

Btec Extended Diploma in Art and Design Practice
Summer Independent Learning 2024
Indepth Specialist Investigation



Purpose: This investigation will form the foundations of your next assignment and give you the opportunity to explore different specialist areas before selecting the one you would like to investigate further.

Aim: To investigate creative specialisms and the work of creative practitioners showing an appreciation for their working style, media and techniques.

Assessment: This investigation will form part of the B1 Personal Progression assignment.

Part 1



Task 1 Mind Map

Create an ultra-detailed expanded mind map of all the possible career paths in art, craft and design.

Task 2 Mood Board

Put together an inspiring mood board that incorporates visuals such as artwork, outcomes and products etc that have been created in the career paths listed on your mind map.

Task 3 Initial Research

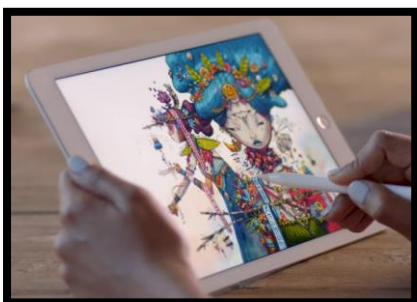
Select 3 **specialist areas** from the list below.

- Fine Art
- Photography
- Fashion & Textiles
- Graphic Design
- Printmaking
- Illustration
- Interior Design
- Architecture

Gather information from different sources such as books, websites, YouTube, interviews and magazines.

Investigate the following for each of the 3 **specialist areas**:

- What the specialist area is (Definition/explanation)
- Different sub areas within the specialism. For example, you could be a landscape or residential architect
- What qualifications you would need to work in the specialist areas/professions
- Specialist skills needed
- Media and techniques used
- Earning potential
- Examples of artwork/projects created within the specialisms



Task 4 Artistic response

Find an artist/practitioner for each of the 3 **specialist areas**. See the suggestions below (or select your own):

- Dave McKean-illustration
- Cindy Sherman-Photography
- Takashi Murakami-Fine Art
- Jeff Koons-Fine Art
- Frank Gehry-Architecture
- Frank Lloyd Wright-Architecture
- Jonathan Adler - Interior Design
- Philippe Starck - Interior designer, product designer, architect
- Lisa Stubbs - printmaking
- Tracey Emin - Fine art
- Emily Gravett - illustration
- Nava Lubelski - Textiles
- Alexander McQueen - Fashion
- Jamie Reid - Graphic Design

Create 3 pieces of art inspired by the working style of each of your 3 chosen artists/practitioners. **For example:**

Cindy Sherman = photograph

Jamie Reid = album cover

Tracey Emin = installation

***Note:** These responses do not have to be large scale (min A5). Aim to produce small high-quality pieces. This is dependent on the practitioners you select and specialist area.



Task 5 Presentation

- Digital - google slides
- Title - B1 Personal Progression

Part 2

Task 6 Summer Inspiration/Exhibition Visits

Over the summer we would like you to document any exhibitions you visit or artwork/inspirational objects/items/products you encounter whilst out and about or on your travels.



You could even visit one of fantastic local galleries such as:

- The Yorkshire Sculpture Park
- The Hepworth Gallery Wakefield
- Leeds Art Galley

Checklist

Task	Done
1.Mind Map	
2.Mood board	
3.Initial research	
4.Artistic responses	
5.All the above presented on a google slides	
6.Summer exhibitions/artwork/inspiration	