

ART AND DESIGN GCE AS/A Level: Resource Sheet 2

AO2 Creative Making

What must you do to gain marks in this AO?

You need to show that you:

1. Have a **sense of purpose** with **clear intentions** when you **explore** the different **materials, processes** and **resources** connected with the specialist area and chosen subject matter that you are studying.

That you can:

2. **Select** thoughtfully and sensitively from your explorations, so that what you choose is well-suited to what you are producing.
3. Constructively **review** your work as it progresses, so that you can **refine** your ideas and approach in order to produce the best possible outcomes.
4. Convey your awareness of the way creative activity develops in art, craft and design.

What's the purpose of this AO?

Essentially, this AO is meant to develop awareness of and competence in the creative processes of art, craft and design, linked to the title that you are studying. It is concerned with the knowledge, understanding and skills that are involved in practical aspects of the subject, so that you can control and utilise the elements of visual language, such as line, tone, colour and texture. Additionally, it is concerned with manual and digital techniques and the working characteristics of new and traditional materials.

What is a good way of showing creative making?

Creative making can often start by exploring stimulating sources such as new or previously overlooked locations or subjects, topics that you feel strongly about, or engagement with the work of others that causes you to take a fresh creative approach to your own work. It can also begin, particularly in creative design development, by taking existing ideas or outcomes and reinterpreting or combining them in unexpected ways or situations with which they are not usually associated.

From these beginnings, there is a first phase of initial drafting to give ideas a broad shape or outline. This is followed by a process of incremental development through exploring resources, media, materials, techniques and processes.

One of the most important phases of development is the penultimate (last but one) stage, in which a range of possible outcomes is considered much more carefully with a sharper focus. At this stage the selection of constituent elements such as media, technique, colour, composition, scale and presentational mode must be fully considered. Due account must be taken of the level of skilful control required to produce something of quality.

What must you consider to achieve your best in this AO?

It is often at this penultimate stage of creative development that the success of your submission is determined. The process is brought to final realisation by refining detail and exercising skilful control to produce good quality outcomes that achieve your intentions.

Explore a sufficient **breadth** of media and techniques, so that you can make informed choices about these when you need to, but balance this with a **depth** of study in some of these to enable you to develop ideas to a high level of skilful control.

Have a positive attitude towards your practical enquiries and investigations. Build realistic self-belief in your abilities, thereby promoting confidence to take calculated risks and to regard mistakes to be as important as successes in your learning process.