Potential Directions Statement

Potential directions are ideas, arising from your trials, that you think you might use in your final artworks. A potential direction might be a decision about your aesthetic qualities, or it might be a particular material (if you have tested several) or a technique you have trialed. It could be one of your images or an idea you have explored. It could be a method of presentation.

You need to select between about 6-10 potential directions. You need to cover ideas, images, aesthetic qualities, materials, techniques.

1. You need to **clearly identify your Potential Directions in your visual diary; number** **and annotate** them to identify and define what they are: (material, idea etc)

You could:

* Use post it notes
* Use tags sticking out of your pages
* Write headings and highlight them
* Label and outline the annotations in a specific colour

1. You need to **create a written and visual statement** that outlines your selection of Potential Directions. The purpose of this statement is to clearly outline to an examiner the selected potential directions with reasons why they have been chosen.

The Potential Directions Statement should be 1-2 typed pages with additional images. (ie photograph the PD from the visual diary page)

It should be a **thoughtful reflection** on your work to date.

It should be **focused and clear.**

It should **enhance and correspond** with your annotations.

**For each PD you need to write a paragraph:**

* Include a photograph
* Identify the ideas, aesthetic qualities, materials techniques and processes that are significant in this PD
* explain how it relates to your exploration proposal, (you can include quotes from your EP)
* evaluate why it is your strongest work to date
* outline how you might use it,
* you MUST use art terminology.

The Potential Directions Statement is due at the end of Unit 3. We will work on the first draft in class on Thursday 19 May, and the final statement is due on **Thursday 26th May, the day after your final folio is due.**

**Criteria 5**

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| --- | --- | --- | --- | --- | --- | --- |
|  | **Not shown** | **1–2 (very low)** | **3–4 (low)** | **5–6 (medium)** | **7–8 (high)** | **9–10 (very high)** |
| **5. Evaluation of exploratory and developmental work throughout the design process** |  | Limited use of art elements in the presentation of a range of potential directions. . | Some use of art elements in the presentation of a range of potential directions. | Satisfactory evidence of the use of art elements in a range of potential directions. | Thoughtful use of art elements in a range of potential directions. | Insightful use of art elements and principles in a range of potential directions. |

**Criteria 6**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Not shown** | **1–2 (very low)** | **3–4 (low)** | **5–6 (medium)** | **7–8 (high)** | **9–10 (very high)** |
| **6. Selection and evaluation of a range of potential directions that will form the basis of artworks in Unit 4** |  | Very limited visual and written evidence of potential directions, which bear little relationship to material on which future artworks will be based.  Little identification and evaluation of potential directions and little connection to the ideas expressed in the exploration proposal.  Limited number of potential directions, visually and/or in writing. Contains very limited connection to the ideas, techniques and/or aesthetics expressed in the exploration proposal. | Limited visual and written material evidence of potential directions that could be used for the production of future artworks.  Some identification and evaluation of potential directions and some connection to the ideas expressed in the exploration proposal.  Potential directions reflect limited investigation, visually and/or in writing, and development of ideas, techniques and/or aesthetics discussed in the exploration proposal. | Selection of a range of potential directions that provide adequate written and visual material on which future artworks will be based.  Potential directions are evaluated and demonstrate effective approaches to the communication of ideas expressed in the exploration proposal.  Potential directions reflect, visually and/or in writing, the investigation and development of ideas, aesthetics and techniques discussed in the exploration proposal. | Thorough selection of a range of potential directions that provide sufficient written and visual material on which future artworks will be based.  Potential directions are evaluated and demonstrate effective and creative approaches in the communication of concepts and ideas expressed in the exploration proposal.  Potential directions clearly reflect, visually and in writing, the investigation, development and refinement of ideas, aesthetics and techniques discussed in the exploration proposal. | Comprehensive selection of a range of potential directions that provide substantial written and visual material on which future artworks will be based.  Potential directions are evaluated and demonstrate effective, creative and innovative approaches in the communication of concepts and ideas expressed in the exploration proposal.  Potential directions comprehensively reflect, visually and in writing, the investigation, development and refinement of ideas, aesthetics and techniques discussed in the exploration proposal. |