

Art and Design

Unit 2

Y5

In this unit, we are faced with the challenge of having to design to a specific criteria or specification, developing design ideas for a room interior and a coat of arms and product to fit a given name. We will learn to draw inspiration from different sources and use a range of techniques to experiment with the different concepts.

Knowledge

- Know how to use composition to create collage drawings.
- Know what upscaling is
- Know what grid method drawing is
- Know that a design requires both planning and purpose
- Know that designers start with ideas and rough drawings before finalising their designs
- Know that designs can be reviewed and modified as a project develops
- Understand how advertising, words, USP and packaging help to sell a product and to give it an identity
- Understand the use of language when naming a design product
- Know that products have USP (unique selling points)

Skills

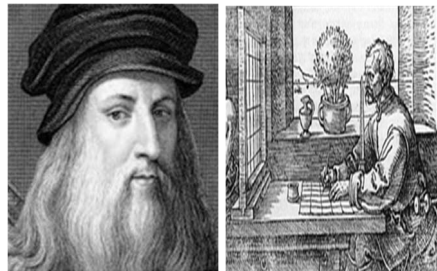
- Create a collage and draw this from observation
- Successfully upscale a drawing using the grid method
- Paint accurately and evenly, painting straight edges, without leaving brush marks or gaps
- Work collaboratively to a design brief
- Work collaboratively to a design brief and present ideas and designs clearly in a visual format
- Design a product which is appealing and purposeful
- Work collaboratively, knowing that designers work in teams
- Work in a team to create and then “sell” a product idea to a client
- Communicate through spoken and visual language to ‘sell’ a product

Vocabulary

Collage, dynamic colours, blend, tones, trace, scale, grid, paint, bright colours, design, pattern, shape, diagram, design, modify, consumable, product, purpose, design, USP slogan, purpose, designer, concept

Inspiring Individuals and their art

Marcela Montemayor: A Mexican artist whose work is focused in painting daily life elements as balloons, candy wrappers and sweets same as they are in the collective memory that bring us pleasant emotions.



Leonardo da Vinci: An Italian polymath of the High Renaissance who was active as a painter, draughtsman, engineer, scientist, theorist, sculptor and architect.

Morag Myerscough: British designer who changes and improves spaces by adding colour. She brought her bright colours and harlequin prints to the wards of this children's hospital in northern England.



Rayman Boozar: The principal designer at Apartment 48 Interiors in New York. He specializes in combining vibrant colours, exotic materials, and contemporary furnishings to create spaces that feel optimistic, relaxed, and

Jones Knowles Ritchie
Company: JKR

is one of the world's most renowned brand and design agencies.

