

Assessment Objectives

A01

Develop ideas through investigations, demonstrating critical understanding of the sources.

A02

Refine work by exploring ideas, selecting and experimenting with appropriate media, materials, techniques and processes.

A03

Record ideas, observations and insights relevant to intentions as work progresses.

A04

Present a personal and meaningful response that realises intentions and demonstrates understanding of visual language.

Definitions

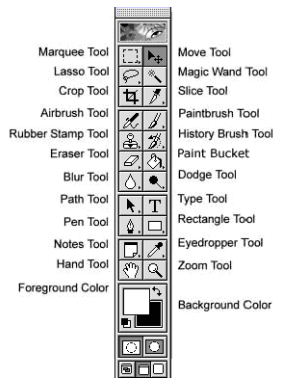
Doodles: are simple drawings that can have concrete representational meaning or may just be composed of **random** and **abstract lines** or **shapes**, generally without ever lifting the drawing device from the paper, in which case it is usually called a scribble.

Doodling: is a drawing developed from a random, visual starting point, like a squiggle, and can be used to break with patterns of thinking, stimulate imaginary images and ideas or provide visual brainstorms, often with a surprising and fresh result.

Composition: in art is the way in which different elements of an artwork are combined. In general, this refers to the key subjects of the artwork and how they are arranged in relation to each other.

Processes and Techniques - ITC

- Layers
- The Pen Tool
- Copy and Paste
- Gradient Tool
- Colour Palette
- Brushes
- Polygonal Lasso Tool
- Rectangular Marquee Tool
- Lasso Tool
- Crop
- Colour Picker



Processes and Techniques – By Hand

Collage

A collage is a form of visual arts in which visual elements are combined to create a new image that conveys a message or idea. Collage comes from the French word “collér,” which means “to glue,” often the primary means of combining images in collage art.



Stencilling

Stencilling, in the visual arts, a technique for reproducing designs by passing ink or paint over holes cut in cardboard or metal onto the surface to be decorated.



Contextual References

Since graduating from Kingston University in 2010, Hattie has created a varied portfolio having worked with creatives such as Roman Coppola and artists like Ariana Grande and Kylie Minogue. With a vibrant, tongue in cheek visual identity, she is a self proclaimed 'professional doodler' with a unique and playful illustration style that extends itself fluidly through the worlds of advertising, art and fashion. She has worked with varied clients including MTV, Hunter, House of Holland, Nike, Apple Music, Marc by Marc Jacobs, MAC Cosmetics, Pepsi, and Adidas, with a number of other exciting projects and collaborations currently in the works. In recent years her notoriety has increased due to a personal project titled 'doodle-bombing' where she draws over the covers of influential publications such as Interview, Vogue and i:D. Part homage and part satire this ongoing personal project has formed the basis for most of her commercial projects and endeavours. Avoiding a more conventional illustrative style, her work is bold and experimental in application. Although she has already created a strong visual identity and eschewed the more traditional boundaries of illustration.

