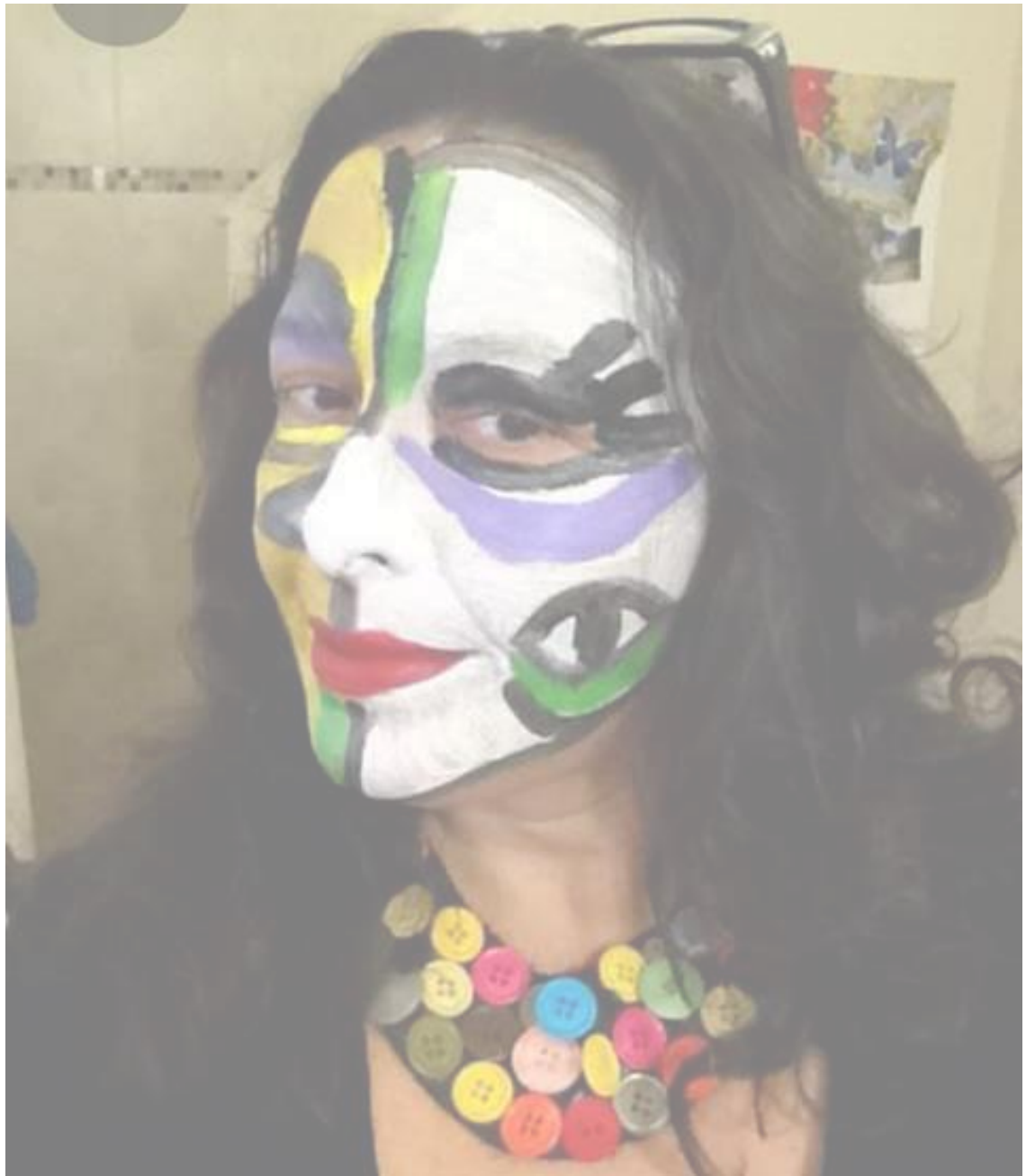


CAPE
Art & Design

Unit 1:
Module 2


TWO-
DIMENSIONAL
ART AND
DESIGN:

*My Artist
Brochure*




The CAPE Art & Design Syllabus

- UNIT 1: FOUNDATIONS OF ART AND DESIGN
 - MODULE 1: CULTURAL STUDIES
 - **MODULE 2: TWO-DIMENSIONAL ART AND DESIGN**
 - MODULE 3: THREE-DIMENSIONAL ART AND DESIGN
- UNIT 2: APPLICATION OF ART AND DESIGN
 - MODULE 1: DESIGN AND GRAPHIC ARTS (visual communication)
 - MODULE 2: APPLIED ARTS
 - MODULE 3: CREATIVE PROJECTS



MODULE 2: TWO-DIMENSIONAL ART AND DESIGN

- Create a portfolio of two and three-dimensional art and design work for assessment to further study and for the world of work.
- Use resources such as photographs, reproductions, Audio Visual materials, and exhibition catalogues
- Use traditional and contemporary material in various graphic applications for visual communication.
- Exploration of Appropriate Techniques for Two-and Three-Dimensional Design Production-Graphic Arts – (brochures, calendars, letterheads, logos, business cards).
- Developing an appreciation for World Art History

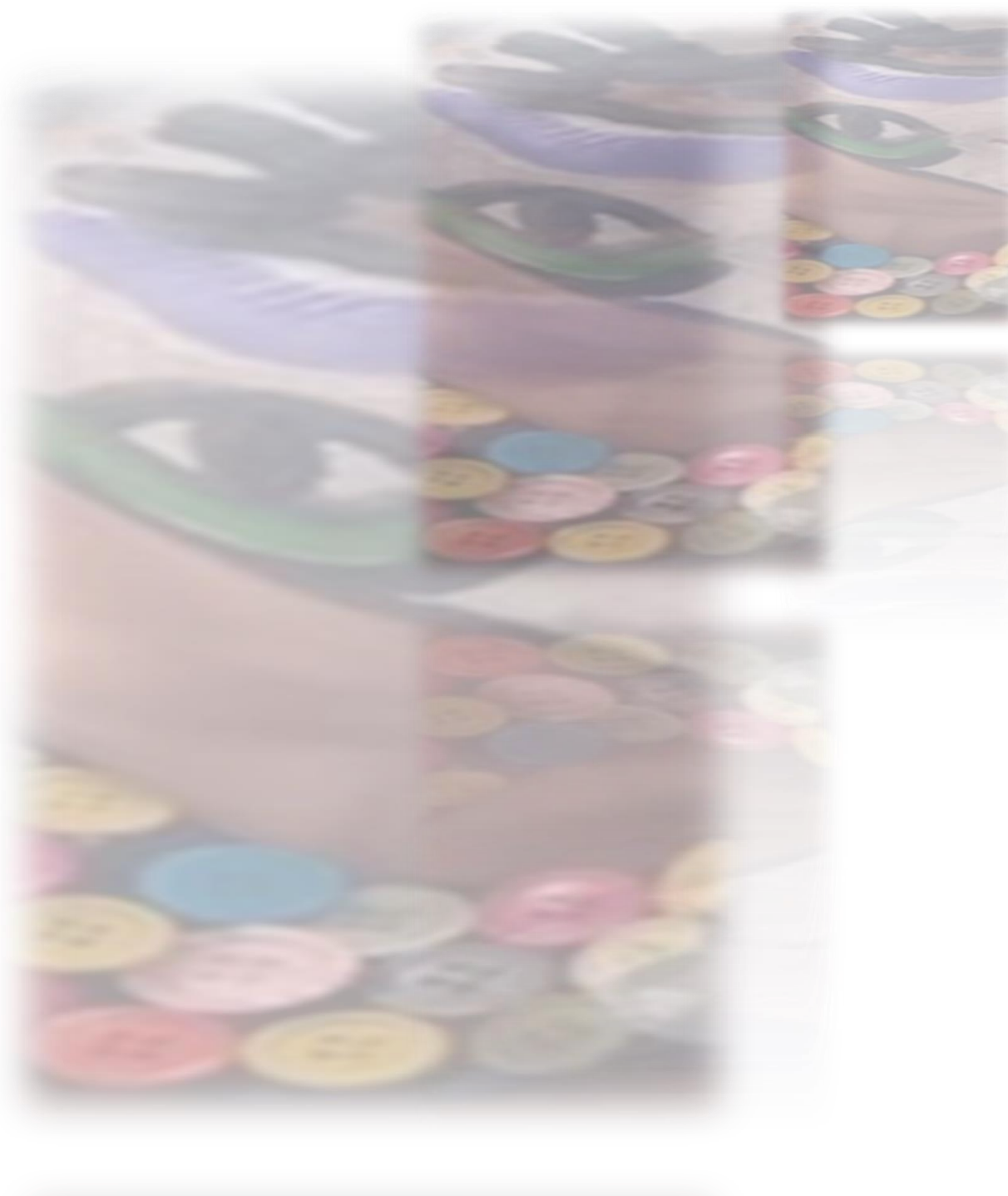


Today's Focus

- Applying Layout and Graphic Design principles in the creation of a brochure
- Developing an appreciation for self - assessment as a methodology for (artist) self -growth and autonomy
- Experimenting with digital and other found media
- Building self-concept, confidence, craftsmanship, originality and personal pride
- Reflective Journal Writing-the processes for **Creativity & Originality:** Inspiration, Ingenuity, Innovation and Inventiveness

Follow these 5 steps to develop an artist brochure that can be used to share information about you and your work

- Step 1: Look over your art portfolio and pick out a few samples of your best work from September 2019 to now
- Step 2: Design the layout and graphics for your artist brochure with at least six (6) images of your past work. Use paper or board of any size and dimension. You may also use as many folds as you would like. Let it be innovative, inventive and interactive!
- Step 3: Pay attention to the font size, spacing and graphic layout of your selected images and illustrations. Make it attractive!



- Step 4: Consider using blends of colours which are symbolic to you
- Step 5: Include captions beneath each image with a short descriptor of your artist style

For example



A headshot photo of yourself, as the featured artist, may be included at the front, back or in any area or section of your brochure

Before photographing yourself, you can use non-toxic, cosmetic make-up to create your artist face which may be reflective of the type of art being represented in the brochure.

Your artist face design could, for example, be reflective of any one (1) period of art history or genre which you may have studied last year.

Additional features such as head dress, jewellery, wraps, or even a piece of costume can also be included to enhance what you wish to communicate about yourself and your works of art

Looking at this photograph of one of our local artists from San Fernando, Trinidad and Tobago, which period of art history does her make-up best reflect?

What do you think about the wearable button art piece around her neck?

Why do you think she chose these colours, shapes and lines to paint on her face?

What might the single, green-eyed motif on her cheek represent or symbolise?

Remember,
there are
many
different
ways to fold
your
brochure

Click on the links to learn more

- Once folded, each side or section of the printed piece is called a panel. The names of the folding schemes are not standardized, the list below shows the most common naming convention.
- One fold – 4 panels
 - [Half fold](#)
- Two folds – 6 panels
 - [Tri-fold](#)
 - [Z fold](#)
 - [Gate fold](#)
 - [French fold](#)
- Three folds – 8 panels
 - [Double gate fold](#)
 - [Double parallel fold](#)
 - [Roll fold](#)
 - [Accordion fold](#)

Think carefully about your process when developing your captions for each image



What are **your** art pieces about?

What were the themes you explored and developed last year?

Try to engage in
a level of deep,
reflective and
critical thinking
before
compiling your
artist brochure

**What are some
of the issues or
(world) problems
being highlighted
or addressed
through your
images?**

**For example, does your work speak to
any of these themes or topics:**

*societal ills, family values, patriotism, cultural
(in)tolerance, festivals, food, interpersonal
relationships, technology, medicine, education?*

What is conveyed by your artwork?

*victims of violent crime, poverty, politics, gender
discrimination, violence, cyber bullying, pollution,
teenage pregnancy?*

**Are you interested in sharing ideas and
designs with other people on:**

*environmental concerns, current national, regional,
world (health) issues, recycling, food production,
industry, economic and cultural diversification?*

Can your work help others in any way?

*For example, managing or coping with stress, healing
from an illness, living as an inmate, motivation to study
or learn a new skill?*

- Why must you include *JOURNALised* thoughts in your brochure?

No matter what you are doing in any walk of life - whatever job, whatever engagement, whatever relationship you may be developing, that ability to self-assess and to critically reflect on your artist process is there



Write a Journal Entry when you are finished making the brochure

What was impressive about your artmaking process over the last few months?

What would you have done differently 3 months ago?

List some of the materials you plan to use for your new 2-Dimensional Designs

