

# Idea Development / 创意发展

1 **Generate ideas / 产生想法** maximum of 50% / 最高 50%

Number of **words** / 字数 → \_\_\_\_ ÷ 3 = \_\_\_\_%

Number of **simple** sketches / 简单草图的数量 → \_\_\_\_ × 2% = \_\_\_\_%

Number of **better** sketches / 更好的草图数量 → \_\_\_\_ × 4% = \_\_\_\_%

2 **Select the best and join together ideas / 选择最佳方案, 并将各种想法结合起来。**

**Circle** the **best** ideas / 圈出最佳创意

circled / 圈起来 = □ 5%

**Link** into **groups** of ideas / 将想法联系起来

linked / 链接 = □ 5%

3 **Print reference images / 打印参考图像** maximum of 8 images

\_\_\_\_ images / 图片 × 5% = \_\_\_\_%

4 **Compositions / 组成** maximum of 10 thumbnails

\_\_\_\_ **thumbnails** / 缩略图 × 8% = \_\_\_\_%

\_\_\_\_ **digital collages** / 数字拼贴画 × 8% = \_\_\_\_%

5 **Rough copy / 草稿** great quality or better / 质量优良或更佳

\_\_\_\_ drawing / 绘画 × 25% = \_\_\_\_%

**Total / 全部的 = \_\_\_\_%**

**NOTE:** If you simply copy a picture from the internet, your mark drops to 25%.

注意: 如果你直接从网上复制图片, 你的分数将降至 25%。

Generate ideas / 产生想法

Use lists, a web map, or simple drawings to come up with a LOT of ideas! If you already have an idea in mind, choose that as your central theme and expand upon it. Let your ideas wander - one idea leads to another. Drawings can be details of source images, different viewpoints, textures, technical experiments, etc.

利用列表、网络地图或简单的绘图来激发大量灵感！如果你已经有了想法，就以此为中心主题并加以拓展。让你的思绪自由驰骋——一个想法往往会引出另一个。绘图可以是原始图像的细节、不同的视角、纹理、技术实验等等。

Adding up points for ideas  
为想法加分

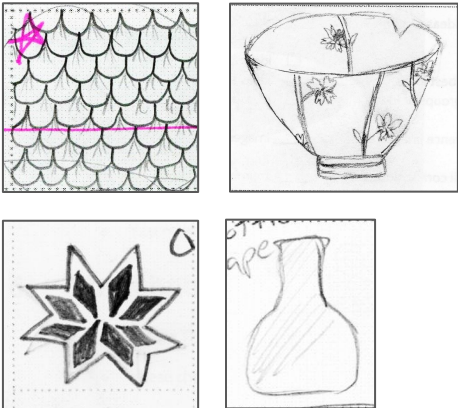
woman with brimmed  
Hafon with cattails  
William Morris pur  
Yoko Honda Squigg  
geometric LED tul

→ Japan

- flowers

- beary (teddy)

- All seeing



Number of **words**  
字数 →  $\text{ } \div 3 = \text{ \%}$

Number of **simple** sketches  
简单草图的数量 →  $\text{ } \times 2\% = \text{ \%}$

Number of **better** sketches  
更好的草图数量 →  $\text{ } \times 4\% = \text{ \%}$

## Select the best

### 选择最佳

Draw circles or squares around your best ideas  
用圆圈或方框圈出你最好的想法

- ☐ You have selected the best 3-7 ideas = 5%
- ☐ 您已选出 3-7 个最佳方案 = 5%

## Link the best into groups

### 将最优秀的人组成小组

Draw dashed or coloured lines to link your best ideas into groups  
that could work well together  
用虚线或彩色线将你最好的想法连接起来，形成可以很好地协同工作的组别。

- ☐ You have joined the best ideas with lines = 5%
- ☐ 您已将最佳创意与线条连接起来 = 5%

## Print references / 打印参考文献

- Print **SIX** reference images so you can accurately observe the challenging parts of your artwork. Taking and using your own photographs is preferred, but image searches are also fine.  
打印六张参考图片，以便您能准确观察作品中具有挑战性的部分。最好是自己拍摄并使用照片，但从图片搜索中获取也可以。
- **Do not simply copy a picture that you find.** The idea is to edit and combine source images to create your own artwork. If you simply copy a picture, you are plagiarizing and will earn a zero for your idea generation and any criteria involving creativity in your final artwork.  
**不要直接复制你找到的图片。关键在于编辑和组合素材图片，创作出你自己的作品。如果你只是简单地复制图片，那就是抄袭，你的创意构思以及最终作品中任何与创意相关的评分标准都将得零分。**
- Up to half of your pictures may be of drawings, paintings, or other artworks of others to use as inspiration. The other images must be realistic photographs.  
你最多可以选取一半的图片作为灵感来源，可以是他人的绘画、素描或其他艺术作品。其余图片必须是写实照片。
- You must hand in the **printed** copy of the images to earn the marks.  
你必须提交图片的打印件才能获得分数。

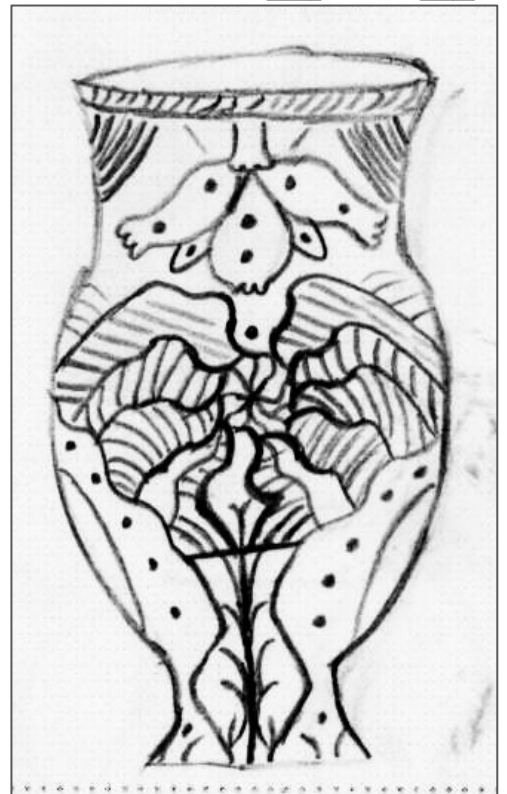
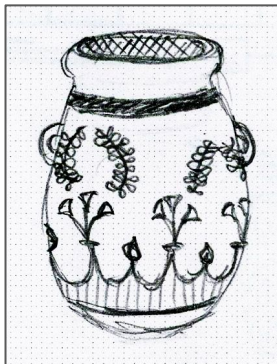
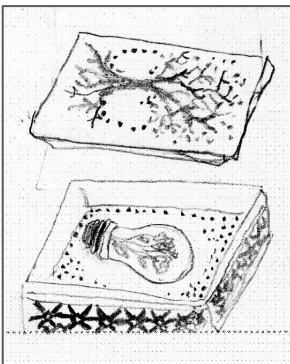
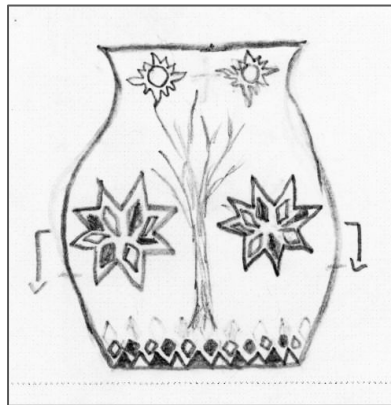
Number of reference photos / 参考照片数量 → \_\_\_\_ × 5% = \_\_\_\_%

## Thumbnail compositions / 缩略图组合

- Create **TWO or more** thumbnail drawings anywhere in the idea development section.  
在创意构思部分的任意位置, 创作两张或更多张缩略图。
- These should be based on combinations of ideas that you come up with. Include your **background**.  
这些应该基于你提出的想法组合。请介绍你的背景。
- Experiment with unusual angles, viewpoints, and arrangements to help make your artwork stand out.  
尝试采用不寻常的角度、视角和构图, 使你的艺术作品脱颖而出。
- Draw a frame around your thumbnails to show the edges of the artwork.  
在你的缩略图周围画一个边框, 以显示作品的边缘。

### Adding up points for THUMBNAIL drawings 缩略图得分累加

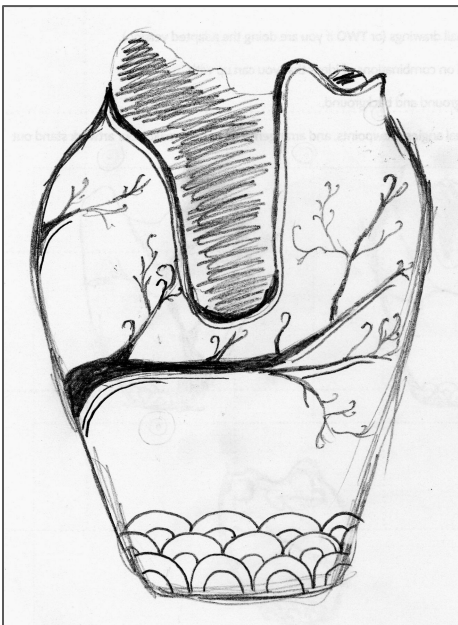
Number of **thumbnail** drawings  
缩略图数量 → \_\_\_\_ × 8% = \_\_\_\_ %



## Rough drawing / 草图

- Take the best ideas from your thumbnails and combine them into an improved rough copy.  
从你的草图中汲取最佳创意，并将它们结合起来，形成一个改进后的草稿。
- Use this to work out the bugs and improve your skills before you start the real thing.  
利用这个方法找出问题所在，并在正式开始之前提高你的技能。
- If you are using colour, use paint or coloured pencil to show your colour scheme.  
如果你要使用颜色，请使用颜料或彩色铅笔来展示你的配色方案。
- Draw in a frame to show the outer edges of your artwork.  
画一个边框，标出你作品的外边缘。
- **Remember to choose a non-central composition.**  
**记住要选择非中心构图。**

### Examples of ROUGH drawings 草图示例



Rough drawing  
草图

→ up to 25% = \_\_\_\_%