

	UAL Level 2 Art and Design
Summer Project	Text and image
<p>Project Brief: Text and Image</p> <p>This exciting and practical summer project invites you to creatively explore the relationship between text and image through photography, drawing, and artist research. The aim is to develop your observational and artistic skills while finding innovative ways to visually represent the theme. This project is designed to inspire curiosity and creativity, encouraging you to experiment with a variety of media, techniques, and ideas.</p> <p>PART 1: Mind Map</p> <p>Task: Create a visually dynamic mind map based on the theme Text and Image.</p> <p>Prompt Questions to Consider:</p> <p>What does “text” mean to you? Think about letters, words, symbols, or typography.</p> <p>How does “image” relate to text? Can they enhance one another?</p> <p>Where do you see text and image together in the world around you (e.g., posters, advertisements, graffiti, book covers)?</p> <p>Goal: Use your mind map to brainstorm potential ideas and areas to explore in the project. Add colour, texture, and imagery to make it as creative and inspiring as possible.</p> <p>PART 2: Exploring Text and Image Through Photography – Letter Hunt</p> <p>Task: Over the summer, create a photographic alphabet by finding or creating letters in your environment.</p> <p>Letter Hunt:</p> <p>Search for letter shapes in your surroundings (e.g., a tree branch might resemble the letter “Y,” or a window frame might form an “H”).</p> <p>Take carefully cropped photos to highlight the letter shapes you discover.</p> <p>Create Your Own Letters:</p> <p>Experiment with objects to construct letters (e.g., arrange coffee beans into the letter “B,” or use whipped cream to “draw” the letter “W” on a plate).</p> <p>Experiment with Tone and Contrast:</p> <p>Explore colour vs. black-and-white photography. Reflect on how tone, contrast, and lighting impact the mood and clarity of your photos.</p> <p>Outcome: A full photographic alphabet that reflects your creativity and attention to detail.</p> <p>PART 3: Daily Drawings on Post-It Notes</p> <p>Task: Create a small drawing every day on square Post-It Notes, inspired by the theme Text and Image.</p> <p>Step-by-Step Instructions:</p> <p>Gather Materials:</p> <p>Post-It Notes and a variety of drawing tools (e.g., felt tips, biro, charcoal, collage materials, paint, coloured pencils, oil pastels, ink).</p> <p>Experiment with Media:</p> <p>Use the Bingo Sheet provided to try different techniques and combinations of materials (e.g., layering, blending, line work, or text incorporation).</p> <p>Reflect:</p> <p>Add brief notes about your work. Ask yourself:</p> <p>Was the work successful?</p> <p>Did it go to plan?</p> <p>What did you enjoy?</p> <p>What could you improve?</p> <p>Develop Themes:</p> <p>Consider how text and image interact in your drawings. For example:</p> <p>Use handwritten text to describe the object you’re drawing.</p>	

Draw objects that resemble letters.

Combine text and symbols to tell a story.

Goal: By the end of the summer, you will have a collection of varied and experimental drawings reflecting the theme.

PART 4: Artist Research

Task: Research artists or designers who explore the relationship between text and image in their work. You can look at artists on the list below or find your own.

Artists you could look at:

- Barbara Kruger
- Jenny Holzer
- David Carson
- Basquiat (Jean-Michel Basquiat)
- Lakwena Maciver
- Jacques Villegle
- Shirin Neshat
- Ed Rushca
- Mel Bochner

Illustrators or Typographers: Explore contemporary designers or street artists who use text creatively.

Presentation of research:

Choose 1–2 artists to study in depth. Create a visual page or digital document that includes:

Examples of their work (images).

A short summary of their style and themes.

How their work relates to text and image.

How they inspire your project.

Goal: To deepen your understanding of how professionals use text and image in creative ways, and apply this inspiration to your own work.

PART 5: Reflection and Evaluation

Task: At the end of the project, take time to reflect on your creative process and outcomes. Use the evaluation sheet provided to answer questions like:

What did you learn about the theme Text and Image?

Which part of the project did you enjoy the most? Why?

Were there any challenges, and how did you overcome them?

How did the artist research influence your work?

What new skills or techniques did you develop?

Goal: To develop self-awareness about your creative growth and identify areas for future improvement.

Outcome

By the end of the summer, you will have a diverse and creative collection of work based on the theme Text and Image. Your project will include:

1. A visually exciting Mind Map.
2. A Photographic Alphabet showcasing your exploration of text and image.
3. A collection of Daily Post-It Note Drawings, experimenting with various materials and techniques.
4. Artist Research that connects your work to professional practices.
5. A thoughtful Reflection on your learning process.

This project will inspire curiosity, encourage experimentation, and equip you with new skills that can be built upon in future creative work. Have fun and be bold in your exploration of Text and Image!

ART MATERIAL BINGO

Use each material at least once

Pencil Drawings	Pen Drawings	Watercolour
Oil pastels	Charcoal	Acrylic Paint
Ink	Shading	Cross Hatching
Collage	Draw using only dots	Frottage (rubbing of a textured surface e.g tree bark)

Self-Evaluation: Text and image

Take some time to reflect on your work and creative process for the "text and image" project. Use the questions below to evaluate your progress, the skills you've developed, and the outcomes you've achieved. Be honest and thoughtful in your responses, as this will help you understand your strengths and areas for growth. Either type your answers or write your answers on this sheet or separate.

1. Concept and Theme

How did you interpret the theme?

(e.g., What subject did you choose and why? How does it represent the passing of time?)

Answer:

Do you feel your work successfully communicates the passing of time? Why or why not?

Answer:

2. Photography

Did you find a range of different letters varied in style, shape, colour, texture?

Answer:

What do you think worked well in your photographs?

(e.g., composition, lighting, subject choice)

Answer:

What could you improve if you were to repeat this part of the project?
(e.g., more frequent photos, different range of letters, experimenting with angles or lighting)

Answer:

3. Drawing and Media

How did you approach your daily drawings?
(e.g., Did you plan your subjects or choose them spontaneously?)

Answer:

Which drawing techniques or materials did you enjoy using the most? Why?

Answer:

Which techniques or materials did you find challenging? How did you overcome these challenges?

Answer:

How well do your drawings relate to text and image as a theme?
(e.g., did you notice any patterns, themes, or connections in your drawings?)

Answer:

4. Creativity and Experimentation

How did you experiment with different media and approaches during this project?
(e.g., Did you try new techniques, mix materials, or explore different styles?)

Answer:

What risks did you take creatively, and how did they impact your work?

Answer:

5. Time Management and Consistency

How well did you manage your time during this project?
(e.g., Did you stick to the daily drawing and photography tasks?)

Answer:

Were there any challenges in staying consistent, and how did you address them?

Answer:

6. Final Outcomes

Looking at your collection of photographs and drawings, what are you most proud of?

Answer:

Do you feel your final work reflects your original intentions for the project? Why or why not?

Answer:

If you had more time, what would you do differently or explore further?

Answer:

Next Steps: Based on your self-evaluation, identify three goals or areas you’d like to focus on in your next project:

Goal 1:

Goal 2:

Goal 3: