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| A picture containing drawing  Description automatically generated |  |  |  | Centre number | 204 |
| College | East Surrey College |
| Pathway | Diploma in Creative Practice: Art, Design & Communication |
| Level | 3 |
| Year | 2022/23 |
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Project 3: Curtis Packaging – Centre of Excellence Competition

UAL Level 3 Diploma in Creative Practice: Art, Design & Communication – Year 1

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| Units 01 & 02 |  |
| Start | Interim assessment |
| **A: 09.01.23**  **B: 09.01.23** | **Interim Critiques throughout 5 weeks** |
| Studio and Competition Deadline | Formative assessment & IV Deadline |
| **A:10.02.23**  **B:10.02.23** | **23.02.23** |
| Digital Portfolio Deadline |  |
| **A:17.02.23**  B: 17.02.23 |  |
| Tutors |  |
| **Lucia Hamlin**  **Liz Ingram**  **Lloyd Jenkins** |  |

**Learning Outcomes:**

**Unit 01**

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| **Learning Outcomes**  On successful completion of this unit the student will: | **Assessment Criteria**  On successful completion of this unit the student can: |
| **LO1** Understand the role of the creative process within the creative industries. | * 1. Analyse the stages and activities within the creative process.   2. Explore creative processes within the context of the creative industries. |
| **LO2** Understand how to plan a response to a brief | * 1. Analyse the requirements of a brief   2. Develop a project proposal that meets the requirements of a brief   3. Review the implementation of the project proposal to meet the requirements of a brief |
| **LO3** Understand the role of research within the creative process | * 1. Explain how research sources how methods are used to support creative processes.   2. Undertake research in response to a brief.   3. Use research to influence and inform creative processes.   4. Access the effectiveness of research to influence and inform creative processes. |
| **LO4** Understand intent and purpose within the creative process | * 1. Explore intent and purpose within creative processes   2. Apply intent and purpose within own creative process   3. Assess intent and purpose within own creative process |
| **LO5** Understand the role of visual language to record and communicate ideas. | * 1. Analyse visual language in creative processes.   2. Apply visual language in creative processes.   3. Access the effective use of visual language within creative processes. |
| **LO6** Understand how reflective practice informs and directs the creative process. | * 1. Apply reflective practice to inform and direct creative processes.   2. Demonstrate how reflective practice has informed personal progress.   3. Access the effectiveness of reflective practice to inform and direct creative processes. |
| **LO7** Understand methods for generating ideas within a brief. | * 1. Explore methods for generating ideas.   2. Generate ideas using different methods.   3. Consider ethical design and social responsibility.   4. Access the effectiveness of methods used to generate initial ideas. |

**Unit 02**

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| **Learning Outcomes**  On successful completion of this unit the student will: | **Assessment Criteria**  On successful completion of this unit the student can: |
| **LO1** Develop skills within 2-dimensional creative practices. | * 1. Explore materials, methods, techniques, and processes used in 2-dimensional creative practices.   2. Experiment with 2-dimensional creative practice materials, methods, techniques, and processes in the context of ethical and environmental consideration.   3. Access the use of materials, methods, techniques, and processes used in 2-dimensional creative practice.   4. Refine the application and use of appropriate materials, methods, techniques, and processes in 2-dimensional creative practices. |
| **LO2** Develop skills within 3-dimensional creative practices. | * 1. Explore materials, methods, techniques, and processes used in 3-dimensional creative practices.   2. Experiment with 3-dimensional creative practice materials, methods, techniques, and processes in the context of ethical and environmental consideration.   3. Access the use of materials, methods, techniques, and processes used in 3-dimensional creative practice.   4. Refine the application and use of appropriate materials, methods, techniques, and processes in 3-dimensional creative practices. |
| **LO3** Develop skills within 4-dimensional creative practices. | * 1. Explore materials, methods, techniques, and processes used in 4-dimensional creative practices.   2. Experiment with 4-dimensional creative practice materials, methods, techniques, and processes in the context of ethical and environmental consideration.   3. Access the use of materials, methods, techniques, and processes used in 4-dimensional creative practice.   4. Refine the application and use of appropriate materials, methods, techniques, and processes in 4-dimensional creative practices. |
| **LO4** Solve problems within creative practices | * 1. Describe problems encountered within creative practices   2. Propose solutions to problems encountered within creative practices   3. Apply solutions that resolve problems encountered within creative practices   4. Assess solutions to problems encountered within creative practices |
| **LO5** Use safe working practices within the creative environment. | * 1. Identify safe working practice requirements within a creative environment.   2. Access the requirements of safe working practice.   3. Apply safe working practice requirements within a creative environment. |
| **LO6** Use presentation techniques to present creative practices | * 1. Explore presentation techniques to communicate creative ideas and outcomes   2. Use relevant presentation techniques to display creative practices   3. Evaluate the effectiveness of presentation techniques to communicate creative practices |

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| **Project Overview and Context** |
| Packaging is an exciting industry. In an increasingly competitive consumer market, there is a growing demand for packaging designers: people who can design packs which are not only graphically attractive, but which also meet the functional requirements to preserve the contents and can be produced cost-effectively with due regard to environmental issues. This project will cover the specialisms of product design and graphic design, within an industry context and look in detail at sustainable practice and material use.  Students will research general household product packaging and do some initial analysis of the messages and meanings that are conveyed by the style of packaging. All packaging must be considered from utilitarian protection purposes to high end expensive luxury goods.  From this research, the project will progress to looking at solutions to the **Curtis Packaging Centre of Excellence Competition 2023.**   * You need to **choose your project from the packaging briefs provided** and students must show that they can work within the constraints of a professional brief, produce **industry standard worksheets** a **3D prototype mock up**, write **a project proposal to outline your ideas** and provide a **portfolio of visuals** to show research and how ideas have developed. * As this is a professional brief, students will be expected to produce work to the highest professional standard within the time scale provided which will be 5 weeks.   This live project will be supported by professional industry talks and a trip. Local company **Curtis Packaging** are supporting students with this project. Curtis have provided a tool kit to show card and print qualities they produce; they are proud of their environmental policy:  *‘We are committed to working in an environmentally responsible manner. This way of doing business is reflected in everything we do and every product we create.*  *At Curtis Packaging, ‘sustainability’ is much more than just a buzzword. Each of our business operations is held up against stringent international standards by the world’s foremost environmental organisations. When you work with us, you can be absolutely confident that the bespoke packaging we create for your brand will meet even your most ambitious eco-friendly standards.*  *There’s much more to sustainable packaging than simply using recycled or recyclable materials. We strive to always go above and beyond the competition to make sure your packaging has environmental credentials you can be proud of.’*  **Individual briefs will be given to you on separate handouts for designing and selecting at the start of the project. As this is a live brief, you need to make sure that you are professionally meeting the requirements of the briefs that you are given, at all times.**  **The team at Curtis Packaging will be working with you and meeting you throughout, and there is a bursary prize given at the end of this project for the prototypes which best meet each of the briefs.**  **NO SKETCHBOOK USE - PLEASE WORK ON A3 SHEETS THROUGHOUT THIS PROJECT AS THIS IS A SPECIALISM REQUIRMENT.**  **Each brief requires you to evidence the following:**   * **A3 Research Boards** * **A3 Design and Graphics Exploration Boards** * **Nets of Recommended Design Solutions**   **Photographic Evidence must include:**   * **Showcases of the front, back and sides of the model** * **Be shot on a black or white background** * **A maximum of 4 good quality images for judging** |

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| **Project description and additional requirements** |
| **ALP Extended Drawing Practice:**  **Each week** you will be given a task for your **1-hour ALP Session**. This will be an extension to your project practice, where you will be set a drawing to complete in various mediums and with different observational subjects. This should be completed in your A3 **drawing sketchbook** and be brought back into college every **Tuesday AM (Group A) or Wednesday PM (Group B).** |
| **Contextual Research:**  You are not expected to complete Artist based research in this project. However, please complete all required research sheets, and independently research elements of sustainability with the type of materials being used in this project, any mood board inspiration, and your initial packaging research.  Understanding the value of independent research is vital to passing each project and should be completed more as the year progresses as an extension to your practice and contextual understanding. **Please use the links on this brief for starting points.** |
| **Digital Portfolio submission on PowerPoint and WIX:**  Add digital images of **all your worksheets** onto a **PowerPoint Presentation**. You may take photos of worksheets that are already annotated, or you can add typed annotation around your images on each slide.  You will then be uploading screenshot images of each of your PowerPoint slides to your **WIX Digital Portfolios.** This will be explained and demonstrated to you again in your studio sessions.  **This is your format for presentation** so care and attention should be paid to the layout of your pages, the size and quality of your images and making an impact to your audience. Ensure that you have an overall look that represents you as an evolving creative practitioner, artist, or designer. |
| **Trips and Workshops for this project:**  **Trip to Curtis Packaging, Redhill:**  As part of this project, we will be taking a trip to Curtis Packaging in Redhill, as this will be your industry encounter within the theme of Graphic and Product Design and Communication. There will be direct communication onsite to give you valuable industry experience of creative brief expectations when working with a client, which is a vital understanding of the creative industries. You will also be shown professional standard machinery and safe working practices within the field of Graphic and Product Design industries.  **There will be opportunities to work in Print and 3D Workshops independently now, so please begin to use these facilities to assist your practice and designs.**  **Sustainability** should be considered completely in this project, so please mention this and try to find products to use that meet this. |

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| **Project Tasks:** |
| **You will be instructed on each task, and practical processes will be visually demonstrated in studio time and workshops. This project consists of a series of quick paced worksheet tasks.**  **Qualities that are being looked for by Curtis Packaging and your tutors:**   * **A 3D model to withstand transport and handling** * **The quality of manufacture** of the model and **graphics used** * A3 sheets or boards to **demonstrate the development of ideas**. * **Originality and aesthetic qualities** of the design rather than the commercial viability * How the pack delivers benefits to consumers and that they have considered the **functionality** as much as the **branding.** * **The quality of the supporting portfolio** which must include **evidence of research** and **the development of the concept.** * **Designs** which demonstrate awareness **of environmental issues, through economic use of the material and recyclability.** * **How you will be incorporating foils or finishes in your designs.**   **At each stage of the project, it is important to ask yourself, would I take this work into a marketing meeting with a client? This is the standard you need to be aiming for.**  **There will be an introduction to this project and the design briefs with Curtis Packaging on the first day, after this you will be expected to complete the following tasks:**  **Task 1 – Marketing Research on Creative and Innovative Packaging**  Using the products provided or your own research of packaging, produce a visual A3 research board on **5 examples of creative and innovative packaging.** Take/ use images of your chosen products and annotate using the following evaluative points:   * How the product is packaged? – box, carton, tin, bottle, bag, sachet, tube * What materials are used? – is it over packaged? Is it eco-friendly and recyclable? * Is it attractive? - pretty, smart, sophisticated, brash, expensive looking * What does the style of the packaging tell us about the customer it is aimed at? * Pay attention to the style of the lettering. What effect does different styles of type have on the overall character of the product? * Try to find examples where a few items are packaged together such as kits – shoe care kits, manicure kits, cookery kits, haircare kits   **Task 2 – Quick Response Mind Map to explore all Briefs**  On your tables, read through each brief and have quick group discussions. During your discussions each of you will need to **Complete an A3 mind map which explores all of the set design briefs.** Think about and write down:   * What you could design and make to answer the brief. (Rough, quick-fire ideas) * Target audience/ consumer * Design elements and visual aesthetics * Functionality (how it’s put together and opens) * Colour and materials * Interaction * Consumer information   Do not take too long on this! You may also draw quick doodles or diagrams to help you explore the requirements of each brief. Consider the above points for most tasks in this project.  **Task 3 – Exploration and Visual Practice with Net Shapes.**  As you will be using carton board for you prototypes, it will be important to become familiar with how net shapes are used and constructed with product design.  **Choose from the provided net shapes printed on cartridge paper,** and construct/ experiment with a minimum of 3 of them. You may keep the nets plain or draw designs on them. Photograph them when constructed to put onto your PowerPoints. **As an extension**, you may then expand your understanding further by constructing one of the more advanced packaging net shapes.  **Task 4 – A3 Design Boards to explore each Design Brief.**  Complete individual A3 design boards with rough initial designs to answer each brief. Evidence your quick response sketches onto A3 worksheets and annotate.  Make these fun and engaging by introducing a quick colour wash or colour swatches. **Re-consider the bullet points from Task 2!**  **Task 5 – Group Ideas Pitch and Critique**  Present and evaluate your ideas with your peers as part of an interim crit in small groups. You will need to consider any feedback given when selecting which brief to work on. Think of this like an ideas pitch, as this will help you when choosing ideas to develop! **Evidence and photograph this crit form on your PowerPoints!**  **Task 6 – Project Proposal Document**  Write your Project Proposal. The template format for this is available on Teams General and you must use this layout. Harvard Referencing must be used within this, to evidence your research sources!  **Task 7 – A3 Visual Research Mood Board**  Produce an A3 mood board with ideas to support what you are aiming to achieve with your brief and who you are aiming it at – your target market/consumer. Remember this should be professionally presented and have annotative notes on what you are drawn to such as the packet, material, font style, colour etc.  **Task 8 – A3 Visual Research on Material Sustainability**  Produce a quick A3 research board on sustainable materials that you could use on your designs.   * Consider the introductory talk with Curtis Packaging and the requirements of the design briefs. * **Think about the sustainability of using Carton Board?** * Note down what makes materials sustainable and comment how you could incorporate them. * Think about the foiling and finishing techniques shown to you from the trip.   **Task 9 – A3** **Design Development and Exploration Board**  Sketch a range of refined versions of your chosen brief ideas. Your developed sketches should be quick and responsive, with consideration of net shapes. This page needs to consider form, foiling, embossing and debossing techniques, materials, fonts and colour. Your target market should be at the forefront of everything you are creating. You may also use swatches of colour and material on this board.  Consider how your package will look on the shelf, how if looks from a distance and close up, in multiples how will it stack, on the internet how will it be photographed? Also bear in mind the customer using the package, will it stand up to repeated use?  **Task 10 – A3 Graphic and Labelling Design Board**  Produce an A3 worksheet which explores how you will produce graphics, outer design, and labelling on your prototype idea. **You may explore this through drawing, printing or digitally on any software I.e., PowerPoint, Photoshop, InDesign, etc.**  Think about your net shape – you could produce the designs straight onto this net?  **Remember to think about:**   * Your target audience * Foiling, embossing and debossing * How colour invokes mood and theme * Product information and logos * Typography and labelling * Additional flaps and labelling * Branding and messages   **Really think about what you see on everyday products you see at home or in shops?**  **Task 11 – A3 Final Prototype Design and Net Shape**  Produce a finalised design of your prototype and proposed net shape – you may complete this on 2 A3 worksheets. Make sure that this is clear and annotated as this will be presented to Curtis Packaging for judging. Make sure that notes on sustainability, target audience, design choice, materials, etc, are clearly discussed.  **Task 12 – Documenting of Prototype Making Process**  During this stage you will need to make a range of initial maquettes and a final prototype. Remember any comments made on ideas presented at the interim crit and what you have stated in your project proposal. If you are taking an alternative path from this, then you must say why and state your reasons clearly.  Make sure to photograph your making process and document on an A3 board with annotations. Alternatively, this task can go straight onto your PowerPoint.  **Task 13 – Final Critique and Pitch - Photograph your Final Prototype against a black or white background.**  Take part in final crit with peers. Pitch to Curtis Packaging. Finalise all worksheets and model of packaging responding to crit. Photograph your prototype to a good quality standard – front, back and sides.  **Task 14 – Summative Evaluation and Self-Assessment**  There will be a format to follow which will be discussed and completed in studio time. Answer each question carefully and please consider all learning outcomes in order to fully analyse and explore your process for each project.  **Make annotative and reflective notes throughout your A3 worksheets for all project tasks.**  **Make sure that you evidence any independent workshops and the trip to Curtis Packaging on your PowerPoints.**  **Submit your Project Proposal separately via email or Teams just before midway into the project.** |

**Project Submission:** Please check that your worksheets have been annotated throughout, and all practical and written tasks are complete before your **Studio deadline**. Ensure that you upload screenshots of your PowerPoints to WIX, before your **Digital Submission deadline.**

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| Assessor  Lucia Hamlin | Practical Studio and Competition Deadline  A: 10.02.23  B: 10.02.23  Digital Portfolio Deadline  A: 17.02.23  B: 17.02.23  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Re-submission deadline  TBC on discussion with Course Leader |

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| Sketchbooks  Should be of your own design and reflect industry conventions. | Digital outcome WIX website build  Digital resources can be submitted via USB/hard drive or file transfer.  Use the format set up for your course and access through E-zone. | Moving Image  Ensure moving image files/links are fully functioning and accessible. | Blogs and social  It is not mandatory to blog about your project, but it could be a creative way to document work. |

**Portfolio submission**

Portfolio submission evidence must include:

* Completed Project Proposal
* Developmental project work
* Outcome and/or final pieces
* Completed Summative Evaluation

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| Glossary  Here are some useful words and definitions to reference in your project. |  | Consumer  a person who purchases goods and services for personal use  Market  a demand for a particular commodity or service |  | Net  The net of a 3D shape is what it looks like if it is opened out flat. A net can be folded up to make a 3D shape. |

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| Visual References  Here are some links to help you get started. | |  | **Curtis Packaging**  [**https://www.curtispackaging.co.uk/**](https://www.curtispackaging.co.uk/)  **Curtis Packaging Centre of Excellence**  [**https://www.curtispackaging.co.uk/centre-of-excellence/**](https://www.curtispackaging.co.uk/centre-of-excellence/) **Curtis Packaging - 4 colour process clip** [**https://vle.esc.ac.uk/mod/resource/view.php?id=468490**](https://vle.esc.ac.uk/mod/resource/view.php?id=468490)  **Curtis Packaging Virtual Tour**  [**https://impact360vrtours.co.uk/curtispano3/**](https://impact360vrtours.co.uk/curtispano3/) |  | **Design Museum – Waste Age Exhibition**  [**https://designmuseum.org/exhibitions/waste-age-what-can-design-do**](https://designmuseum.org/exhibitions/waste-age-what-can-design-do) **KP Films Sustainability and Closed Loop Clips** [**https://www.kpfilms.com/en/sustainability/**](https://www.kpfilms.com/en/sustainability/)  **A guide to Harvard Referencing for your Project Proposals**  [**https://www.youtube.com/watch?v=NDgqqPvMn0U&ab\_channel=UniversityofDerby**](https://www.youtube.com/watch?v=NDgqqPvMn0U&ab_channel=UniversityofDerby) | | | | |
| Reading List Boxed and Labelled: New Approaches to Packaging DesignHardcover – Illustrated, 1 Sept. 2009 by [Robert Klanten](https://www.amazon.co.uk/Robert-Klanten/e/B004N245ZM/ref=dp_byline_cont_book_1)  [Folding Techniques for Designers: From Sheet to Form](https://www.amazon.co.uk/Folding-Techniques-Designers-Sheet-Form/dp/1856697215/ref=sr_1_1?dchild=1&keywords=Folding+Techniques+for+Designers+%E2%80%93+Paul+Jackson&qid=1607011642&sr=8-1)  by Paul Jackson Structural Packaging: Design your own Boxes and 3D Forms Paperback – Illustrated, 13 Feb. 2012 by [Paul Jackson](https://www.amazon.co.uk/s/ref=dp_byline_sr_book_1?ie=UTF8&field-author=Paul+Jackson&text=Paul+Jackson&sort=relevancerank&search-alias=books-uk)  Activities and Tasks | | | | | | | | |
| This schedule is a structured guide of activities and actions you will need to undertake during your project. Please use this schedule as a starting point to develop your own individual plan, documenting evidence and clearly outlining your specific creative intentions week by week. | | | | | | | | |
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| **Schedule** | **Activity / task** | | | | | **Assessment outcomes** | |
| **Week 1** | Introduction to project and introductory talk from Curtis Packaging.  Task 1 – Marketing Research  Task 2 – Quick Response Mind Map  Task 3 – Net Shape Practice | | | | | **A03**  **A01 A02 A03** | |
| **Week 2** | Trip to Curtis Packaging.  Task 4 – Initial Design Boards  Task 5 – Ideas Pitch and Critique  Task 6 Start – Project Proposal | | | | | **A01 A02 A03 A04 A05** | |
| **Week 3** | Submit Task 6 for 121 with tutor  Task 7 – Mood Board  Task 8 – Material Sustainability Research  Task 9 Start – Developed Designs | | | | | **A04 A05 A06 A08** | |
| **Week 4** | Task 9 – Developed Designs  Task 10 – Graphic Design and Labelling  Task 11 – Final Design and Net Shape  Task 12 – Documenting Making Process | | | | | **A04 A05 A06 A08** | |
| **Week 5** | Task 13 – Final pitch to Curtis Packaging  Task 14 part 1 – Self Assessment and Authentication | | | | | **A04 A05 A06 A08**  **A06 A07 A08** | |
| **Week 6** | Task 14 part 2 – Evaluation  February Half Term – Submit your PowerPoint by the digital deadline of 17/02/23 at midnight. | | | | | **A06 A07 A08** | |

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| **Assessment Criteria** |  |  |

**Thoroughly familiarise yourself with the assessment criteria for this unit to ensure that the evidence produced through the tasks you complete meet the criteria. If you are unsure about any aspect of the assessment criteria, please speak directly with your tutor as soon as possible.**

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| **Assessment outcome** | **Satisfactory Pass** | **Good Pass** | **Excellent Pass** |
| **AO1 Understand the requirements of a set brief within a vocational context** | Clearly presented project proposal that appropriately considers the requirements of the brief and is sufficient in supporting the development of ideas. | Purposefully presented project proposal that extensively considers the requirements of the brief and is effective in supporting the development of ideas. | Imaginatively presented project proposal that comprehensively considers the requirements of the brief and is thorough in supporting the development of ideas. |
| **AO2 Plan and realise a project in response to a brief** | Planning is clear and relevant, outlining the valid realisation of solutions and outcomes in response to a brief. | Planning is extensive and realistic, outlining the effective realisation of solutions and outcomes in response to a brief. | Planning is comprehensive and insightful, outlining the imaginative realisation of solutions and outcomes in response to a brief. |
| **AO3 Use research to inform a creative project** | Relevant but limited research is used to inform and direct activities and the satisfactory resolution of problems, consideration is given to ethical and environmental impact in the development of ideas and realisation of outcomes in response to a brief. | Extensive and purposeful research is used to inform and direct activities and the effective resolution of problems, consideration is given to ethical and environmental impact in the development of ideas and realisation of outcomes in response to a brief. | Comprehensive and imaginative research is used to inform and direct activities and the perceptive resolution of problems, consideration is given to ethical and environmental impact in the development of ideas and realisation of outcomes in response to a brief. |
| **AO4 Use practical skills to meet the requirements of a brief** | Competent use of appropriate materials, methods, processes and techniques to satisfactorily meet the requirements of the brief. | Adept and effective use of materials, methods, processes and techniques to purposefully meet the requirements of the brief. | Sophisticated and confident use of materials, methods, processes and techniques to imaginatively meet the requirements of the brief. |
| **AO5 Generate and develop ideas in response to a brief** | Valid ideas are sufficiently developed and satisfactorily meet the requirements of a brief. | Considered ideas are effectively developed and purposefully meet the requirements of a brief. | Innovative ideas are comprehensively developed and thoroughly meets the requirements of a brief. |
| **AO6 Produce outcomes in response to a brief** | Valid outcomes are attempted that capably communicate concepts and ideas to an identified consumer/audience. | Considered outcomes are realised and effectively communicate concepts and ideas to an identified consumer/audience. | Imaginative outcomes are realised and decisively communicate concepts and ideas to an identified consumer/audience. |
| **AO7 Present development work and outcomes** | Presentation techniques are used appropriately to clearly present development work and outcomes that meet the requirements of the brief. | Presentation techniques are used effectively to purposefully present development work and outcomes that meet the requirements of the brief. | Presentation techniques are used skilfully to imaginatively present development work and outcomes that meet the requirements of the brief. |
| **AO8 Apply reflective practice to a creative project** | Valid reflective practice is used sufficiently to inform and direct the project and final outcomes. | Extensive and purposeful reflective practice is used effectively to inform and direct the project and final outcomes. | Comprehensive and sustained reflective practice is used perceptively to inform and direct the project and final outcomes. |