEO

Click [here](#) to view the task introduction video.

Head to the next pages to see the task and website and online learning resources.

### CONTACT

For any questions about your Step Into Sixth Form Task please select the Creative & Performing Arts Pathway via the chat function on [v.tour.stokesfc.ac.uk](https://v.tour.stokesfc.ac.uk)

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# CREATIVE & DIGITAL ARTS

### MAIN TASK

#### CRE- ATE STOKE CULTURAL FESTIVAL

6-27 August 2021

Hanley Park

Stoke-on-Trent is a city with a rich creative history and has a growing representation within the creative industries within the UK. To celebrate this we are running a three week long cultural event that showcases and celebrates the creative work from artists and creatives both in the city and across the UK.

#### What are you doing?

The city of Stoke-on-Trent is celebrating all things creative with a **cultural festival** that involves the following creative areas; Art, Architecture, 3D Design, Textiles, Media, Film and Photography. This will be a three week long festival that will celebrate all of the wonderful work that is produced within the creative industries.

To promote this event, in your role as director of marketing and promotion, you need to design a range of marketing materials that will promote the event.

#### What do you need to produce?

This **should** include an A4 poster

You **could** also include a range of smaller posters or postcards (A5 size)

If you have finished all of the above you **might** also want to produce a mini leaflet with more specific information.

#### What do you need to include?

Following the guidance on the task video as well as using the resource links within this document, your marketing materials should contain the following information and key elements:

- ◇ The title, date, location and information included at the top of this document. This should be in an appropriate font, colour and size.
- ◇ At least one image
- ◇ A case study of a particular artist/ creative producer that will be featured in the festival. This could include a famous film director, a well known artist, a photographer, etc. You will need to carry out some research into this so your information is accurate. Use the resource links for further guidance.
- ◇ Anything else that you think is relevant.

#### How will you create this?

To complete this task you will be using the online software **Adobe Spark**. Full guidance on how to use this software has been provided in online learning materials.

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## ARCHITECTURE & 3D DESIGN TASK

Design a space/ building/pavilion that the event will take place in. Sketch this out and then label the different parts. This task can be completed on plain paper, using pencil and coloured pens/pencils.

## MEDIA STUDIES TASK

In media studies, there is a big focus on how different audiences are targeted and the methods and techniques used to target these. If you are interested in media studies you may also want to think about the following and add this information to your poster.

- ◇ Consider which social media platforms would be best to advertise the event and include these links on the poster.
- ◇ Think about the target audience of the festival is most likely to target and different techniques in your poster and marketing materials to target this group.

## ART TASK

Sketch out different drafts and plans for a sculpture that will be exhibited at the festival. Include sketches of different sizes and from different angles to demonstrate your ideas.

## PHOTOGRAPHY TASK

If you would like to experiment with photo editing techniques then create a collage inspired outcome that celebrates Stoke-on-Trent. Utilising your own or found images online. Look at the example below.

- ◇ Design and create a unique outcome that can incorporate multiple photographs that can include landscape and portrait images. Think about using a contrast of colour and black and white if you have time you could add sections of colour.
- ◇ Consider using landscape images from around Stoke-on-Trent and photographs of people.
- ◇ What places, buildings or locations do we think of? Most of all, have fun exploring images through collage.



FURTHER GUIDANCE FOR EACH OF THESE TASKS CAN BE FOUND ON THE NEXT PAGES

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## WEBSITES AND ONLINE LEARNING MATERIALS

|                      |   |
|----------------------|---|
| GRAPHIC DESIGN       | <ul style="list-style-type: none"> <li>◇ David Carson—<a href="http://www.davidcarsondesign.com/">http://www.davidcarsondesign.com/</a></li> <li>◇ Barbara Kruger—<a href="http://www.artnet.com/artists/barbara-kruger/">http://www.artnet.com/artists/barbara-kruger/</a></li> <li>◇ 11 inspiring graphic design trends for 2021—<a href="https://99designs.co.uk/blog/trends/graphic-design-trends/">https://99designs.co.uk/blog/trends/graphic-design-trends/</a></li> <li>◇ Shepard Fairey—<a href="https://obeygiant.com/prints/">https://obeygiant.com/prints/</a></li> <li>◇ Julian Opie—<a href="https://www.julianopie.com/">https://www.julianopie.com/</a></li> </ul>  |
| 3D DESIGN & TEXTILES | <p><b>3D Design &amp; Architecture</b></p> <ul style="list-style-type: none"> <li>◇ Serpentine Galleries Pavilions; a history—<a href="https://www.inexhibit.com/case-studies/serpentine-galleries-pavilions-history/">https://www.inexhibit.com/case-studies/serpentine-galleries-pavilions-history/</a></li> <li>◇ Serpentine Galleries What's On—<a href="https://www.serpentinegalleries.org/whats-on/serpentine-pavilion-2021-designed-by-counterspace/">https://www.serpentinegalleries.org/whats-on/serpentine-pavilion-2021-designed-by-counterspace/</a></li> <li>◇ 7 Serpentine pavilion designs that have inspired over the years - <a href="https://www.admiddleeast.com/7-serpentine-pavilion-designs-that-inspired-over-the-years">https://www.admiddleeast.com/7-serpentine-pavilion-designs-that-inspired-over-the-years</a></li> <li>◇ Herald St Art Gallery—<a href="http://www.heraldst.com/alexandra-bircken">http://www.heraldst.com/alexandra-bircken</a></li> </ul> <p><b>Textiles</b></p> <ul style="list-style-type: none"> <li>◇ Cate St Hill: Interior Design—<a href="https://catesthill.com/2014/02/11/the-beautiful-textile-sculptures-by-emilie-faif/">https://catesthill.com/2014/02/11/the-beautiful-textile-sculptures-by-emilie-faif/</a></li> <li>◇ Kat Burton: Sculptural Textiles—<a href="http://katbutton.com/portfolio/sculptural-textiles/">http://katbutton.com/portfolio/sculptural-textiles/</a></li> <li>◇ Sculptural Textiles—<a href="https://lynnechapmantextiles.co.uk/?project=3d-experimental">https://lynnechapmantextiles.co.uk/?project=3d-experimental</a></li> </ul> |
| TV & FILM            | <ul style="list-style-type: none"> <li>◇ 25 Best Film Directors of the 21st Century (So Far) - <a href="https://www.metacritic.com/pictures/best-movie-directors-21st-century">https://www.metacritic.com/pictures/best-movie-directors-21st-century</a></li> <li>◇ The 27 Best Film Cinematographers That Everyone Should Know - <a href="https://www.studiobinder.com/blog/best-cinematographers/">https://www.studiobinder.com/blog/best-cinematographers/</a></li> </ul>  |
| PHOTOGRAPHY          | <ul style="list-style-type: none"> <li>◇ John Stezaker - Collage approach to combine 2 images of landscape and portraiture. - <a href="http://www.artnet.com/artists/john-stezaker/">http://www.artnet.com/artists/john-stezaker/</a></li> <li>◇ John Baldessari - Borrowing vernacular (everyday) images in black and white and adding expressions of colour. - <a href="https://www.photopedagogy.com/wrong.html">https://www.photopedagogy.com/wrong.html</a><br/><a href="https://www.pinterest.co.uk/araieksa78/john-baldessari/">https://www.pinterest.co.uk/araieksa78/john-baldessari/</a></li> <li>◇ David Hockney (Polaroids) - Creating 'tiled' compositions of larger subject matters to investigate them closer. - <a href="https://artfilmsblog.wordpress.com/2017/09/06/david-hockney-joiner-photographs/">https://artfilmsblog.wordpress.com/2017/09/06/david-hockney-joiner-photographs/</a></li> </ul>  |
| MEDIA STUDIES        | <ul style="list-style-type: none"> <li>◇ How Social Media Has Changed The Ad' Game - <a href="https://www.mdgadvertising.com/marketing-insights/infographics/how-social-media-changed-the-ad-game-infographic/">https://www.mdgadvertising.com/marketing-insights/infographics/how-social-media-changed-the-ad-game-infographic/</a></li> <li>◇ Target Audience Categories - <a href="https://www.bbc.co.uk/bitesize/guides/zy24p39/revision/1">https://www.bbc.co.uk/bitesize/guides/zy24p39/revision/1</a></li> </ul>   |

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## WEBSITES AND ONLINE LEARNING MATERIALS

### Links to software websites

Adobe Spark, graphic design software <https://www.adobe.com/express/>

Editing software - <https://pixlr.com/x/>

### Video Tutorials and Additional Resources

#### Adobe Spark Video Tutorial

<https://drive.google.com/file/d/1wS5qZFSIxzthDNNRugGp8KJ7O1wagmTW/view?usp=sharing>

This video outlines the key tools and techniques you will need to complete the main task

#### 3D Design & Architecture

<https://docs.google.com/presentation/d/1BOMAqpxzftFWUMgchwsD4PdVBwuV4JkmVCvT-YN6ESU/edit?usp=sharing>

This is a presentation with further guidance and information relating to this task

#### Photography Video Tutorials (10 Minutes)

This video outlines some of the key tools and techniques of the online software Pixlr E. Use this to create interesting collages and photos relating to the photography task.

**Video One (7 Minutes 24 Seconds)**—Introduction to Pixlr E— <https://drive.google.com/file/d/1va6rxMV1aRqtPiy2CH7F5uoDhFd1KOp/view?usp=sharing>

**Video Two (6 Minutes 32 Seconds)**—Introduction to Pixlr E Continued— <https://drive.google.com/file/d/1zdHmOy0fT2zsb2Ovj2d8nldEDJHR1dcR/view?usp=sharing>

#### Art Video Tutorial and Presentation

This presentation provides guidance on how to create your sculpture designs

<https://drive.google.com/file/d/1DzxWhYwy25oAU9mD1yxlQb1Vi96MMpbG/view?usp=sharing>

This video provides examples of some of the ideas you could work on

<https://drive.google.com/file/d/1hfkCQdSH-leTkaz2oEuUykGoTWoLnNZ2/view?usp=sharing>