

## Dev 3 Research

2 x Ideas Mindmaps

2 x Photography  
Moodboards

5Cs Artist Research -  
Photography

Zine Research

Zine Moodboard

*(All started in class -  
detailed instructions on  
week 17 of slides)*

## Dev 3 Project Proposal

Min. 200 words in a word  
documents discussing your  
ideas for Dev 3.

*(Detailed information on  
Dev 3 Project Proposal  
Slide.)*

## Dev 3 - 2 shoots

2 different shoots that  
represent your chosen aspect  
of British culture.

These shoots will be used in a  
zine.

Include 2 shoot plans.

Each shoot must have a  
minimum of 36 shots.

*(Bring these shots to your first  
Y13 lesson - either on a memory  
card / stick or OneDrive)*

# SIL: Dev 3. Project Proposal - Word Doc. Approx. 200 more words (when added to project proposal for dev 1 & dev 2 this should be 600 words in total now)

For Unit 1 we have **started to complete a project proposal which outlines your intentions** for the project. At the beginning of each development we have written a proposal for that portion of your project. Up to now the topic has been the same for everyone (British Food/Produce & Tourism), for this development you have chosen the aspect of British Culture that you want to rebrand for a younger audience.

## Main Idea

**What are you trying to communicate in your work?** Make links to the brief (rebranding your chosen element of British culture) and explain why you have chosen this area. What research do you intend to look at to inform the direction of your development 3? Trips, Research, Experimentation, Shoots etc. **What are your main ideas?**

## The Plan

**What do you aim to do or make** as a response to the brief? **Who is the target audience or client and what is the purpose of the outcomes?** REMEMBER - to mention the element of British Culture you are rebranding and that you intend to make a zine. You may wish to consider other outcomes too.

## Context

Draw comparisons between the artists and designs you are researching and your own work to present **how your researched influences will impact the work you produce.** How will you use imagery/typography/colour to communicate a message and what effect might this have on your target audience?

You **MUST** include information about who your target audience is and what the purpose of your project is.