

UAL Level 3 Diploma/Extended Diploma in Creative Practice: Art, Design and Communication (Art & Design) Year 1

Task 1 – Professional Instagram

As part of the course, we would like you to show a professional online presence using Instagram, it will serve as an online sketchbook and portfolio of your creative practice. It should be a reflection of your engagement on the course. We use our own @hcaartanddesign Instagram account every week and this way we can share and repost your work digitally to our own page.

We would like you to set up a professional Instagram for your time at HCA and record your summer project work on here, with posts that document your artist life, you will then be able to use this new account for all project work.

Tips:

- Use a professional handle name ideally including your name.
- Make sure your images are clear and good quality.
- Tag us in your work and use the #hcasummerproject25
- Use the Instagram features including video and stories

Task 2 #HCA – THIS IS ME

Make a 10 second video or 10 stills of work that illustrate who you are. This could be your hobbies, things you like, books, places, photography and artworks. Include a backing song that represents the mood that describes you too.

Examples: [15 Amazing Instagram Artists You Need to Follow | Planthat](#)

Post this to your Instagram account. Due for Meet Your Tutor Day.

Bring 1 artwork from task 2 on Meet Your Tutor Day. It is not needed on enrolment day.

Be brave, be creative and approach this project with an open mind, you will not be judged on what you select, this is personal to you.

We hope that you enjoy a great summer break and we look forward to seeing you at the start of term, ready to experiment, take risks, learn and enjoy!