

**2025 SHS1 END OF SEMESTER EXAM ART AND DESIGN STUDIO 2 SOLUTION**  
**PAPER 2**

**1. (a) Explanation of the term "Design Brief":**

A design brief is a written document for a design project developed by a person or team in consultation with the client. It outlines the scope, objectives, constraints, and key deliverables of the project. It serves as a crucial guide and point of reference for the designer throughout the entire design process to ensure the outcome meets the client's needs.

**(b) Steps in Creating a Design Brief:**

1. **Client Meeting:** Hold an initial meeting with the client to understand their goals, needs, and vision for the project.
2. **Define Objectives:** Clearly state the primary goals of the project. What problem is the design meant to solve?
3. **Identify Target Audience:** Define who the design is for. This will influence the aesthetic and functional choices.
4. **Outline Scope and Deliverables:** Specify exactly what needs to be created (e.g., a logo, a poster, a product package).
5. **Establish Constraints:** List any limitations, such as budget, timeline, and specific materials or brand guidelines that must be followed.
6. **Research Competitors:** Analyze what competitors are doing to identify opportunities for differentiation.
7. **Sign-off:** Get formal approval from the client on the brief before starting any design work.

**(c) Differentiate between Design Brief and Visual Diary:**

1. **Purpose:** A design brief is a formal, objective document that outlines the requirements of a *specific project* for a client. A visual diary (or sketchbook) is a personal, informal space for an artist to explore ideas, practice skills, and experiment *without a specific goal*.
2. **Content:** A design brief contains text-based information like goals, budget, and timelines. A visual diary is filled with drawings, sketches, collages, notes, and material samples.
3. **Audience:** The primary audience for a design brief is the designer and the client. A visual diary is primarily for the artist's own use, though they may choose to share it.
4. **Format:** A design brief is a structured document, often a formal report. A visual diary is unstructured and evolves organically.

**2. (a) Functions of an Art Proposal:**

1. **To Secure Funding:** It is used to apply for grants, sponsorships, or funding from galleries and institutions.
2. **To Gain Approval:** It is submitted to get permission for creating a public artwork or exhibition.
3. **To Communicate Vision:** It clearly explains the concept, materials, and intended outcome of a proposed artwork.
4. **To Plan the Project:** It acts as a roadmap for the artist, outlining the budget, timeline, and steps needed for completion.
5. **To Serve as a Contract:** Once approved, it can form the basis of a formal agreement between the artist and the commissioning body.

**(b) Differences between Art Proposal and Visual Diary:**

1. **Formality:** An art proposal is a formal, persuasive document with a clear structure. A visual diary is informal and personal.
2. **Goal:** The goal of an art proposal is to convince someone to support a future project. The goal of a visual diary is exploration and documentation of an artist's thoughts and creative process.
3. **Content:** An art proposal includes a project description, budget, timeline, and artist's statement. A visual diary contains sketches, experiments, and personal reflections.
4. **Audience:** An art proposal is written for an external audience (e.g., a gallery panel or funding committee). A visual diary is for the artist themselves.

### (c) Description of a Visual Diary (with illustration):

- A visual diary, also known as a sketchbook or art journal, is a creative workbook where an artist records their ideas, observations, experiments, and thoughts. It is a space for creative freedom, where an artist can practice drawing, test colour combinations, collect inspiration (like photos or fabric swatches), and develop concepts for larger projects. It is a raw, unfiltered look into an artist's creative mind.



### 3. (a) Meaning of an Art Portfolio:

An art portfolio is a curated, professional collection of an artist's best work, intended to showcase their skills, style, and experience to a specific audience. It is not just a random assortment of work; it is carefully edited and organized to tell a story about the artist's creative journey and capabilities. A portfolio can be physical (in a presentation case) or digital (a website or PDF). It is a vital tool for applying to art school, seeking gallery representation, or getting hired for creative jobs.

### (b) Three Merits of an Art Portfolio:

1. **Professional Showcase:** It is the primary tool for demonstrating your skills and abilities to potential employers, clients, or academic institutions. A strong portfolio can make the difference in getting a job or being accepted into a program.
2. **Tracks Artistic Growth:** By regularly updating a portfolio, an artist can see their own progress over time. It serves as a visual record of their development in technique, style, and conceptual thinking.
3. **Builds Confidence:** Selecting and presenting your best work helps to build confidence in your abilities and allows you to speak articulately about your creative process and decisions.
4. **Defines Your Brand:** A well-curated portfolio helps to establish your unique artistic identity and style, making you more memorable to viewers.

### 4. (a) Five Importance of Observing Safety Measures in an Art and Design Studio:

1. **Prevents Personal Injury:** To avoid cuts from sharp tools, burns from heat equipment, or slips and falls from spills.
2. **Avoids Health Hazards:** To protect against inhaling toxic fumes from solvents, dust from clay, or getting chemicals on the skin.
3. **Protects Artwork:** To prevent accidental damage to your own or others' work from spills, fire, or improper handling.
4. **Ensures Equipment Longevity:** Proper use and maintenance of tools and equipment prevent them from breaking down or becoming hazardous.
5. **Creates a Professional Environment:** A safe and clean studio is a more productive, positive, and respectful place to work for everyone.
6. **Prevents Fire Hazards:** Proper storage of flammable materials like oil-based paints and solvents is crucial to prevent fires.

## (b) How to Properly Store Five Synthetic Art Materials:

1. **Acrylic Paints:** Keep tubes or jars tightly sealed to prevent the paint from drying out. Store them away from extreme temperatures (heat or freezing).
2. **Spray Paint/Aerosol Cans:** Store in a cool, dry, well-ventilated area away from heat sources or open flames, as they are flammable and under pressure.
3. **Solvents (e.g., Turpentine, Mineral Spirits):** Store in clearly labeled, sealed metal containers in a fireproof cabinet. Ensure good ventilation in the storage area.
4. **Adhesives/Glues:** Keep containers tightly capped to prevent them from drying out or releasing fumes. Some may need to be stored at room temperature.
5. **Resins (Epoxy, Polyester):** Store the two parts (resin and hardener) separately in their original, tightly sealed containers in a cool, dark place. Ensure they are kept away from heat and direct sunlight.

## 5. How Art and Design Studio Components Impact Ghanaian Society:

1. **Job Creation and Skills Training:** Studios act as workshops where master artists train apprentices, passing down skills in areas like sculpture, ceramics, and textiles. This creates a direct path to employment for young people and sustains creative industries.
2. **Economic Contribution:** The artworks produced in studios—from paintings to pottery—are sold to tourists and locals, contributing to the local economy. This supports the livelihoods of artists, material suppliers, and gallery owners.
3. **Cultural Preservation and Innovation:** Studios are centers where traditional Ghanaian art forms are both preserved and reinterpreted. Artists use traditional motifs and techniques in contemporary ways, keeping the culture alive and relevant for new generations.
4. **Community Engagement:** Studios can be community hubs, offering workshops, exhibitions, and public art projects. This makes art accessible to everyone and can be used to address social issues or beautify public spaces, fostering community pride.
5. **National Identity:** The collective output of art studios contributes to Ghana's national cultural identity on the global stage, showcasing the country's rich heritage and creative talent at international art fairs and exhibitions.

## 6. How Art is Used in Various Areas:

- i. **Agriculture:** Art is used for branding and packaging design for agricultural products. A well-designed logo for a cocoa brand, a colourful label for a pineapple juice bottle, or artistic imagery on a bag of rice helps the product stand out, attract customers, and communicate quality.
- ii. **Entertainment:** Art is fundamental to entertainment through set design for plays and movies, costume design for actors and musicians, and graphic design for promotional posters and album covers. These visual elements create the world of the story and shape the audience's experience.
- iii. **Funerals:** In Ghana, art is central to funerals through the creation of elaborately designed fantasy coffins that represent the deceased's profession or aspirations (e.g., a coffin shaped like a fish for a fisherman). It is also seen in the design of symbolic funeral cloths (adinkra) and memorial sculptures.
- iv. **Worship:** Art is used to create sacred spaces and objects for worship. This includes carved wooden stools for traditional leaders, sculptures