Final major project evaluation:

The task that was given to me was to create project that was linked to the community. During this time, I was tasked with choosing a form of media that I could use that would demonstrate my skills, knowledge and understanding of applications. The type of media that I had chosen for my project was an interactive map about the history of Bradford this is because I aimed to educate people within the community about the history of the city. This map could then be shown within a museum or on a website to help educate people on the city.

**Planning:**

During the planning phase I aimed to create a weekly sheet that would help breakdown each week into tasks allowing me to understand what is the next task that needs completing. The positive of this plan was that it allowed me to keep on track with the tasks as well help me encase I fall behind. In addition to this, during the planning phase of the project to decide on what to create I listed three different forms of media and created a SWOT analysis for all 3 this allowed me to decide which form of media was the best and which project I would be able to complete within the allotted time frame.

Additionally, the planning saw me create two mind maps that helped me decide on what form of media to choose and also a subject that I could use for my project to do this I created three different branches with different ideas and further expanded on them. An example of this is graphic design > motion graphics and expanding further to decide on a theme. To further solidify my idea, I then created a secondary mind map that went further within the specialist subject. This was a positive from my planning as it helped with the decision making of the project and also helping me choose projects that interest me and are also realistic.

However, there was some negatives about the planning phase of the project this included not breaking down the weeks in enough detail this impacted me because of the detail that went into the schedule it was not sufficient enough to my standard causing me to lose track at times of where I was at with the project. Not only this, but another negative of my planning was from the mind maps this is because when I created my secondary map, I did not break the ideas down enough this was a problem as it only shows that I was already focused on one idea.

If I was to plan my project out again, I would go into further detail with my time schedule to allow me to not lose track on the project as well as reminding me at what stage I am at. I would also go more in depth into the mind map as well if I was given the opportunity to do the planning again.

The progress I made during the planning was good I felt like I did sufficient planning into my project that assisted me in keeping to the deadline and I felt like I had a good enough plan that helped me not get side tracked with the project.

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**Research:**

During the research I tasked myself with finding information that would support my project to do this I created a pitch that I presented to an audience the positive of this was that I was able to gather feedback about my project and whether the form of media I have chosen is suitable for the project theme. Not only this, but the feedback that I received from presented my pitch also gave me insight into what people thought about it and if I could create my project in the relevant time frame.

In addition to this, after receiving the feedback from the audience I started collecting primary research about my project to do this I created a questionnaire and handed it out to people to get their views about the project and if they were interested in it. This was a positive because it allowed me to gain valuable insight into what people wanted to see in my project as well as if they would use my project if it was to be used in the real world. After collating the primary research and explaining my findings I then started to collect secondary research that would help me in during my project to do this I researched tutorials and looked up books that can help me understand how the applications work and how to make an effective and appealing project. This was a positive because I was able to reference them correctly using Harvard referencing and have the secondary research help me throughout the project.

Furthermore, I also collected research about creative practitioners that helped me in choosing that form of media for my project. This is a positive because it showed my enthusiasm in choosing an interactive map as my project as well as showing my ability to find people who have created their work and discuss how they influenced me in my choice and how I can link them to my project.

The negative of my research is the primary research this is because I was only able to get 13-15 people to answer my questionnaire this impacted me because the primary research was limited in the amount of people, I couldn't get a variety of opinions and answers on the questionnaire. Another negative of my research was the secondary research this is because some of the articles and tutorials that I researched would help me to an extent meaning I would get stuck whilst looking at the tutorial or not understand the process.

If I was to do the research again, I would further my secondary research so that way I'm not looking at the same tutorial trying to understand it and wasting valuable time that could be used during the project. I would also improve my primary research by getting more people to fill out my questionnaire and give me more valuable feedback that I could use to further enhance my project.

Overall, during the research faze feel good about the research that I have done into my project and whilst overall I feel good, I realised that there are areas of improvement that could be made to further back my project and take it to the next level that would be even better.

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**Production:**

During production I set myself weekly targets to make sure I was keeping to a time frame as well as colour coordinating the tasks to allow me to prioritise the most important tasks first. This is a positive because it is showing my organisation skills and also my ability to work to a time frame as I set myself weekly targets to aim for. In addition to this, another positive about my production was my self-evaluation that I did every week where I discussed what went well, what didn't go too well, and if I was to do it again what would I do to change it. This is a positive because it is giving my thoughts about the production so far and how I feel about the project overall.

Furthermore, my production went well because I was able to keep to my targets as well further develop the theme of my production into a suitable theme with an artistic style. This is a positive because it shows my development of the project from the start and also shows how I changed the artistic stylings of the map from a basic map with lines on it to a map that has a theme as well as not looking cliché.

The negative of the production was that I stayed too long on some of the targets that I have set myself meaning sometimes I would be missing the deadline for that week and then going through the next deadline that I would otherwise use for another task that I have set myself. Another negative about the production, was the aims that I would set myself this is because I would sometimes set myself unrealistic aims for some of the weeks making me end up rushing to accomplish the aims for that week resulting in assets that I would use in my project to not be to the standard that I want them to be at and not looking like a piece of work that was to a good standard.

If I was to do the production again, I would set myself more realistic aims that would help me to achieve my aims instead of trying to pile on tasks after tasks resulting in me rushing through some of the aims. In addition to this, I would also set myself time frames as well when it comes to achieving targets within my production this will ensure that I am keeping to the target that I have set myself that week and not rushing through it.

Overall, during the production phase of my project, I feel that in some areas I have achieved what wanted to achieve within the production however, I feel that there are areas that I could improve upon that would take my project to the next level.

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**Practical skills:**

During the project I had to show my skills within the Adobe applications and my ability to work with applications that I haven't used before this can be seen within the project. During this time, I had to use Adobe Illustrator, Animate, photoshop, and Adobe InDesign.

An example of this can be seen in my map design as I have had to merge two textures into one to do this, I used the eraser tool and overlayed one texture over the other and erased around the textures to merge into a complete map design that has an almost crumpled effect on the rides of the texture. This was good because I sourced the textures myself to avoid copyright infringement and the positive of using my own textures was that they are mine to freely use as well as the textures being relevant to the theme of the project. Not only this, but in Adobe Photoshop I have had to use the opacity tool as well when I was trying to make the title of my map and tagline blend into the map I did this because it would help the audience who use my map know what the map is about and the reason why I turned the opacity of the title and tagline down is because it wouldn't then be in the way of the buttons as well. In addition to this, I have also had to learn how to create borders in Photoshop for the images this is because it would make it more visually appealing for the audience as well as making the images and text easier to read. The positive of making borders for the images and text is that I was able to make it look more professional and visually cleaner, and it also made the images look more contained in their own space and not just filling out the screen.

After using Adobe Photoshop, I then had to use illustrator to help create my map design to do this I had to use the pen tool to help draw the lines of the map. I had to use an existing map of Bradford and create a new page before then using the pen tool to outline the map to do this I chose a thick pen stroke so that I could see where the marks are on the page and used a bright colour as guides on the map so that I wasn't going over the same lines every time. In addition to using the pen tool the positive about using the pen tool is because I had prior knowledge and experience using the tool I was able to further my experience with the tool and understand the limitations of it and the different designs of the pen tool, I also had to use the greyscale option to help me with creating the buttons to a suitable style that I wanted. To do this, I had I experimented with the greyscale option to find a suitable percent where the image was still visible and not blurred out this is because the greyed-out images were going to be on screen when the user isn't hovering over them. The positive of grey scaling the buttons are that it made it more suitable for the project and to ensure the audience would know that they're not hovering over any specific image.

In conjunction to using Adobe-illustrator, I then had to use Adobe Animate to link the buttons to the images and to ensure that the map worked correctly. To do this I had to choose the format for my project which I chose HTML 5 this is because it can then be used on the internet and can be made easily accessible for people to use. This was good for my project as I showed that I had an understanding on the format of the media that I was going to choose instead of just using a blank canvas to create my map. Not only this, but I also had to choose the format of the buttons this is because there are multiple ways to create the buttons and I settled on the easiest way which was to drop the greyscale images into the hitbox on click before then linking the image that has colour and text on. The positive of this, is that I was able to use my decision-making skills to choose an appropriate and simple way to overcome the problem of linking the images to the buttons. Upon completion of creating my map I then had to export the project in the correct export format to Adobe InDesign to do this I experimented with each format media and find the OAM export format to be the appropriate one. This is because through trial and error and research I found that the other export packages did not support the format of my map. This is good because I was able to use research to overcome the issue and this allowed me to export it into the last software application.

The final application that I used to show my practical skills in was Adobe InDesign this is because the software supported HTML 5 format which would help the map work online. To do this I had to write down the measurements of the canvas of the map from Adobe Illustrator and use them measurements which were in pixels in InDesign. The positive of this, is that I was able to get a better understanding of measurements within InDesign and how they work alongside Adobe Animate/Illustrator. I then had to upload the map within InDesign to do this I used a drop-down window which had animate within it and used that this allowed me to preview my map and see how it functioned within the application before then publishing the project online for people to see and use. This was a good thing because it allowed me to view my project and ensure that it was successfully exported in the correct format to InDesign and was also working within the application before publishing online.

I also showed my practical skills when it came to the typography that I had chosen to be used in my map this because I had to choose two different type faces that didn't clash. To do this, I used the X line rule to help me choose the two appropriate ones. This is because I didn't want them both to be from the same type face for example both being times new roman. This rule also helped me choosing the fonts that were suitable because the rule helps with readability as well. The positive of me applying this rule to my typography is because it shows my understanding of type face and how it would be viewed by other as well.

Overall, I feel good about my practical skills as I have never used Adobe Animate before as well as InDesign and I have shown that I was able to gain the knowledge to use them both and apply enough of it to produce a project that overall, I felt was good and to the best of my abilities within the timeframe.

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**Problem solving:**

Whilst I was creating project, I encountered problems along the way whilst I was creating it an example of this is that I encountered a problem in exporting my project from Adobe Animate to InDesign. To overcome this problem, I looked up tutorials online as well as looking in forums to help me choose the correct format to export it out of Animate. This was a positive because I was able to overcome the issue after using sources that were reliable and able to gain more knowledge on what all the export formats in Animate do. Another problem that I encountered in Adobe Animate, was that I had never used the application before and didn't know where to start with it or know anything about it. To overcome this problem, I found a tutorial on Adobes website where it was a map that was going to be in a similar format to mine and went through that. The positive of this, is that it was a step-by-step tutorial that went through how the map functioned and how it works in conjunction with illustrator this helped me with gaining valuable insight in how the application worked and understanding the limitations of the application.

Another problem that I encountered; was in Adobe Photoshop this is because I wanted to create borders for the images and text that were used in my map. To overcome this issue, I asked my peer who had created borders in Photoshop before and show me how to create the borders. This was a positive because it allowed to gain an insight into understanding the stages in which I had go through to create the borders. Another problem that I had encountered with the borders as well was with the text this is because the border would hug the text and give it an outline instead. To overcome this problem, I used my knowledge of Photoshop to create a box that would fit the text and unfilled it leaving the lines of the box around the text before using the colour dropper tool to pick the same colour of the border with the image around it to keep it consistent. The positive of this, is that I was able to apply my own knowledge of the application to the problem and overcome it further showing my problem-solving skills whilst at the same time making the border look the same as the rest of the borders on the images giving it a more professional look.

Overall, showing my problem-solving skills I felt good about it this is because I was able to independently overcome the issues and apply my problem-solving skills to some of the more complicated issues by doing sufficient research and referencing the research and applying it to my project.

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**Evaluation:**

Throughout my project I was evaluating the progress that had been made by keeping a weekly tracker where I discussed the positives and negatives about that week. This was a positive because I was analysing the project at each stage and discussing it in detail within the tracker. Not only this, but I also evaluated maps that I made and experimented within the applications and analysed them discussing my ideas behind them and also what my thought process was going through whilst creating the experimental maps. The benefit of doing this is that I was able to discuss why I created this map in such a specific way and why I chose the specific art style for the map.

Another way I evaluated my project was giving people a try of my map and to then fill out a questionnaire about the map and what improvements could be made to it and whether it's easy to use or not. This is a positive because I was able to get feedback on my project from people and identify areas of improvement after obtaining the feedback, I then analysed it and discussed the answers that I acquired and whether if I was going to do it again how would I improve it. Not only this, but when I was creating mood boards for research that I did I would also analyse them as well discussing my choice of research and discussing how it would be used in the industry as well. The benefit of this is that I was applying my knowledge and going into further detail about how people who are in the industry who create similar things would use this research to further enhance their decision making into choosing an appropriate style.

For my evaluation I felt that it was a success as I was able to link my project to the industry and to also critically analyse my work and research throught the project as well as discuss my thought process and why it was relevant to my project.

**Reflection:**

Included within my tracker I also did a reflection of my work weekly where I discussed how I was feeling about the project. This is a positive because I was able to discuss my feelings about the project and if I was happy with the progress that had been made. In addition to this, I also was able to reflect on the targets that I had set myself as well every week by discussing if I was going to hit the target that I had set myself for that week. This also was a positive because I was able to discuss whether I think I may have hit the target for that week.

In addition to this, I also reflected on my project as well where I discussed if I was happy with my project and if I think I could have done anything else to improve my project. This reflection was a positive because it allowed me to express my overall feelings about the project and if I felt the project, overall was a success.

Overall, I felt good about my reflection because it allowed me to be truthful about my project and it also gave me an insight into how my work process has brought me to the end product.

**Presentation:**

To present my project to the intended audience the map will be presented online on a webpage this is because it can be then used on websites which are easily accessible for a lot of people. Not only this, but my map can also be presented digitally in the national media museum this is because the purpose of the map is to educate people about the history of Bradford and being presented in the museum would fulfil its purpose. The benefit of it being presented in the museum is that people can then interact with it by moving the mouse over the locations and educating them on some of the historical places around Bradford. Not only this, but the theme of the map is suitable for being presented at the national media museum because I have designed it to look old but not cliché.

My overall thoughts about how the map can be presented are good as its not only easily accessible but can be viewed online. And the theme of the map further shows that it can be shown in the national media museum as part of an exhibit showcasing the history of Bradford.

**Conclusion:**

In conclusion, my overall thoughts on the project are a success this is because I had to learn an application that I wasn't familiar with. However, I feel that my primary research could be improved by asking more people to allow me to gain more valuable information to apply to my project as well as finding more creative practitioners instead of just having three of them to further show my knowledge on the creating a map and to also show that I have analysed them in detail.