



Open
College
of the Arts

Formative feedback

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| Student name | David Fletcher | Student number | 515888 |
| Course/Unit | SYP | Assignment number | 5 |
| Type of tutorial | Audio-Visual | | |

Overall Comments

Overall a good start for the review. We discussed the ways you could take it further and bring more evaluation into the final document. I should take this opportunity to say well done on completing the module and the degree. You have produced a project of which you should be proud and I look forward to seeing it at assessment and wish you look in your MA studies.

Feedback on assignment

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

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

We briefly discussed the videos of my books which I had submitted. These are fine, although there seems to be a focusing issue sometimes on the page turns. This will not be an issue for assessment but is worth fixing for other uses of the videos, such as on my website. *DavidW: Yes, it looks like there is some focus tracking happening as the focus point is following the edge of the page as you turn it, and then takes a moment to refocus on the next page.*

We discussed at greater length the reflective account I had submitted. Overall this is OK but there is room for more reflection. We discussed what might be removed in order to stay within the specified word length of 2,000. *DavidW: The crucial thing is to try to think about how to make it evaluative rather than descriptive. This doesn't need more words, rather an edit to think about how you explain the basis for different decisions, and how it went. "I did this which led me to consider this and do this new*

thing, which taught me... In review, the experience of going through this process has ... in these specific ways....". Also, remember to use evaluative academic language such as investigate, analyse, experiment, interrogate...

My tutor has suggested some small style adjustments and will send these to me in a marked-up document. This will be useful going forward with my MA. *DavidW: Please see my annotated version of your paper. The comments are viewed in word via using the Review panel and making sure 'All Markup' is selected in the Tracking section and under Show Markup you have comments, formatting and insertions and deletions selected.*

I could have gone into more detail about the way the publication evolved and what I have learned from that. *DavidW: See previous comment – this gives you opportunity to describe what you did in an evaluative manner.*

How did I think it went? What have I learned?

I could compare the two different books I have produced and the value of each outcome. Would I do anything differently if I did it again? *DavidW; Comparing and contrasting is a well-worn strategy for preparing a review and you have a perfect opportunity here so I would suggest taking it...*

It would be a good idea to mention the names of reviewers, in particular Stuart Franklin and Martin Parr. *DavidW: Yes, this shows you have approached well known leaders in the industry and negotiated reviews.*

In the conclusions I could mention the future plans I have for the work.

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| Tutor name | David Wyatt |
| Date | 9/1/21 |
| Next assignment due | NA |