

Developing Your Concentration

"A Concentration is a body of related works describing an in-depth exploration of a particular artistic concern. It should reflect a process of investigation of a specific visual idea."

"A Concentration is like a raw jewel. It takes abrasion and determination to form the facets that reflect so brilliantly. It is specifically the student's personal engagement that propels the Concentration past the stereotypical and convenient responses so easily accessible at the beginning of the research. Easy and trite answers come first, but through a sustained investigation, students acquire a deeper personal, visual statement of excellence." (AP Central)

An excellent Concentration is a sustained personal investigation that develops critical and analytical skills in visual literacy and has the potential to move well beyond the walls of the classroom.

Getting Started:

What do you value? What is the single most important issue to you? How can this be developed visually? These simple but demanding questions can open portals for an epiphany, which becomes a wonderfully amazing visual journey.

- Create a web brainstorm page in your Visual Journal: Begin listing all of your ideas for subject, media, technique- connect other ideas, concepts, connections, directions etc.

Collect items that support your Concentration ideas and deposit them into their personal journal. In addition to the technical studio procedures needed for the Concentration, these collections can take the following forms:

- Collecting information pivotal to the emergence of the idea historically, socially, and culturally
- Locating different mass media and pop culture connections to the idea
- Charting lyrics, rhythms, and tempos (musical, seasonal, universal) that might be exploited visually
- Discovering textures and colors found in common items such as candy wrappers or fabric designs
- Distilling the myriad of visual information into a meaningful connection to the Concentration idea that supports individual growth and discovery through visual literacy to enhance a personal aesthetic

Study artists' bodies of work that you find intriguing and inspiring. Find artists whose aesthetic style and philosophy inspires the development of your own aesthetic.

- **By the end of 1st quarter (Wed. 11/2)** you should have 6 different items of visual research (new collections since September): 3 of which should be well known and developed artists or designers you find inspiring, the other 3 can be any type of visual research: magazine clips, photos, found textures/ etc.
- Along with your images include notes/reflections/responses to the images you are finding- Use your journal to ask yourself questions and discover your personal aesthetic. What do you like about this imagery you are collecting? How can it inspire the development of your own work?
- Sketch, draw, and brainstorm ideas for your concentration
- Collect new visual research every week. Respond to every new inspiration you find with writing or a sketch

Complete a critical review of one of the Concentration examples on the AP Central website (link to your portfolio area on Mrs. Zeller's website) *(Focus: Pick any artist that inspires you)*

Include: Description of the work, and concept

Analysis of composition of the piece you feel is strongest

Judgment of the work using language from the AP Rubric **Due Tues. 11/8**

Digital Portfolio: Due 11/15 PowerPoint Slide show- One image per slide:

AP Studio:

4 Breadth pieces

1 (or more) Concentration Pieces

Focus: 3 sketchbook pages

'looking deeply' First Project and any other

All previous work you would like to include.