Level 3 one day technical brief

Developing your design, manifesto and concept

1) Individually, you will pick a Theme from this list

Victorian Kink

Hazy Lazy

Soft and fuzzy

Plastic Fantastic

Leather and Bronze

Watercolour Wash

The Driven Snow

Velvet and gold

Stained glass and guilt

Rivets and steel

Nouveau forms

Slapstick style

Craoyla and fisher price

Gothic creepy

Sepia photograph

Sinew and Bone

Piss and vinegar

Flesh and mortal trash

2) You will identify the intended audience and destination for this piece – try to be specific.

3) You will pick from this list of central characters

A rabbit

A robot

A flying contraption with AI

A water dwelling woman

Laurel and hardy as vegetables

A cockroach as a ballerina

Any individual body-part

A boy who plays the fiddle

A girl who stamps on spiders

A dead spirit animal

A car

A really disgusting foul-mouthed butterfly

An owl with a drinking problem

A warrior woman

A man with nothing to lose

A man with everything to lose

3) From this list, you will pick one or two words that will help to set the mood and tone of the piece.

Funny

Creepy

Moral

Whimsical

Anarchic

Comic

Tragic

Funny

Educational

Informative

Scary

1)

Your first challenge when you have made your selection is to write a design manifesto with consideration of the art direction and design sensibility of the intended piece.

2)

Your second challenge is to create a mood board in photo-shop using digital images and textures. This mood board must address a specific aspect of the design manifesto.

3)

If there is time, you will produce some very rough design sketches, with a scale drawing if possible.