

# Idea Development

Name: \_\_\_\_\_

## 1 Generate ideas

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

Number of **simple** sketches → \_\_\_\_\_ × 2% = \_\_\_\_\_%

Number of **better** sketches → \_\_\_\_\_ × 4% = \_\_\_\_\_%

*maximum of 50%*

## 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

\_\_\_\_\_ images × 5% = \_\_\_\_\_%

*maximum of 8 images*

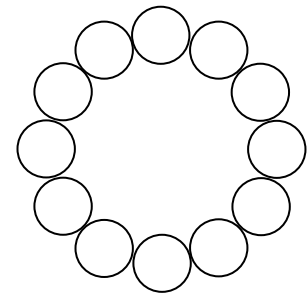
## 4 Compositions

\_\_\_\_\_ thumbnails × 8% = \_\_\_\_\_%

\_\_\_\_\_ digital collages × 8% = \_\_\_\_\_%

\_\_\_\_\_ selecting a colour scheme =  8%

*max of 10 compositions*



## 5 Rough copy

\_\_\_\_\_ drawing × 25% = \_\_\_\_\_%

*great quality or better*

**Total = \_\_\_\_\_%**

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

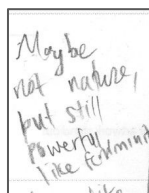
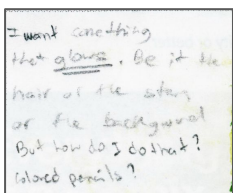
# Generate ideas!

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:

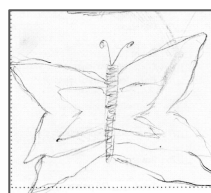
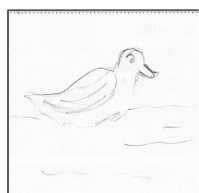
Number of **words**

$$\rightarrow \underline{\quad} \div 3 = \underline{\quad} \%$$



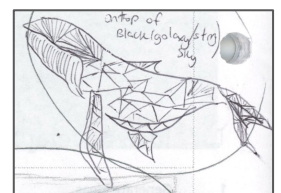
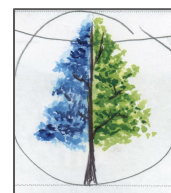
Number of **simple** sketches

$$\rightarrow \underline{\quad} \times 2\% = \underline{\quad} \%$$



Number of **better** sketches

$$\rightarrow \underline{\quad} \times 4\% = \underline{\quad} \%$$



## 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%*

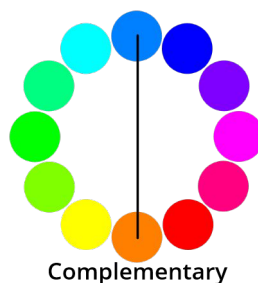
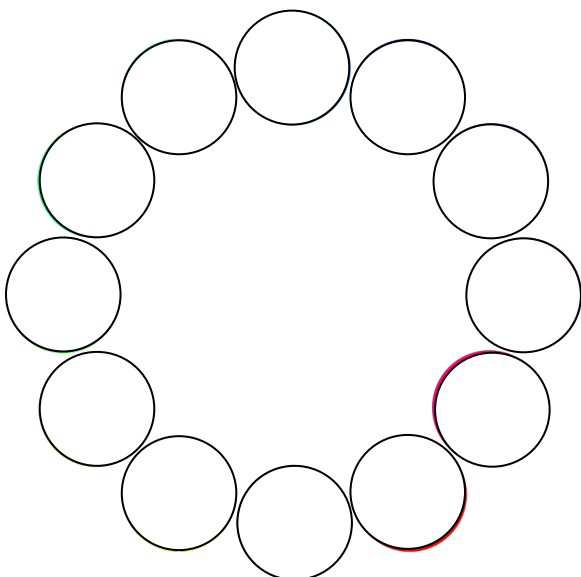
# Print references

Number of reference photos → \_\_\_\_ × 5% = \_\_\_\_%

- Print **EIGHT** reference images so you can accurately observe the challenging parts of your artwork. Taking your own and using 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

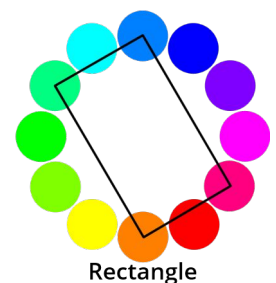
- Create **TWO or more** thumbnail drawings anywhere in the idea development section.
- These should be based on combinations of ideas that you can up with. Include your **background**.
- Experiment with unusual angles, viewpoints, and arrangements to help make your artwork stand out.
- Draw a frame 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



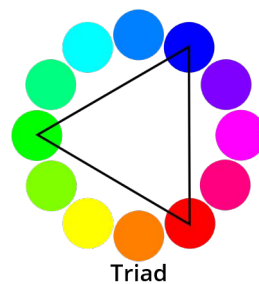
Split Complementary



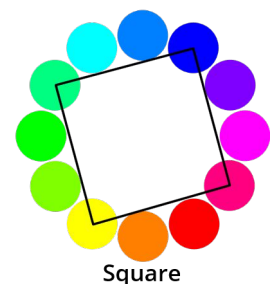
Rectangle



Analogous



Triad

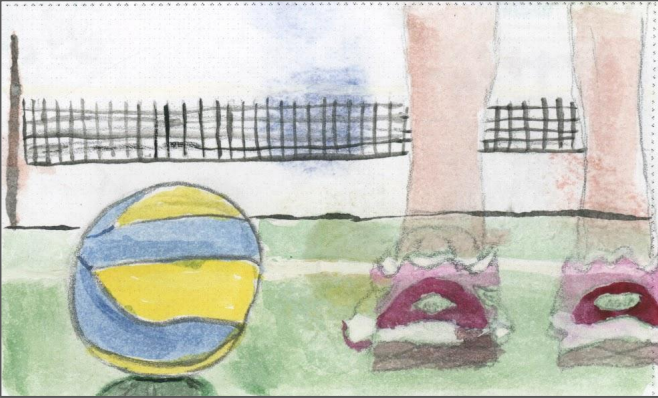


Square



**Adding up points for THUMBNAIL drawings**

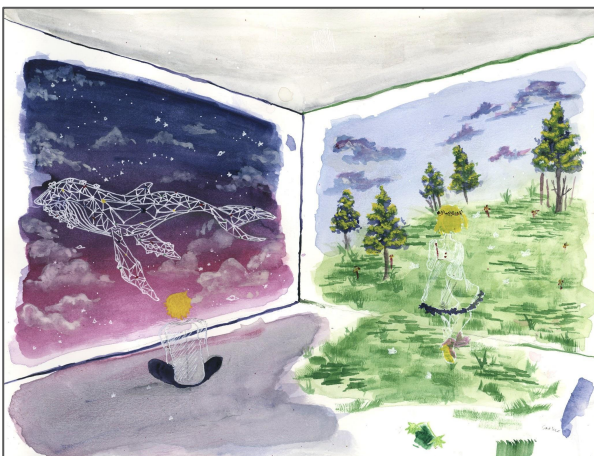
Number of **thumbnail** drawings → \_\_\_ × 8% = \_\_\_%



Number of **digital thumbnails**  
→ \_\_\_ × 8% = \_\_\_%

**Examples of ROUGH paintings**

*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.***