

## Dev 1 & 2

You have all had in depth 121s on your Dev 1 and 2 along with checklists, you **MUST** ensure your Dev 1 & 2 are fully completed by the time we return in Y13 to ensure you begin your year on the right foot. This will be checked on your return and interventions put in place for those who have not completed this. You each have a checklist that we went through and should know exactly what you need to complete.

Dev 1 full checklist below:  
[Unit 1 Dev 1 Checklist.docx](#)

Dev 2 full checklist below:  
[Unit 1 Dev 2 Checklist.docx](#)

## Dev 3 Research

2 x Ideas Generation

Zine Moodboard

Zine Research

2 x Photography  
Moodboards

5Cs Artist Research -  
Photography

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

## Dev 3 Project Proposal

Min. 200 words in a word  
document 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 or society.

These shoots will be used in a  
zine when we return in Y13.

**Include 2 shoot plans.**

Each shoot must have a  
minimum of **36 shots**.

*(Bring these shoots 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.