



THE BARE BONES

- Develop your work by making judgements about it as you go along.
- Developing your work and ideas is a skill that should be practised until it becomes second nature to you.

STUDY HINT

Write down an idea in note form in your work journal. Ask three friends to add something they think might improve it. See if you agree with their three additional ideas, and if you don't, why not?

Development is not just repetition

In GCSE art and design terms, to develop something means to change it for the better. This could be by **adding** things – such as details or shading to a drawing – or by **taking away** surplus things – such as fussy flourishes on lettering that make it difficult to read.

- It is important to improve the original piece of work by your thoughts and actions.
- This may be easy enough to grasp when it's applied to something real – a painting or a design for a poster – but it can be hard to develop ideas.

If 'developing' is about 'improving', then it relies on your ability to decide what is good and what is not. You want to keep the good bits – and even make them better! – and do something to change the rest as well.

If you do something twice, the second time will show a big improvement on the first if you have thought through how it can be developed.

A third, fourth or even fifth version, developing as you go, is not just repeating what has gone before, it is a process of 'development'.

Different ways of developing your work and ideas

Different people work best in different ways. You must decide for yourself the best way for you to work. Here are some examples:

Cyclical development

A common way to develop ideas is in a '**cyclical**' or '**spiral**' fashion. This is when you work through an idea until you reach the stage where it fizzles out. You then go back a step or two, and pick up the idea again, but this time take it off in a different direction. If that one dries up too, you go back again, and so on.

Creative thinking

Creative thinking is where you take two unrelated ideas and put them together to create one new one. For example, you could merge the ideas of 'insect bodies' and 'human form' and develop the idea of body armour for an ice hockey player based on the colours, shape and textures of beetles.

Using more difficult media

Try out and experiment with **more difficult** techniques and materials.

- In most areas of art, craft and design there are tools, materials and techniques that need more practice to master, but which give much better results in the long run.
- For example, in textiles, you might make a simple pattern on a fabric by stippling fabric paints through a stencil, but you could develop a more complex repeating pattern using a screenprinting process.

The problem with 'inspiration'

A common misconception about art, craft and design is that creative people have to be 'inspired'. Some people call it the '**feel-like factor**': 'I can't work today, I don't feel like it'. It is probably true that you work better when you do feel like it, but no one can afford the luxury of waiting around until they feel like working!

In order for any self-respecting artist, crafts worker or designer to survive and make a living, they have to be as dedicated, hard-working and disciplined as any other person in any other profession. It is the same for GCSE students!

Whatever approach you take, thinking is best done whilst 'doing'. 'Doing' also helps you to think things out. Work out ideas on the pages of your work journal in words and pictures.

STUDY HINT



Supporting studies are not just preparatory studies

It is very important to develop your work and ideas during the **preparation period** for the ESA.

- You will need to be disciplined and determined because there is no time to waste between getting the paper and completing the final piece.
- Use all your **preparatory work** to help you to create your final piece under exam conditions.

STUDY HINT

Take all your preparatory work into the exam room. Lay it out so that you have lots of visual clues to remind you how to do your final piece.



'If you know exactly what you're going to do, what's the good in doing it?'
Pablo Picasso