

**HEREFORD COLLEGE OF ARTS**

<b>Name:</b>	
<b>COURSE TITLE :</b>	<b>BA(Hons) Illustration</b>
<b>BRIEF SHEET:</b>	<b>1 of</b>
<b>Project title</b>	<b>Creativity Book for Children to Encourage Creative Confidence</b>
<b>Module title</b>	<b>Major Project</b>
<b>Module code</b>	<b>ILL7</b>
<b>Duration of project:</b>	<b>13 weeks</b>
<b>Deadline:</b>	<b>Tuesday 23rd May 12.30pm</b>

**Rationale**

This assignment will develop previous research and investigations into children's creativity books, providing an opportunity to gain a solid footing in Educational Resources whilst retaining the element of creativity. It will apply strategies for generating and recording research and developing ideas which will springboard to combine into a unique piece of work fundamental to my core principles of engaging children in creative activities to develop their confidence.

**Project Brief**

Using visual communication theory and primary education theory to design and make a book/sampler with an interactive element to it aimed at 7-10 year olds as a tool to aid their creative progress.

**Aims**

1. Establish links with illustration, with children's workshop activities and their educational needs. Engaging in sustained research to define content and context.
2. Deploy a range of strategies for recording, archiving and communicating research findings to ensure they are available for future reference.
3. Establish best practice relating to personal creative process and apply that to elements of the outcome in terms of choices relating to aesthetic for the intended audience as well as educational requirements.
4. To exhibit interactive activity at degree show.
5. To review main argument in dissertation to explore techniques to improve creative confidence in children including empathy, collaboration, participation, serendipity an culture

**Learning Outcomes**

1. Be able to link illustration with functional educational needs to give a richer experience for the recipient
2. Refine developing skills in printing methods
3. Expand creative activities to help explain things in a different way

**Assessment criteria**

1. The extent to which creative choices in terms of aesthetics and function have affected decision making
2. How well the book is received by children
3. How well the book and accessories are received at shows

**Reading/research/references**

**De Bono**

**Alan Fletcher  
Marion Deuchars  
John Matthews  
Sara Fanelli**

**Plus many, many more no doubt.**