

SUMMER INDEPENDENT LEARNING

UNIT 1 OUR SURROUNDINGS

Y12-13 Digital Design & Commercial Photography

UAL Subsidiary Diploma

Y12 Programme of
Study

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 on slide 1 of your Unit 1 slides 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

Artist Research/Image Analysis -
Photography

*(All started in class - detailed
instructions on week 14 - 15 of slides)*

Project Proposal

Section 1: feedback responded to and
section completed

Section 2: feedback responded to and
all relevant information added for Dev
1, 2&3

Section 3: Evaluation methods stated
Plan: completed - use Y12 PoS to help
you

Remember you should be adding to
your bibliography every time you use
a new source.

*(Detailed information on Project
Proposal in next slide.)*

Dev 3: 2 Shoots

2 x shoot plans

2 different shoots that represent your
chosen aspect of "Our Surroundings".

These shoots will be used in Dev 3 for
your zine when we return in Y13.

Each shoot must have a minimum of
36 shots.

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

PROJECT PROPOSAL SECTION 2, ADDING DEV 3 AIMS

First, make sure to read through all feedback comments on your project proposal and make sure that you have responded to everything and have updated what you need to.

Then, add your aims for development 3, into section 2:

- What is your goal for your dev 3? (outline your idea e.g. British 90s Fashion)
- What do you intend to make? (zine)
- What will you photograph for shoot 1 and 2?
- Who is your Target audience?
- Who or what will you research to inspire your development 3?
- Is there an ethical or environmental impact that you are considering?

EXAMPLE

In Development 3, my goal is to celebrate 90s British fashion while exploring the concept of "Our Surroundings". I aim to highlight how the culture, music and urban environments of 90s Britain influenced the fashion trends and how those surroundings shaped identity and self-expression in that decade as well as how it resonates in today's fashion. I plan to design a zine that captures the bold, rebellious spirit of the decade through vibrant colours, retro typography and collage-style layouts. I also plan to carry out two photoshoots that capture a mixture of studio and street photography, with models dressed in 90s style fashion trends such as denim, sportswear and Britpop-inspired outfits, to show the iconic retro style and also highlight the era's influence on modern style. The aim is to create visually engaging promotional materials that celebrate the nostalgia and cultural impact of 90s British fashion and appeal to a target audience of mid teens to mid 20s who are starting to bring back these trends, and also 30s - 40s who lived through these decades and would appreciate the nostalgia.

To inspire these ideas I want to research the designer David Carson who captures postmodernist, 90s grunge style in his work for Raygun magazine alongside the photographers Juergen Teller and Corinne Day. I am interested in Teller's work as he captures unpolished, candid fashion photography and want to take inspiration from the awkward poses and mundane backdrops he uses. I love Day's iconic fashion photography of the 90s that captured models such as Kate Moss, who was prolific and incredibly influential in that era, her work is more of a slice of life style that I would like to try and capture in my work. In terms of ethical considerations it's important that my models feel comfortable and that consent is given, and to consider the environmental factors I plan to use digital media and avoid printing and source second hand clothing or borrow items for shoots so as not to contribute to fashion waste.

Remember to write this in future tense