TASK 03

MAIN PROPOSAL / CONCEPT

Deadline 16.03

What is a concept?

*A concept is the main idea behind the piece, it is the motor or the main guide that will generate the object. This concept can be generated from an abstract idea, a metaphor, a geometrical shape by itself, a statement... these ideas will lead and finish into pieces. In this case, it can be approached from mathematical, structural, or aesthetic aspects.*

This is the most important task; it is the one that will define the direction of your artwork (however you define it). You will have to choose one of the preliminary concepts from Task 02 and develop it. According to the feedback in your presentation 01, your own criteria, and your discussion as a team, you will have to choose one option and start refining, tuning, and developing it; Start analyzing the pros and cons of that proposal; what you can (take) or add or take out? This is the right time that big changes in your idea can be made; what can be modified? That will turn into an expressive and beautiful piece.

MATERIAL TO PRESENT

You will have to do a PowerPoint presentation (10 min) with the following content:

01.-Title of your concept (art piece)

02.-Development of your concept that includes the following:

* Statement

What is the idea or the story behind your concept? How did you come up with this idea? How was it approached (in a mathematical, structural, or in aesthetic way.)? How does the concept relate to the exhibition and the topics of the course? Use words, sketches, diagrams, drawings, and images/videos to express and explain your concept.

* Implementation

How is it translated into something tangible, a physical expression? How is it expressed in the exhibition (use diagrams and drawings)? How will your abstract statement turn into a physical installation or object? Use diagrams and sketches/prototypes etc. as a help.

* Prototyping (sketch models)

Model in any scale as long there is a human scale in the model.

* Drawings

2D (elevations (means, the front or side view of your piece) with human scale) and 3D drawings (perspectives) drawings. These can be made by hand as well (please include general measurements).

* Materiality

Samples of the possible materials to use. *Please Note: avoid additional colors, just the natural color of materials.*

03.- Challenges and conclusions (some thoughts from you) in one slide. Share your concerns and feedback of your own work. An important challenge to consider when you design the piece, is that you have to do the set up in 1 to 2 days, so it is one further guideline for your design (how will this affect or modify your idea). How to transport it? How it can be done?

Tips for your presentation:

* No matter what you present do it in a clear way.
* Practice your presentation at least one time.
* Do a storyboard of your presentation before starting to work. (in that way you will know what you have to produce and you don’t produce extra or less than the expected)
* Start from the general to the particular.
* Agree, talk and communicate in your team.

*Advice. Work as a tree structure. The design, your concept, display solutions, light criteria (what kind of atmosphere you want to create) drawings etc. Work in parallel, multitask.*

*Good Luck*

*Crystal flowers teaching team*