



4

You have all had in depth 121s on your Dev 1 and 2 along with checklists, you s » ® ensure your Dev 1 & 2 are fully completed by the time we return in Y 13 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.

4

Unit 1 Dev 1 Checklist.docx

4

Unit 1 Dev 2 Checklist.docx

© X 4 ¥ å ò 4 å

For Unit 1 we have å å å 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.

s å X å

Ò å å å 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. Ò å å å å

¶ ¥ å

Ò å å å as a response to the brief? Ò å å 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.

_____ Draw comparisons between the artists and designs you are researching and your own work to present å å How will you use imagery/typography/colour to communicate a message and what effect might this have on your target audience?

You s » ® ¶ include information about who your target audience is and what the purpose of your project is.