

3D Design Creative Brief

This is a unique, historic period of time. As a 3D Artist/Designer, we invite you to take the opportunity to respond creatively, producing a body of work that documents and responds to this moment in history.

The Theme: ISOLATION

Within this theme you will explore the positive and negative connotations. Consider the following list of ideas based on isolation and choose 1 or as many as you connect with to create your project.

| | |
|---------------------------------|------------------------|
| Safe space – to keep out danger | United vs Alone |
| Cocoon vs Armour | Protection vs Exposure |

The Brief:

Research + Visualise + Model + Photograph + Present

Create your own handmade sketchbook in which to develop your ideas. The size and format are up to you.

You can choose one or more idea from the above list to respond to as a starting point for your creativity. Each page may explore a different idea, or document a development, concluding in a final design idea. Using paper, card, or whatever materials you have readily available at home, start to model in 3D to test out parts of your design. You may find the Pinterest boards listed below useful for practical response work. Photograph your test piece(s) and mount into your sketchbook.

The project will help you develop the creative, research and practical skills required for A Level study, in addition to being an outlet for you to express yourselves.

We would like you all, as part of this creative body of work, to create one piece for our Woking College community project. Choose a drawing or photo of your isolation design project to email to eho@woking.ac.uk to be included in the collaborative art piece. If you are on Instagram you can upload images of your work tagging [@wokingcollegeartanddesign](https://www.instagram.com/wokingcollegeartanddesign) we can then feature your work on our page.



3D Design Creative Brief

You may find the following
Pinterest boards useful:

| | |
|------------------|----------------------------|
| Spaces | Click here |
| Flat to form | Click here |
| Slots and joints | Click here |
| Pop up | Click here |
| Pandemic | Click here |

Handmade sketchbooks:

<https://www.pinterest.co.uk/emmahobbs30/handmade-sketchbook/>

<https://www.youtube.com/watch?v=21qi9ZcQVto>

<https://www.youtube.com/watch?v=CffQyRdTDUc>

You may find the following articles interesting to read:

<https://www.dezeen.com/2020/03/25/life-after-coronavirus-impact-homes-design-architecture/>

<https://www.designweek.co.uk/issues/6-12-april-2020/home-office-coronavirus/>

<https://www.theguardian.com/artanddesign/2020/apr/13/smart-lifts-lonely-workers-no-towers-architecture-after-covid-19-coronavirus>

<https://www.designcouncil.org.uk/resources/report/design-perspectives-sustainable-living>

<https://www.designcouncil.org.uk/resources/report/download-our-strategy-2020-24>

<https://www.creativereview.co.uk/ikea-home-videos/>



We really look forward to welcoming you to both college and the department.
If you have any questions then please do get in touch, emailing: sme@woking.ac.uk.
Remember to keep all of your work and bring it with you to enrolment.

