

Activity 2: Development Review (Exemplar material)

Please note that this is a guide on what to include a development review. Content is different to that which you are currently working on

Activity 2: Project Development Review

Effective Response

Development review

Write in the spaces provided. The spaces can be expanded for further writing.

Part 1: Describe your ideas for the final response

(30 minutes
approximately)

Focusing on the theme of deforestation I plan to create a textile outcome which draws inspiration from trees and forests. My aim is to use recycled materials and or materials I already have available, so I do not consume, therefore not purchasing anything additional. This may affect and limit my colour choices and the feel of the work but I feel it is better to utilise what I have rather than purchasing new.

I plan to firstly create a physical hand crafted piece of textiles using traditional methods of felmaking and decorative stitching. The second planned phase is to turn this hand crafted piece into a digital print. I then hope to use that digital print onto a number of merchandise for the company 'All We Have' to demonstrate for the client how the print could be used across its marketing materials.

If time allows my final stage is to explore adding text over the top of my digital textile. However my plans are rather ambitious and I may not reach this stage in the time constraints.

Part 2: How have your ideas been supported by research and exploration?

(30 minutes
approximately)

The development of my ideas was initiated by research into sustainability. I considered our increasing usage of the worlds natural resources and the devastating effect this is having of the planet. I researched companies who highlight these issues to see what sort of products and merchandise they did and begun to focus on Oxfam and its range of products.

In the news recently there has been articles about the loss of the rainforest converting it to farmland. This theme interested me as I have always found the colours, shapes and textures of forests and trees very inspiring. From this idea I created some expressive mark- making work and explored similar shapes and patterns into a variety of materials, techniques and processes. I have only used existing resources and not purchased anything new, some of my resources have included plastic bags to create samples exploring shape and texture.

**Part 3: How will your final response meet the needs of the client?
(30 minutes
approximately)**

My final response will meet the needs of the client brief by:

- Theme = Deforestation and the loss of 'the plants lungs' means that I will be highlighting the need to reduce the consumption of the worlds natural resources.
- Audience = 14-18 year olds have been considered in the colour considerations.
- Product = I plan to demonstrate how my textiles design could be used across a range of products, However the main focus will be responding to option 3 on the client brief ' a textiles to be used for clothing or upholstery.'
- Imagery = Abstracted and without any language the imagery will be appropriate and not cause offence.
- Present a positive and optimistic image = Through use of cheerful colours and aesthetic patterns I will achieve this. If time allows I plan to explore some text and fonts layered over my textiles.