

Idea Development

1 **Generate ideas** maximum of 50%

Number of **words** → ____ ÷ 3 = ____%

Number of **simple** sketches → ____ × 2% = ____%

Number of **better** sketches → ____ × 4% = ____%

2 **Select the best and join together ideas**

Circle the **best** ideas circled = □ 5%

Link into **groups** of ideas linked = □ 5%

3 **Print reference images** maximum of 8 images

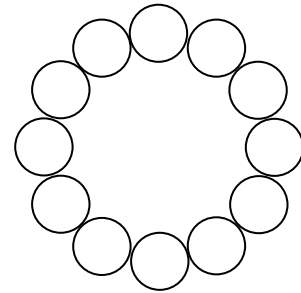
____ images × 5% = ____%

4 **Compositions** maximum of 10 thumbnails

____ **thumbnails** × 8% = ____%

____ **digital collages** × 8% = ____%

Selecting a **colour scheme** = □ 8%



5 **Rough copy** great quality or better

____ drawing × 25% = ____%

Total = ____%

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

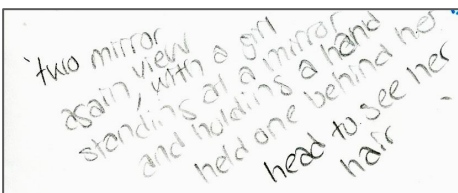
Generate ideas

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.

Adding up points for ideas

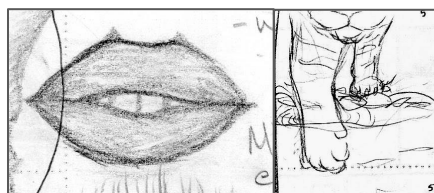
Number of **words**

___ ÷ 3 = ___ %



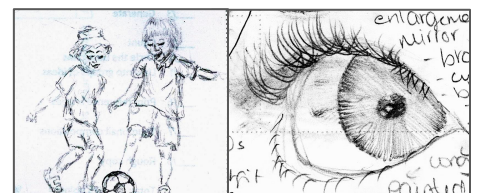
Number of **simple** sketches

___ × 2% = ___ %



Number of **better** sketches

___ × 4% = ___ %



Select the best

Draw circles or squares around your best ideas

You have selected the best 3-7 ideas = 5%

Link the best into groups

Draw dashed or coloured lines to link your best ideas into groups that could work well together

You have joined the best ideas with lines = 5%

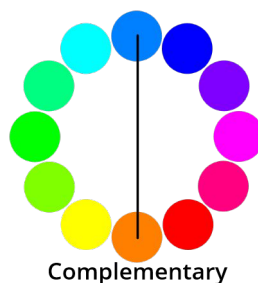
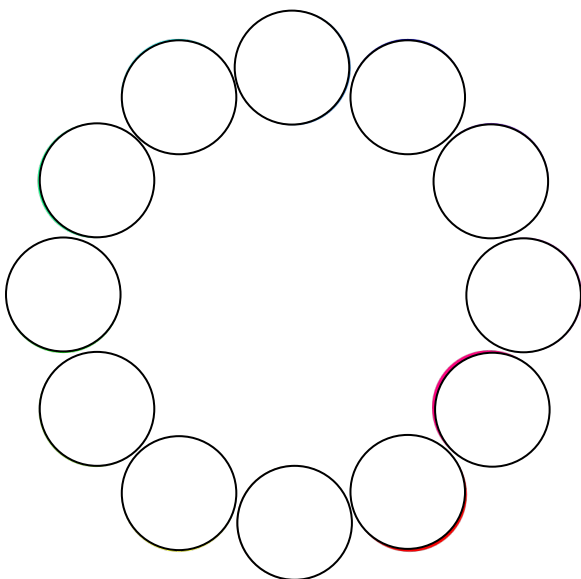
Print references

Number of photos → ___ × 5% = ___%

- Print **EIGHT** 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.
- **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.
- 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.
- You must hand in the **printed** copy of the images to earn the marks.

Compositions

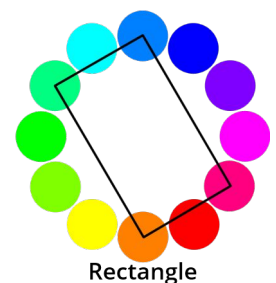
- Create **TWO or more** thumbnail drawings anywhere in the idea development section.
- These should be based on combinations of ideas that you come up with. Include your **background**.
- Experiment with unusual angles, viewpoints, and arrangements to help make your artwork stand out.
- Draw a frame around your thumbnails to show the edges of the artwork.
- Each **rough digital collage** counts as an extra composition, and so does choosing a **colour scheme**!



Complementary



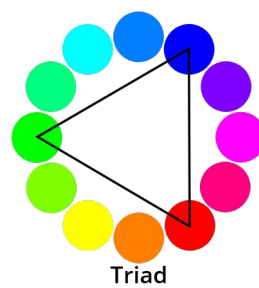
Split Complementary



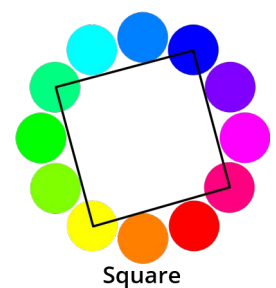
Rectangle



Analogous

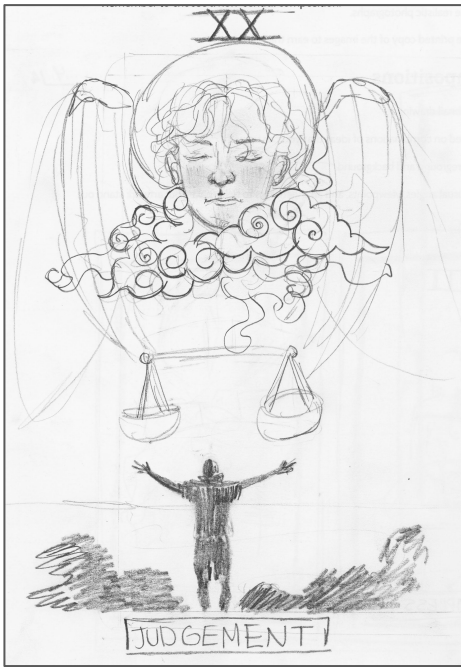


Triad



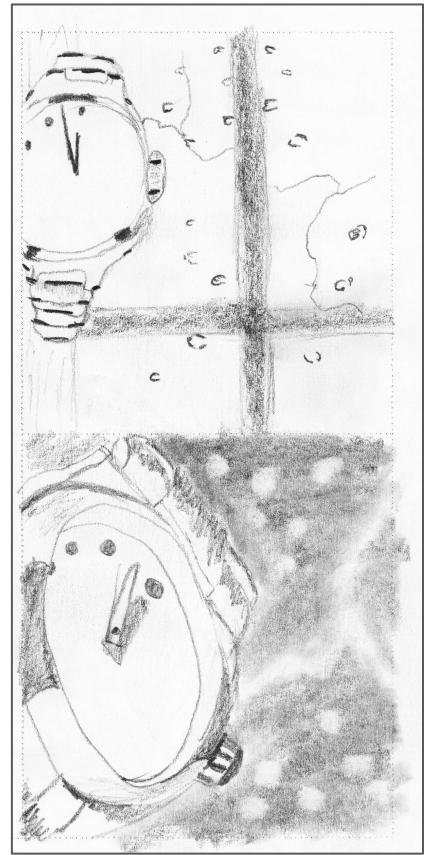
Square

Adding up points for THUMBNAIL drawings

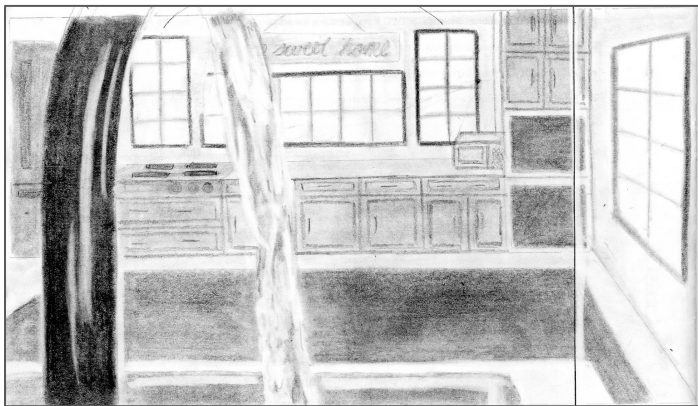


Thumbnails → ___ × 8% = ___%

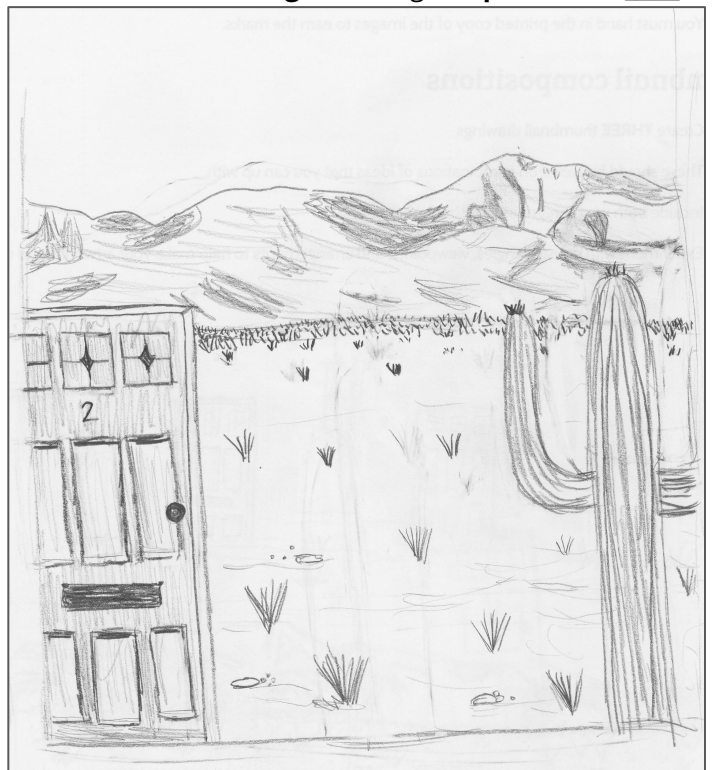
Rough collages → ___ × 8% = ___%



Examples of ROUGH drawings



Rough drawing → up to 25% = ___%



Rough drawing

- Take the best ideas from your thumbnails and combine them into an improved rough copy.
- Use this to work out the bugs and improve your skills before you start the real thing.
- If you are using colour, use paint or coloured pencil to show your colour scheme.
- Draw in a frame to show the outer edges of your artwork.
- **Remember to choose a non-central composition.**