

Centre number	193
College	West Thames College
Pathway	Animation
Level	3
Year	2026/2027
Tutor(s)	Charlie Lally Eduardo Oliveira Paul Whyte

Project 1 – Making & Unmaking

L3 Animation: Art, Design & Communication

Unit 01 – The Creative Process

Unit 02 – Developing Creative Practice

Start	Formative Assessment & Feedback	Summative Assessment
05/10/2026	W/C 02/11/26	W/C 09/11/26
		

Project overview and context

Making and Unmaking invites you to explore the creative possibilities of creation, transformation, destruction, renewal and repair. Through themes of creating, building and destruction, you will consider how artists and studios respond to creation process such as world building, character creation, narrative change and end states. "Making" can refer to creating something new, while "unmaking" might involve deconstructing, destroying, reimagining or transforming existing media or ideas into something with a new purpose or meaning. As part of this project, you should consider what making and unmaking means to you and how creative practice can contribute to a world.

You will investigate a range of creative ideas including Game design, concept art, narrative design, and rule making while developing your understanding of the design process. In this project, you will research artists and media, generate initial ideas, experiment with themes and processes, develop and refine your concepts, and produce a final outcome.

Project description and requirements

Working with the design cycle

As part of this project, you will follow the Game design cycle by researching relevant media, and sandbox themed games. You will generate and explore a concept of a game jam pitch through conceptual art and narrative design and presentation. You will investigate worldbuilding



techniques, processes and game logic, including Academic writing work. Throughout the project, you will refine and demonstrate development in your practical work through planning, testing, evaluation and reflection, culminating in a final outcome that clearly demonstrates your creative journey from initial research and experimentation through to final outcomes.

Collaboration task

Your project will be a group effort, you will research Game projects, you will playtest, research and create your own pitch. You will then create a practical response inspired by your initial research by creating a game jam and present both your findings and creative interpretation in a final presentation. This short presentation should demonstrate your understanding of game design and how the game jam has influenced your own creative development.



Practical Exploration Unit 1

In Workshop sessions, you will develop conceptual work, illustration and narrative skills, investigating industry work. You will also explore Academic writing and University level researching through paper writing.

Employer brief

As part of this project, you will visit the Design Museum and take part in an employer-led group workshop. Working to a live brief, you will develop a brand identity for a sustainably sourced product and present your ideas to the employer, who will provide professional feedback and guidance.



Personal reflection

You should reflect on your personal progress through out your blog, evaluating your work weekly. At the end of the project, you will complete a final evaluation using the guidance provided. This review will allow you to reflect on your achievements, challenges, skills development, and overall progress during the project. You should consider how your ideas evolved and what you have learned from the experience.



Personal blog

In this project you will refine and develop your personal project. Consider layout/colour/fonts. Crop images. Document all work through images/videos of making and final pieces alongside personal reflection. Start to think of this digital portfolio as a personal journal detailing your thoughts

and development of ideas.

Using Artificial Intelligence (AI)

AI can be a useful tool to support your learning and creative development. You may use AI to help generate research ideas, explore different perspectives on a theme, improve planning, and proofread or check the grammar of your written work. However, all creative decisions, practical artwork, and written reflections must be your own. AI should not be used to generate artwork, complete project tasks, or write personal evaluations and reflections on your behalf.

Portfolio submission: Evidence must include; ▪ Project proposal ▪ Primary & Secondary Research ▪ Developmental project work ▪ Outcome and/or final pieces ▪ Reflective & Evaluative ▪ Summative Evaluation	 Hand-made outcomes: Photograph or scan any physical work and 3D pieces and upload as evidence.	 Work created digitally: edits, drafts and final pieces. Add screenshots to show development.	 Animation, video, screen recordings must be embedded or linked and set to public or unlisted.	 Upload all evidence in one place: scans, photos, PDFs, slides, digital work and any other media.
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