

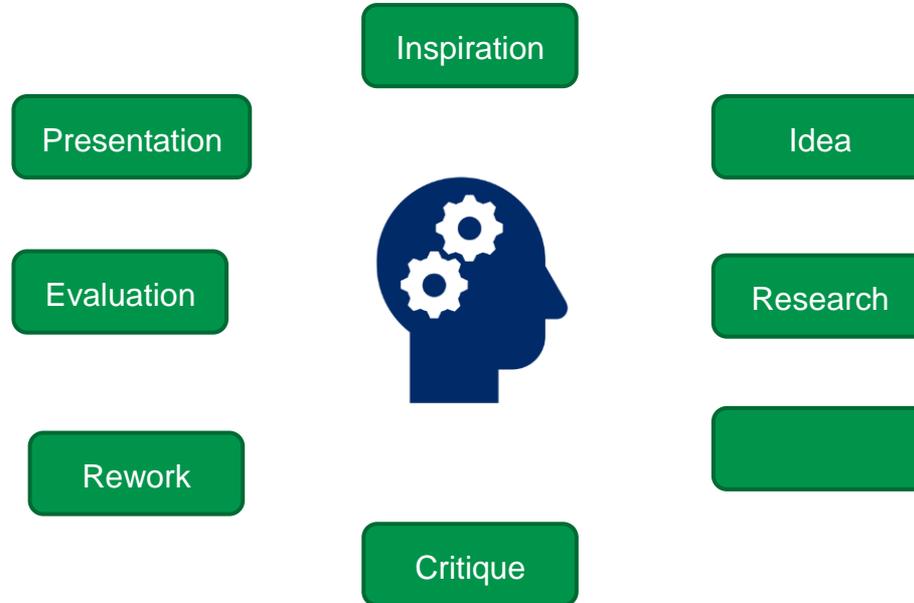
# Stepping Forward: Art + Design

## The Creative Process

**BISHOP BURTON**  
*College*



# The Creative Process



# Scenario

As an Artist or Designer, the process of developing something from an initial idea into a final outcome is about understanding and applying the creative process. This assignment brief gives you the opportunity to demonstrate this process in the creation of work for a public exhibition.

The exhibition could be attended virtually by your friends, family and other creative practitioners from the local community. This is your opportunity to conceive, execute and exhibit a body of work that communicates the evolution of your personal creativity. This should be your most challenging and sophisticated work and should reflect and build on your development over your time on the course.

The title of this year's exhibition is 'Evolution' you can produce work using media and materials of your choice and will need to bring it with you in your first week.

# Task

- "I'm learning all the time. I'm evolving all the time as a human being. I'm getting better, I hope, in all of the important ways." Neil Peart
- Evolution is a scientific theory used to explain the process of change in all forms of life over generations. However evolution can also reference how an individual can grow, change and develop over time. This may refer to physical, emotional or psychological changes and is often the result of an external stimulus or input. For years artists and designers have been inspired by Darwin's theory of evolution.

- For example the figurative sculptures of Magdalena Abakanowicz illustrate her early fascination with the natural world and its processes of germination, growth and change. The energy of life, growth, change and death became a quality that would become a constant feature of her art work.
- Rudy Zallinger's illustration 'The March of Progress' which first appeared in the Time-Life book 'Early Man' (1970).
- Paul Rand's evolutionary approach to rebranding corporate identities through a reductive process.
- There are intense paintings of geology and weather by Turner and Ruskin.

# Task

- 'Evolution' is a starting point for you to consider how you have evolved as a creative person during your school years, and how that process is still taking place, and where you are going next.

- Respond to 'Evolution' by producing some pieces of creative art work which you can showcase online.
- Ensure that you gather lots of ideas and notes to support exciting, practical exploration and the development of innovative outcomes.
- Ensure you consider the stages below when developing your response to 'Evolution'. These will include:
  - Initial response, research and ideas generation in a sketch book etc
  - Visual recording in a sketch book etc
  - Exploration of materials, techniques and processes
  - Development of work based on your findings in your sketch book
  - Production of final outcome to realise creative intention
  - Presentation of work in September!

# Who to contact.....

## Course Managers

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