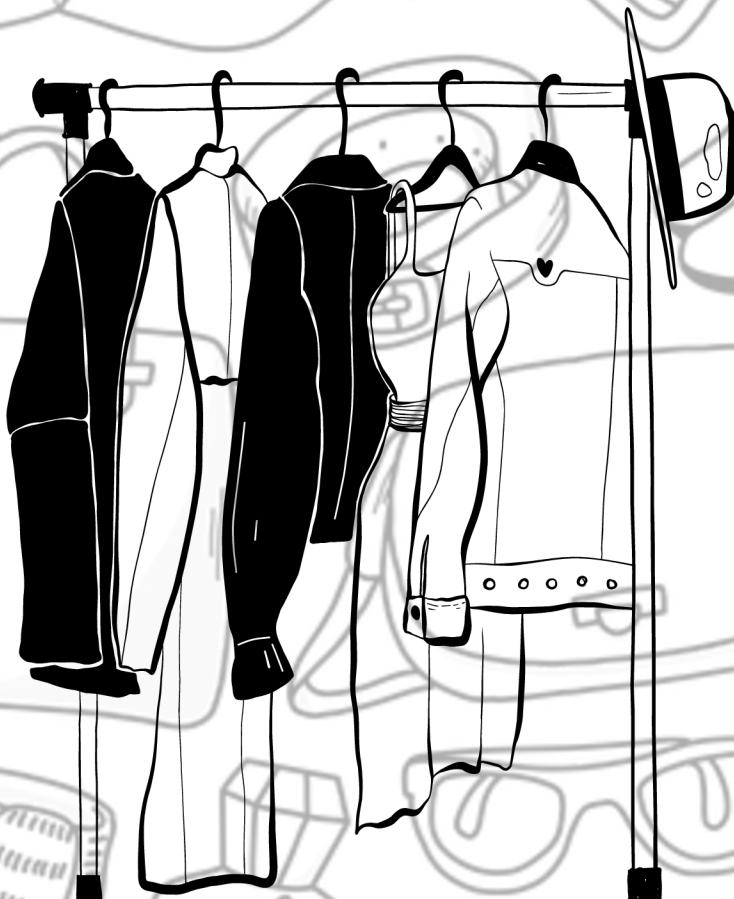


# **Year 11/12 VAP**

## **“Concept to Client”**



Name: \_\_\_\_\_

# Concept to Client Syllabus

In this unit, you will work with a client (a person, group, or organisation) to design and make an artwork that meets their needs. This means you will:

- talk with your client to understand what they want,
- create design ideas and test them with the client,
- manage your time and resources to make sure the project is finished on time,
- and create a final artwork that matches the client's expectations.

You will also look at how other artists and makers (artisans) have responded to design briefs and learn how to use visual language (elements and principles of design), media, and skills in new ways.

You will make prototypes (trial artworks) to show your client, gather feedback, and then improve your work based on their responses.

This process will help you develop your own style while still meeting your client's needs

# Concept to Client Syllabus

Your artwork could be made for different contexts, such as:

- School-based: murals, props, sets, or wearable art for school events.
- Community-based: posters for local events, public artworks, or market stalls.
- Online/digital: video works, graphic design, or art for websites and blogs.

The purpose of your artwork will be set by the client. It could be to:

- decorate or promote something (e.g., t-shirts for an event),
- highlight or educate (e.g., posters or books),
- entertain (e.g., props for a musical), or
- generate income (e.g., jewellery, ceramics, or textiles to sell).

By the end of this unit, you will be able to:

1. Use different media, technologies, and skills.
2. Plan commissioned artworks that meet a client brief.
3. Communicate ideas that meet client needs.
4. Evaluate proposals and artworks to show how they meet the client's expectations.

# Concept to Client Syllabus

Let's Consolidate what you are being asked to do this Unit:

## Right There (answers directly in the text):

1. What is a “client” in this unit?

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---

---

2. Name three contexts where student artworks could be presented.

---

---

---

## Think and Search (answers come from across the text):

4. How do students make sure their artworks meet client needs before the final product is completed?

---

5. What kinds of purposes might a client set for an artwork?

---

6. Why do students need to research the client or brand before starting their artwork?

# Concept to Client Syllabus

Let's Consolidate what you are being asked to do this Unit:

## **Author and You (students connect text + their thinking):**

7. Why do you think working with a real client might be more challenging than working only for yourself?

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8. How could feedback from a client change your design ideas?

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## **On My Own (answers rely on personal ideas, not in the text):**

9. Do you think it's important for an artist to balance their own style with what the client wants? Explain your answer.

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# Formal Context

This context analyses the physical and structural elements of an artwork, such as composition, materials, and techniques.

The formal context informs the analysis and interpretation of formal visual art elements and principles, the application of art materials, techniques, technologies and processes, the stylistic qualities relative to historical periods or iconology seen in artworks, and how these contribute to engagement, communication and meaning.

1. According to the text, what physical and structural elements are analysed in the formal context of an artwork?

---

2. How do formal elements such as composition, materials, and techniques work together to influence how an audience engages with an artwork?

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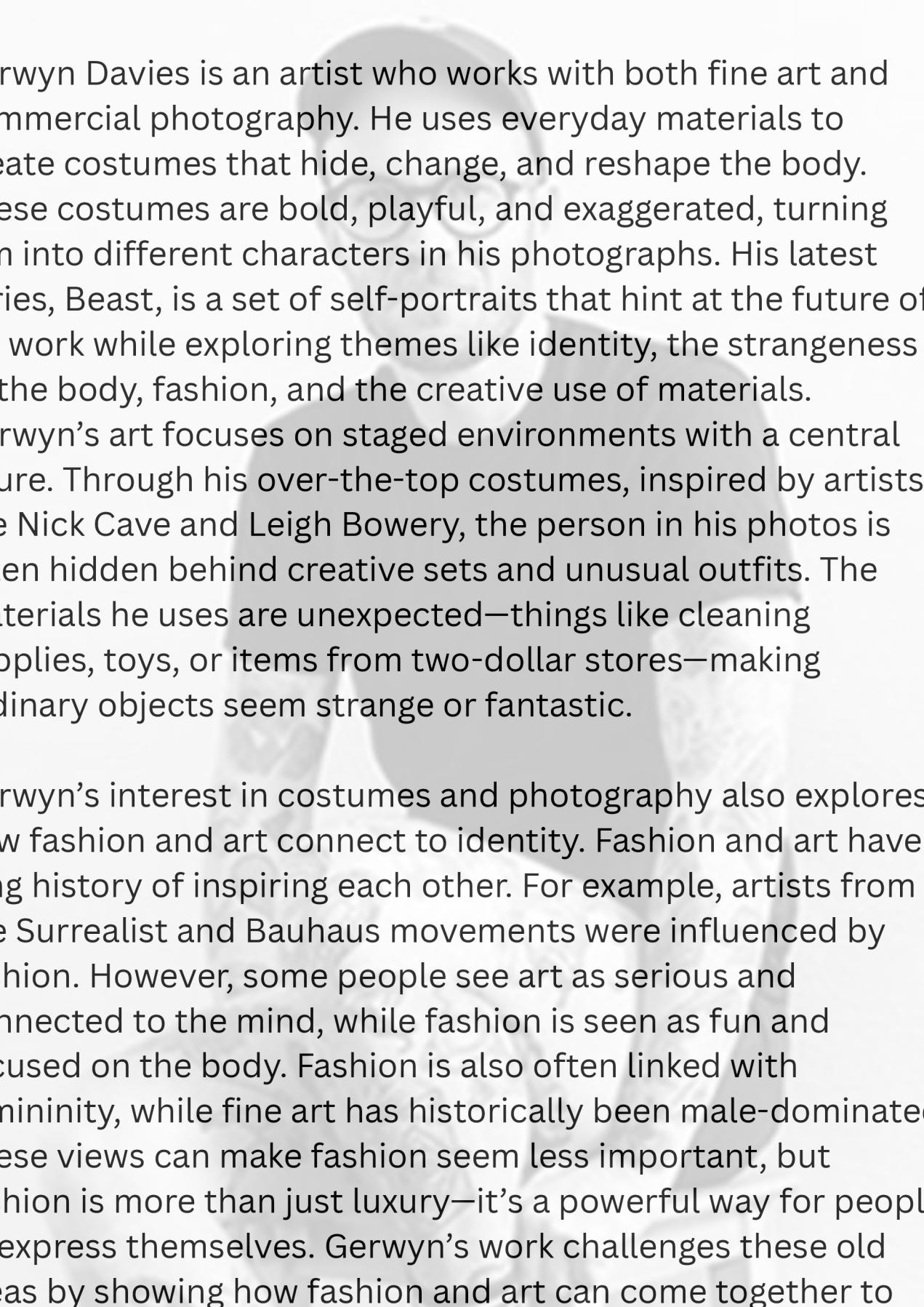
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3. Why do you think it is important to understand an artwork's formal qualities when interpreting its meaning or purpose?

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# Artist Case Study: Gerwyn Davies



Gerwyn Davies is an artist who works with both fine art and commercial photography. He uses everyday materials to create costumes that hide, change, and reshape the body. These costumes are bold, playful, and exaggerated, turning him into different characters in his photographs. His latest series, Beast, is a set of self-portraits that hint at the future of his work while exploring themes like identity, the strangeness of the body, fashion, and the creative use of materials.

Gerwyn's art focuses on staged environments with a central figure. Through his over-the-top costumes, inspired by artists like Nick Cave and Leigh Bowery, the person in his photos is often hidden behind creative sets and unusual outfits. The materials he uses are unexpected—things like cleaning supplies, toys, or items from two-dollar stores—making ordinary objects seem strange or fantastic.

Gerwyn's interest in costumes and photography also explores how fashion and art connect to identity. Fashion and art have a long history of inspiring each other. For example, artists from the Surrealist and Bauhaus movements were influenced by fashion. However, some people see art as serious and connected to the mind, while fashion is seen as fun and focused on the body. Fashion is also often linked with femininity, while fine art has historically been male-dominated. These views can make fashion seem less important, but fashion is more than just luxury—it's a powerful way for people to express themselves. Gerwyn's work challenges these old ideas by showing how fashion and art can come together to create something exciting and unique.

1.Right There: What does Gerwyn Davies use to create his costumes? \_\_\_\_\_

2.Think and Search: What themes does Gerwyn explore in his Beast series?

---

3.Author and You: Why do you think Gerwyn's art focuses on making ordinary materials seem strange or fantastic?

---

4.On My Own: How do costumes or clothes you wear make you feel about yourself?

---

5.Right There: Name two artists who inspire Gerwyn's over-the-top costume style.

---

6.Think and Search: How does Gerwyn's work challenge traditional ideas about fashion and art?

---

7.Author and You: Why might people think fashion is less serious than art?

---

8.On My Own: Do you think fashion is a good way to express identity? Why or why not?

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9.Right There: What are some materials Gerwyn uses that are not typical for costume design?

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10.Think and Search: How does Gerwyn's work highlight the connection between fashion and identity?

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# Mood Boards

What are they?



# Mood Boards

Create a Collage Mood Board that represents YOU!



# Sewing Techniques

Glue your Sewing Swatch here



# Weaving Techniques

Glue your weaving examples here

# Prototypes

**What is a prototype?**

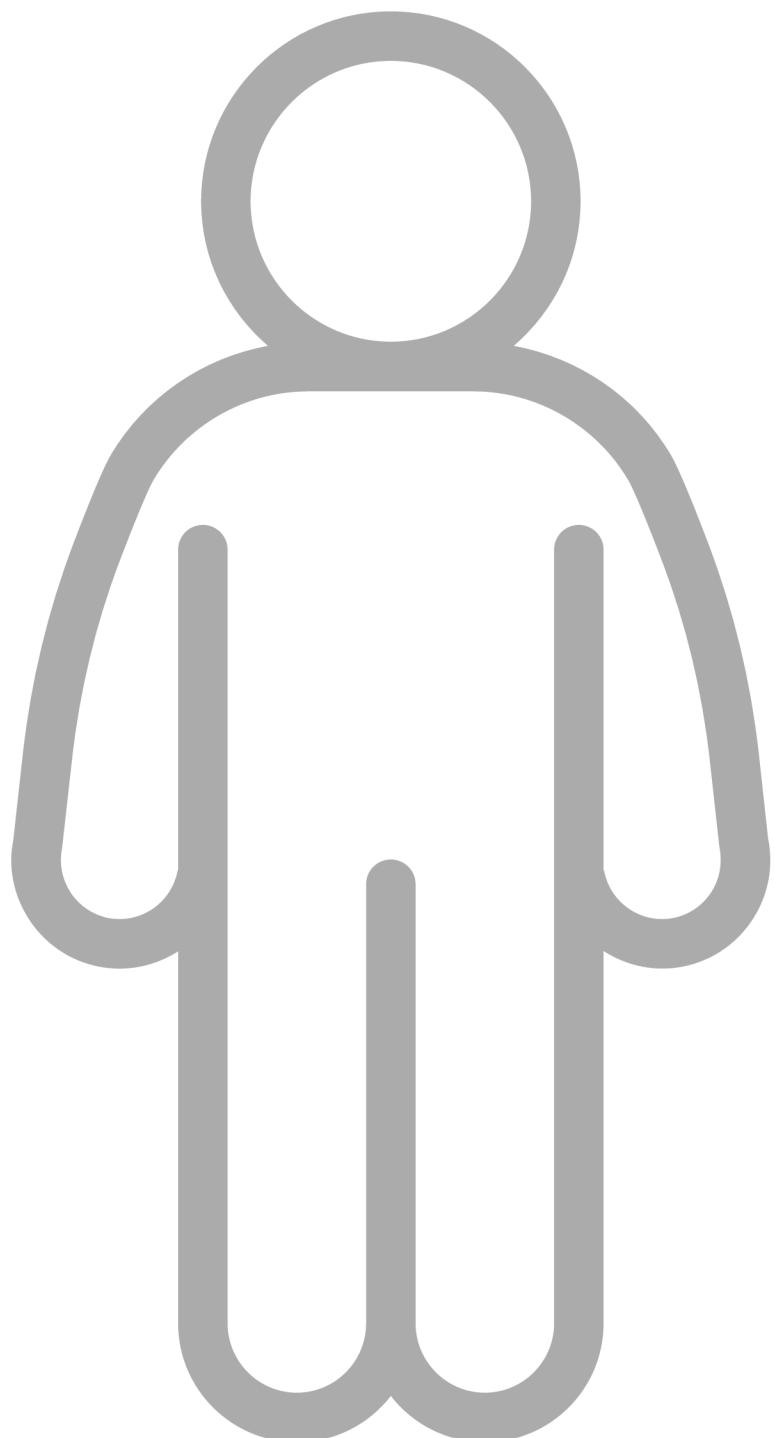


**How will we use prototypes  
for this Unit?**



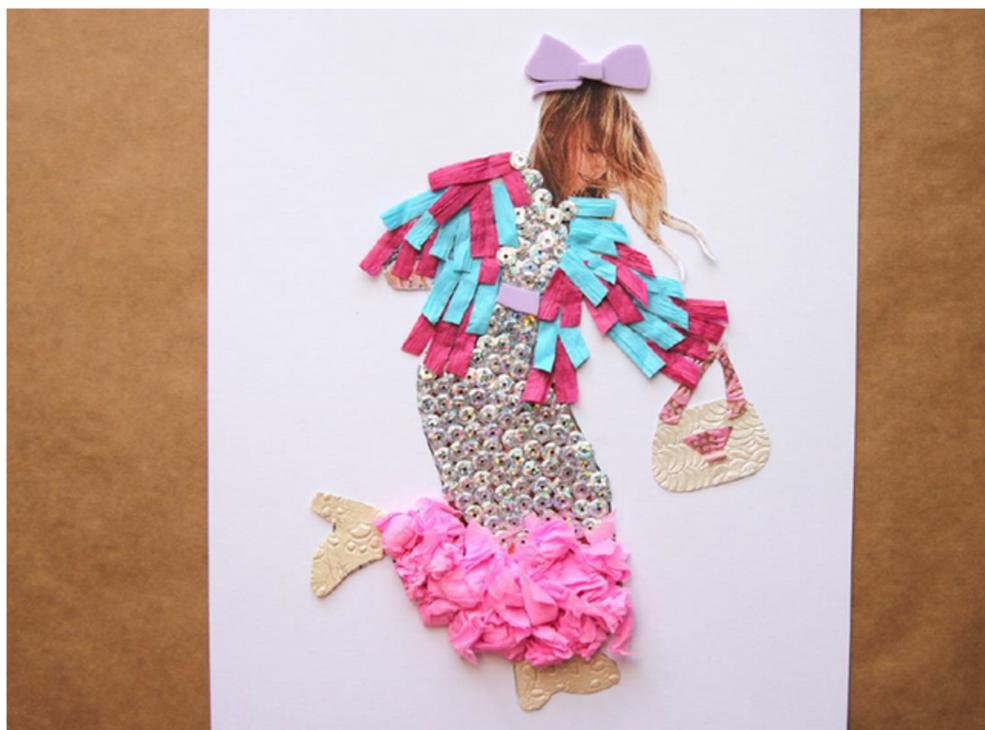
# Prototype #1

Draw an outfit using coloured pens, pencils etc.



# Prototype #2

Collage an outfit using mixed media techniques  
Following the PowerPoint Lesson



# Meet your Client!



## CLIENT PROFILE VIBE THREADS STUDIO

*Where Pop Culture Meets  
Wearable Art*

**Client:** Nova “Jax” Li-Rivera

Founder & Creative Director | Vibe Threads Studio

**TikTok Reach: 7.3 million teen followers**



### ABOUT ME (Client Narrative)

Hey designers! I’m Nova “Jax” Li-Rivera, the creator behind Vibe Threads Studio, one of TikTok’s biggest fashion transformation accounts. My platform is known for bold redesigns, “DIY to runway” reveals, and high-energy pop culture-inspired wearable art challenges.

I blend the style worlds of streetwear, K-pop fashion, gamer aesthetics, Y2K revival, cosplay influences, and hyper-saturated Pop Art visuals. My videos reach millions of teens who love seeing everyday clothing glow-up into iconic outfits.

I’ve collaborated with stylists, indie designers, makeup artists, and digital creators from all over the world—and now, I’m looking for fresh talent

# Client Brief

## THE COLLABORATION – WHAT I NEED FROM YOU

Vibe Threads Studio is creating a new TikTok series, ***“The Ultimate Glow-Up: Wearable Art Edition.”*** I’m recruiting YOU as our next emerging designers.

Your job is to turn a basic clothing item into a bold, pop-culture-inspired wearable artwork.

**Here’s what I need:**

### 1. Transform a Basic Clothing Item

You will receive one outfit set: a plain shirt, skirt or trackpants, and canvas shoes.

Your task is to:

- Make the original item unrecognisable
- Add embellishments, accessories, and surface decoration
- Ensure the final outfit is wearable and secure

### 2. Show a Clear Pop Culture Influence

Your design must connect to modern pop culture, such as:

- K-Pop fashion
- Barbiecore / Y2K
- Anime or gaming aesthetics
- E-girl/E-boy / streetwear styles
- Major film & TV trends (Wednesday, Marvel, Stranger Things)

Your influence should guide your colours, patterns, textures, materials, symbols, and overall vibe.

### 3. Create a GRWM (Get Ready With Me) Video

Your final deliverable must include a short TikTok-style GRWM showing:

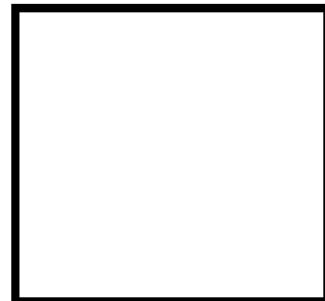
- Putting on your final outfit
- Hair styling that suits your theme
- Makeup that enhances the look
- Quick transitions or before/after moments
- Close-up shots of your best details

This is about styling, creativity, and confidence.

# Your Company

Company Logo

Company Name



About your Company



What makes your Company a  
perfect fit for the Client?



# C1: Concept Design

This will get teacher feedback (your draft)

# C1: Design Proposal Scaffold:

## Introduction:

Dear (Client Name)....

Introduce yourself and tell the client about you and your company.

## Body:

- Introduce your Concept Drawing. Explain what the outfit is, and how you will transform it.
- Talk about each individual piece.
- Tell the client how you have followed their requests.
- Explain your GRWM Tik Tok video plan.
- Be persuasive! You are selling a product!

## Conclusion

Tell the client why YOUR design should be on their Tik Tok Account.

**Remember you need to hit 600-words**

# C1: Design Proposal

Minimum 600-words  
Addressed to your client.

# Design Proposal

Minimum 600-words  
Addressed to your client.

# Design Proposal

Minimum 600-words  
Addressed to your client.

# Design Proposal

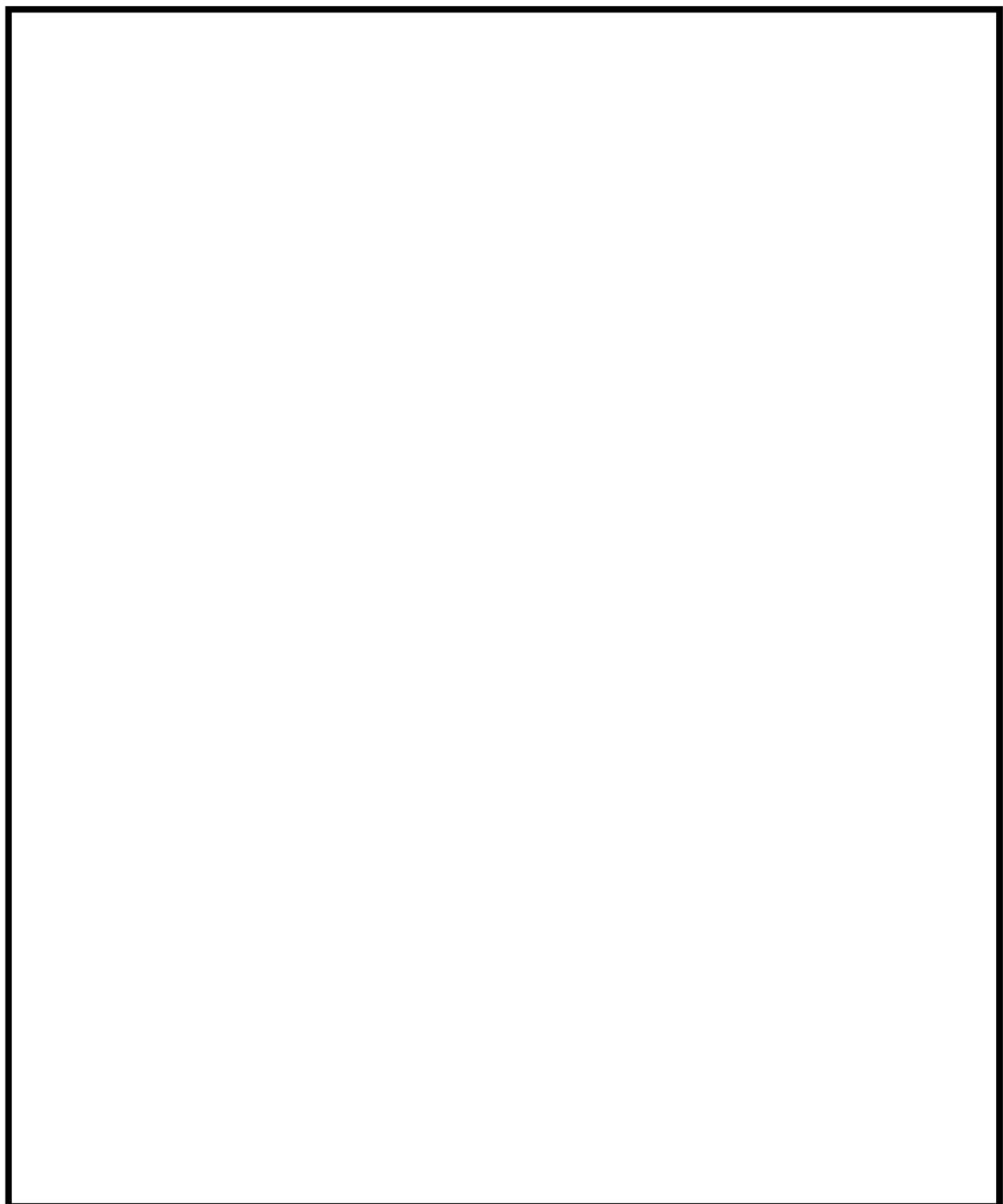
Minimum 600-words  
Addressed to your client.

# Design Proposal

Minimum 600-words  
Addressed to your client.

# Prototype #3

Design based off the Client Brief & Client Feedback



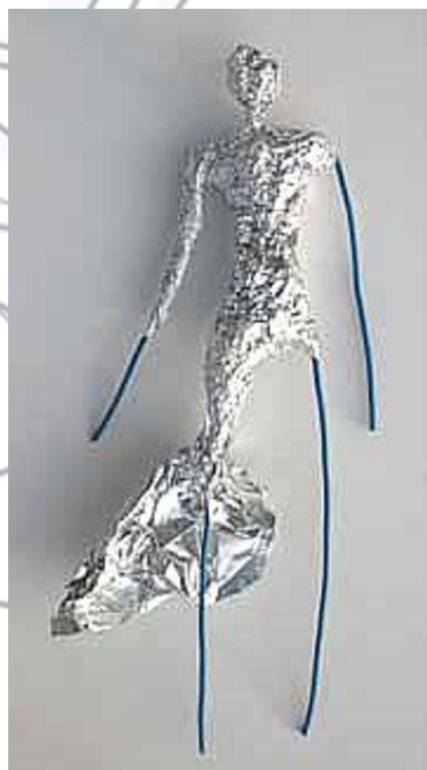
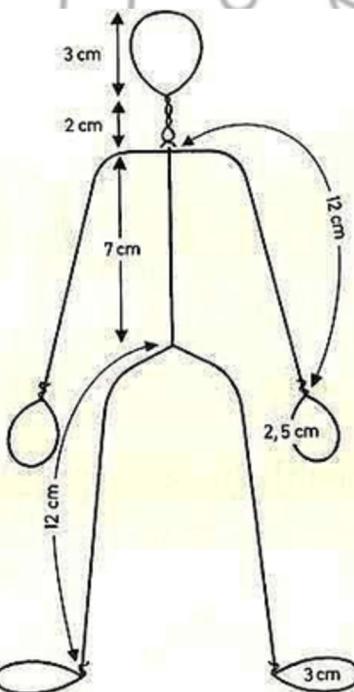
# C2: Bringing your Design to life!

You will now create a mini doll and outfit based on your final C1: Client Brief  
Prototype #3

You have TWO options for making your model for your outfit design

- #1: 3D Model, 3D outfit (requires sewing)
- #2: 2D Model, 2D model outfit



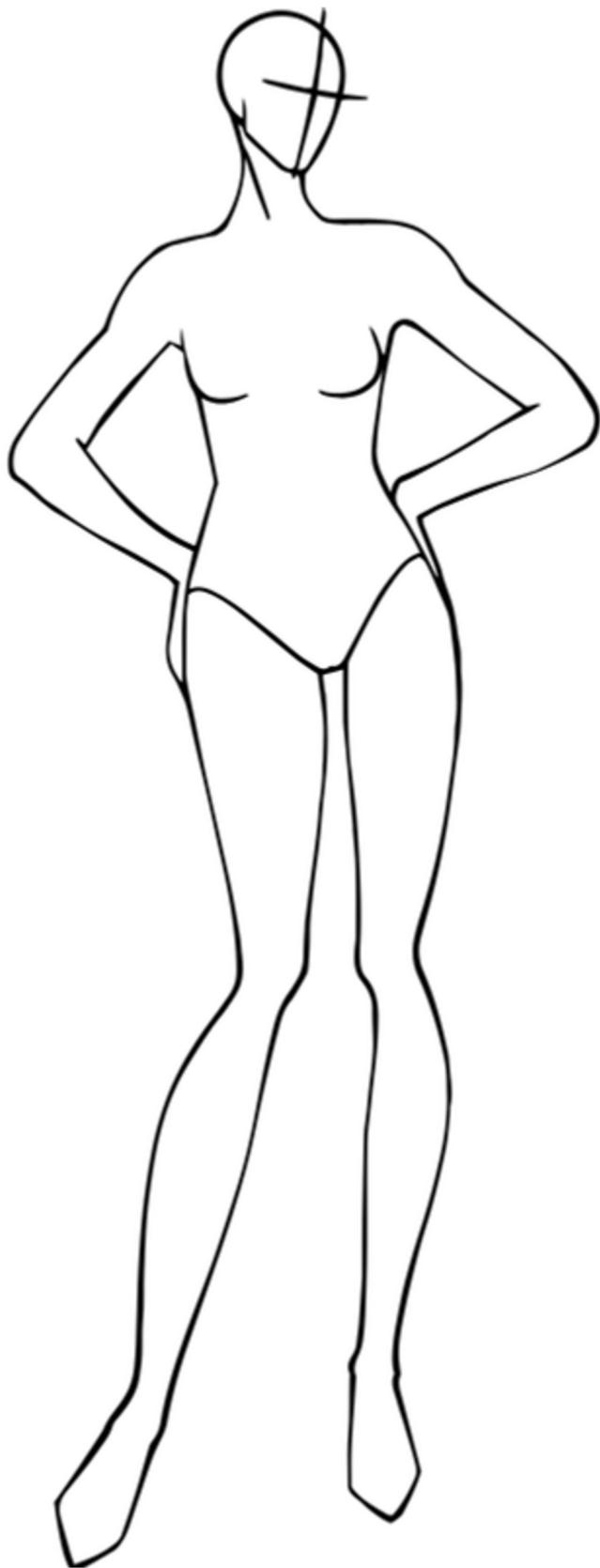


# 3D Model: Use Wire, Foil and Tape

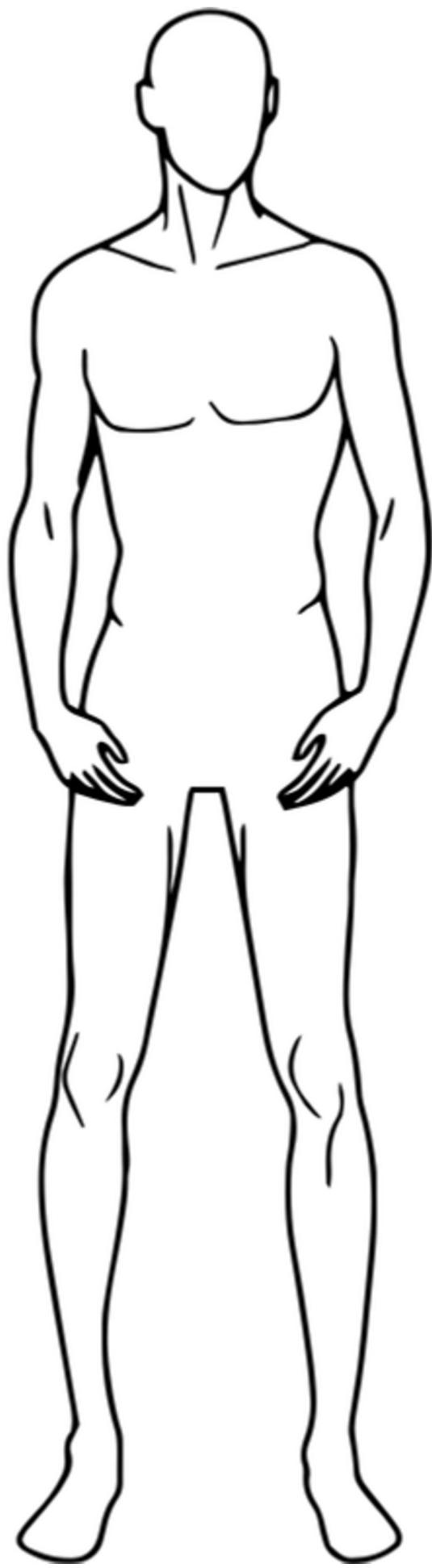


**2D Model:**  
**Use the template or draw your own.**

**Female Template**



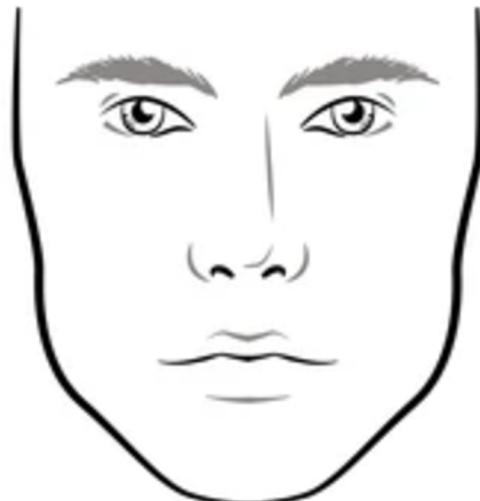
# Male Template





# Hair and Make-up

How is their hair styled/coloured?  
What make-up is needed to make this design pop out?

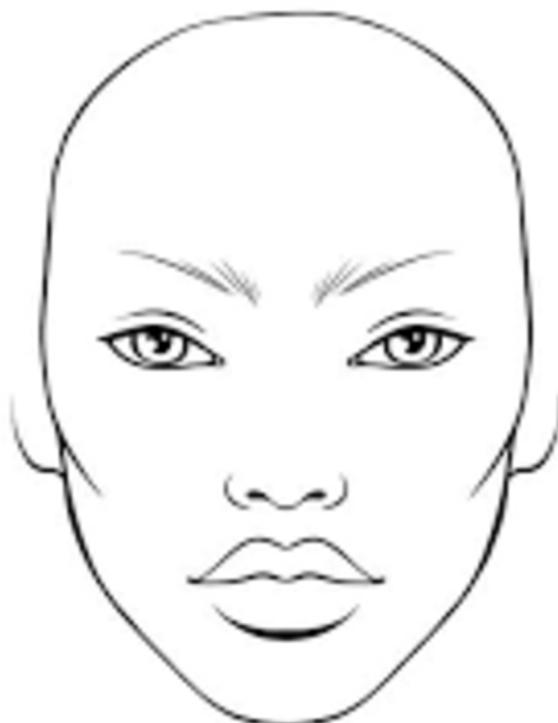


**FACE CHART**

FACE

EYES

LIPS



# Prototype #4

If you need to make any changes to your Concept Design from C1: Do it below

