



Open
College
of the Arts

Formative feedback

Student name	David Fletcher	Student number	515888
Course/Unit	SYP	Assignment number	4
Type of tutorial	Audio-Visual		

Overall Comments

In general, an effective submission that includes a new edit of the work that, we both felt, was more effective than the previous. Most of my (DavidW) comments were small changes to make the most of the material presented.

Assessment potential

I understand your aim is to go for the Photography Degree and that you plan to submit your work for assessment at the end of this course. From the work you have shown in this assignment, providing you commit yourself to the course, I believe you have the potential to pass at assessment. In order to meet all the assessment criteria, there are certain areas you will need to focus on, which I will outline in my feedback.

Feedback on assignment

Demonstration of technical and Visual Skills, Quality of Outcome, Demonstration of Creativity

Below are DavidF's notes with annotations as needed by DavidW in italics:

For this assignment I submitted a short video showing the way I plan to construct my book, with photographs printed on linen. The video ends with a digital simulation of looking through the book. I also supplied updated versions of my Publication Proposal, CV and Bio. *DavidW: I recommend making the video smaller in terms of*

file size as over 800mb for a 6-minute video is excessive.

He liked the thinking that had gone into the new presentation of the text on translucent overlays. It brings something new to the works and it is specifically engineered to work in the book format *DavidW: Yes, it makes the text become more part of each image. Well done.*

My tutor's primary concern was that he felt that I was positioning the book as a substitute for an exhibition, whereas in fact the book is equally valid and an appropriate outcome for the work in itself. While I had not expressed this explicitly, he felt that this was the overarching feeling in the accompanying documentation. The new development of using translucent sheets for the text helps to validate the book on its own. Whether or not I eventually hold an exhibition, the book is a valuable outcome in itself. It has the advantage over an exhibition in that it is longer-lasting and can reach a bigger audience. *DavidW: Agreed, it is all in the nuance of your text really. The pitch should be that this is the best work you are capable of and is, accordingly, to be admired. As it stands it reads as if the book is a less worthy side project to a mythical exhibition. Photobooks are valid artforms in themselves.*

He gave the example of Mark Power's *Shipping Forecast*. This was presented first as an exhibition, then a book, then a multimedia presentation. *DavidW: I look at this in my PhD thesis, if you are interested in my considered analysis...*

We discussed two new aspects to my publication proposal: producing a lower-cost book and a series of posters. My tutor felt that all of these versions of my work were suitable for assessment.

Finally, I should put education after exhibitions in CV. That will be of more interest to anyone considering my work and potentially presenting it. *DavidW: yes, they want to feel like others have trusted you, and so they can too. Plus others have shown your work is to their standard, so there is less risk. Education is important but of secondary relevance on the artist's cv.*

Tutor name	David Wyatt
Date	27/11/20
Next assignment due	24/12/20