

GCSE Art & Design: Resource Sheet 4

A04 - Personal presentation: *Present a personal and meaningful response that realises intentions and demonstrates understanding of visual language.*

Helpful definitions:

Personal refers to the character, conduct, motives of an individual.

Present can be the way something is set out or presented.

Meaningful can mean expressive, having a purpose, worthwhile.

Visual language is a means of communicating using visual elements such as line, shape, tone, colour and texture. It includes media, materials, tools, processes and technology, as well as other methods of communication, such as tactile and sensory.

What's the purpose of this AO?

The purpose of the AO is that, in presenting your work, you can clearly explain your intentions and the ways in which they are realised. Presentation skills are used across a range of subjects and are not exclusive to art and design. They are frequently employed in higher education and in the workplace and so can prepare you for the next stage of your career.

What is involved in personal presentation?

You need to show that you can:

- communicate using appropriate elements of visual language
- produce work that is personal, informed and has meaning
- explain and realise your intentions
- make connections between the different parts of your work
- present your work in an easy-to-follow order
- select a suitable format for presenting your work so that it adds interest.

What is a good way of showing abilities of personal presentation?

Show clearly that you understand the different elements of visual language and can use them appropriately in your work.

As far as possible, choose to produce work that is truly personal, is well informed by relevant research and has meaning for you and anyone who engages with it.

Make obvious the connections between the different parts of your work and connections with the work of others.

Devise a form of presentation that ideally links with both the subject matter and purpose of the work, making it attractive to an audience.

Place as much emphasis on presenting evidence of creative processes; the *workings out*, as on the products - the *finished pieces*.

What must you consider to achieve your best in this AO?

There are two considerations you must make. The first, and most important, is that the work should be uniquely personal to you and that you *have something important* to say about what you have chosen to research. The creative path you follow, as well as your final outcomes, should show deep interest in, and impressive commitment to, your study. Secondly, you must show judgement in selecting only the most significant parts of your unit and consider the very best ways of bringing these together to present your work in a format that adds to its meaning and creates the strongest impact.