**Level 3 Extended Diploma in Creative Practice: Art, Design & Communication**

**Unit 6 - Evaluation**

Write an evaluation of your final project. Your evaluation must be word-processed (typed into the table below), printed out and submitted in your project folder along with your proposal, Pecha Kucha, mid-stage review and final self-assessment.

The Unit 6 evaluation provides you with an opportunity to reflect on, evaluate and summarise your progress and achievements in your final project and specialist area, expressed in terms of the knowledge, skills and understanding acquired. It’s important to compare what you now know, and what it means to you, compared with what you knew and could do before you started the course.

Allow plenty of time to complete your evaluation. It contributes to meeting the following Unit 6 outcomes:

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| Student Name: Jessica Faradoon |
| Centre Name: Bradford College |
| Centre Number:  |
| Specialist area of interest: Illustration, Fine Art |
| Working Title or Theme of Final Project: Memories |
| Date: 17/05/23 |

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| **AO1** **Apply an understanding of specialist industry practice to a creative project(approx 100 words)** |
| * What were the reasons for citing your project within your selected specialist context?
* What specialist considerations have you taken into account?
* What ethical considerations have you taken into account?
* What cultural considerations have you taken into account?
* What sustainability considerations have you taken into account?
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| I chose to specialise in illustration for the ‘memories’ project, as not only do I enjoy working in this style, but I believe it is an integral aspect of many people’s memories- especially when relating to books they enjoyed throughout their childhood.I tried to make my drawings have a more expressive feel to them, as I see within a lot of illustrators’ work. I feel as though I was most successful in this on my soft pastel drawings of the sleepy dragon statue. I tried to draw what I imagined to be its personality instead of its direct appearance. I believe this mindset is something I am going to use more in the future.I took into account that my demographic is the Marie Curies patients, so I didn’t want to create a final piece that was entirely illustrative, however I tried to incorporate it within certain aspects- which is why I chose to draw the fawn with the pastels. |
| **AO2****Produce a self‑initiated project proposal (approx 100 words)** |
| * Explain your reasons for choosing a particular project subject/concept.
* Outline what you have learnt in relation to your chosen subject/concept.
* Have your original intentions changed or been modified? If so, why?
* In what broader context/situation is your line of enquiry being situated, e.g., illustration, performance, product design, surface design etc.?
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| My subject for this project is folklore. I chose this because these stories are often passed down through generations and are based upon first hand memories- opposed to written encounters. I find this type of storytelling to be extremely fascinating as it often plays into the concept of human curiosity, which is what many of these stories are birthed from to begin with.I am focusing on illustration, as many of these stories have been interpreted differently by different illustrators throughout history. I specifically wanted to look at medieval illustration due to its very distinct, and sometimes comical appearance. |
| **AO3****Use research to inform and direct a creative project** **(approx 100 words)** |
| * How have primary observations, experiments, initial material developments and technical engagement supported the developing understanding of your subject?
* How have other people’s ideas and working methods interested you? *(secondary research; ethical, social, cultural etc)*
* Explain how you think these ideas and methods have supported and nourished your development?
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| Reading about the Cottingley fairies, along with researching folklore as a whole has furthered my work throughout the project, as it has allowed for me to explore stories from different places around the world.I think John Bauer’s usage of lighting within his work really inspired my final piece, as I find his work to be very calming and enchanting in nature, and I thought that this would be very fitting for the Marie Curies charity. |
| **AO4****Use technical skills and materials associated with a specialist industry practice to realise a self‑initiated project** **(approx 100 words)** |
| * Reflect on all the specialist practical processes and skills you have explored, adapted and developed throughout your project. How appropriate were they to the development of your project?
* Which specialist processes and skills have you been interested in the most and why?
* How effective have you been at mastering the techniques, processes and skills selected?
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| During the project, I have taken a new liking to using soft pastels, as I find that they are rather nice to work with in terms of their texture. I really think the saturation that hold works very well within illustrated pieces, as it allows for the subject to have a solid, clean look. This can be used in both simplistic ways; ei colour blocking, or in more complex drawings. They are very versatile, and I will be using them more in the future. I think using pastels has greatly aided in furthering my project, as they inspired the direction of my final piece. |
| **AO5****Resolve problems within a creative project (approx 100 words)** |
| * Reflect on those significant aspects of your work (failures and successes are of equal importance) that you have had to resolve in order to progress?
* How well have you adapted to unforeseen practical and technical problems?
* What factors have influenced your ability to solve problems in the most effective and appropriate manner?
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| While working with oil pastels for the first time, I struggled with the textures, and how to correctly use them in an effective manner. I didn’t like the outcome of my first piece, so I added to it with digital art to rectify the issues I had with the lack of detail. I also decided to work on a larger scale to prevent the colours muddying in the way they had on my smaller one. I think realising that I can always try again, and that experimentation is just as valuable as creating pieces I like is what made it easy for me to take some risks while using the pastels for the first time. |
| **AO6****Use specialist practice visual language to communicate ideas and concepts** **(approx 100 words)** |
| * Explain your reasons for selecting the ideas and methods chosen for **producing** your final outcome(s).
* How do these outcomes relate to your audience?
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| For my final outcome I decided I wanted to use the pastels, however I wanted to mostly use them to create a strong sense of light and shadow, so I decided to pair them with acrylic paint. This also felt like a good combination because I wanted to work on a large scale, and using both the paint and pastels meant I would be able to do so while still keeping things detailed and illustrative in style.I feel as though my final piece is fitting for the Marie Curies charity as I ensured it was light in nature, and this is reflected within the subject, the colour palette used, and the soft effect that the pastels give. I believe the piece depicts a peaceful atmosphere, and is somewhat symbolic of how you are never truly alone. |
| **AO7****Use specialist practice presentation techniques to present ideas and outcomes** **(approx 100 words)** |
| * Explain your reasons for adopting the strategies you chose when **presenting** your project and final outcome(s).
* How appropriate are they to your developing professional practice?
* How effective have you been in communicating your ideas?
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| I wanted my final piece to be large in stature, as I wanted the viewer to feel transported into the scene. I feel as though the work would not be as effective if created on a smaller scale. I did consider creating a series of smaller pieces, but decided to go with one large piece as I feel it will allow for it to work better in the gallery.I feel as though I have communicated my ideas rather effectively through my work, as it is representative of the things I aspired to portray- innocence, childhood, and human curiosity. |
| **AO8****Apply reflective practice to a creative project** **(approx 100 words)** |
| * Identify the aims and objectives that you were interested in developing when you started your final project. How effective have you been in reflecting on your developing work and progress against these targets?
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| I was originally planning on creating cyanotypes, and considered using the technique for my final piece, however I moved against the idea as I wanted to incorporate more colours, and I wanted to create a more detailed piece- as many of the depictions of folktales tended to be that way, such as Margaret Tarrants fairies.I aimed to try new mediums, and push myself to develop my skills in areas where I felt they were lacking. I feel as though I did this by making sure I was using materials I am somewhat unfamiliar with, such as with the lino and oil pastels, however I feel as though I could have perhaps pushed myself further out of my comfort zone at times.  |