



**AO4** Present a personal and meaningful response that realises intentions and demonstrates understanding of visual language.

### Definition

**Present:** Presenting refers to how an art or design work is displayed or shown to an audience.

**Meaningful:** This denotes something that is personally significant, important or worthwhile; something of value to the creator or viewer.

**Visual language:** This is a method of communicating using visual elements such as line, shape, tone, colour and texture. It encompasses media, materials, tools, processes and technologies, as well as other methods of communication, such as tactile and sensory.

### What is involved in personal presentation?

You need to show that you can:

- communicate using appropriate elements of visual language
- produce work that is personal, informed and meaningful
- explain and realise your intentions
- make connections between the different parts of your work
- present your work in a clear, easy-to-follow order
- select a suitable format for presenting your work to enhance its interest.

### What is the purpose of this AO?

The purpose of the AO is to ensure that, in presenting your work, you can clearly explain your intentions and how they are realised. Presentation skills are used across a range of subjects and are not exclusive to art and design. They are frequently employed in higher education and in the workplace, helping to prepare you for the next stage of your career.

### Tips

When planning your work, consider the scale of the presentation. Ensure you prepare according to your vision rather than relying on what is easily available.

Think about how your work will be viewed by an audience – does your composition or display account for this?

Can you clearly see the links from the starting point of your project to the final outcome?

### Achieving your best in this AO

There are two key considerations you must make. The first, and most important, is that the work should be uniquely personal to you, with something significant to say about your research. The creative path you follow, as well as your final outcomes, should demonstrate a deep interest in, and impressive commitment to your study.

Secondly, you must show judgement in selecting only the most significant parts of your unit of work and consider the best ways to bring these together. Present your work in a format that enhances its meaning and creates the strongest possible impact.

### What is an effective way of showing abilities of personal presentation?

Show clearly that you understand the different elements of visual language and can effectively use them in your work.

As much as possible, choose to create work that is truly personal, well-informed by relevant research and meaningful for both you and those who engage with it.

Make the connections between different parts of your work, as well as with the work of others, apparent.

Devise a form of presentation that ideally connects with both the subject matter and purpose of the work, making it attractive to an audience.

Emphasise presenting evidence of creative processes (the workings out) as much as the final products (the finished pieces).