

# Art and Design

## Unit 2 - Art and Design Skills

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

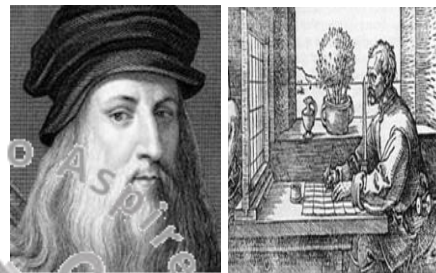
- Create a collage and draw this from observation
- Successfully upscale a drawing using the grid method
- Paint accurately and evenly, painting straight edges, without leaving brush marks or gaps
- Work collaboratively to a design brief
- Work collaboratively to a design brief and present ideas and 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.

**Mara 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 Booser:** 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.

