**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:

|  |
| --- |
| Student Name: Tiler-May Marsden |
| Centre Name:  |
| Centre Number:  |
| Specialist area of interest: Illustration |
| Working Title or Theme of Final Project: Forest animals |
| Date: 20/05/23 |

|  |
| --- |
| **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?
 |
| I chose illustration because I love drawing and Illustration allows me to do manually draw while also allowing me to change what medium I use. I mainly draw digitally on procreate often using photos as backgrounds. I used some recycled paper and scrap linoleum during my project and often used both sides of the paper to reduce the amount of waste I created. I also took into account the ethic repercussions of my research on the cottingley fairies due to the hiding the truth about the photos for over 60 years. |
| **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.?
 |
| I chose forest animals because I have memories of bieng in forests, playing with animals and playing in fields. My grandad and mum both draw nature as well this inspired me to do the same. I have learnt about the history of the cottingley fairies, a new artist by the name of Raquel Travé and two artist I have reaserched before. My idea changed from forest animals to forest fairies as I discovered Raquel often draw fantasy characters this inspired me to do the same provoking me to further reaserch it. I created mindmaps of the theme memories then onece I had narrowed it down to nature I created a mood board to find a precise theme. |
| **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?
 |
| I gathered a lot of primary research to help with my initial ideas. I took a survey to help me come up with ideas on what to draw later researching what animals live In a forest to give me a wider variety to pick from. During the project I also did umrous workshops the one with the biggest impact bieng the motif workshop as this inspired me to make a repeating pattern using lino print. Raquel inspired a lot of my work this project as I devloped the silhouettes I created and gave them life as I coloured the cartoon style animal. Kara also was a big impacted my work as I love the ambiguity of silhouettes but how accurate and detailed they can be. |
| **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?
 |
| I used digital art through out my project this helped develop it as I am able to combine this with photography to create a connection to my theme. Lino help me to devloped my skils and create repeating patterns of some of my designs and allowed my to connect my theme of fairies with the animals and nature. I have most invested in paper cutouts as I like creating 3D art pieces and how they can tell a story even though the are simplistic. I have Improved at creating the cutouts as I am more precise with a craft knife. |
| **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?
 |
| I started a lino piece that I was unable to finish due to the bieng busy with workshop I had to leave the linoleum and during that time it had been mo. I was unable to find it again but I was able to work around this and used scap linoleum to create small print to make patterns with. I was able to to catch up on the work I had planned to do but was unable to compleate due to workshops though was unable to do the textile print workshop I wanted to do due to lack of time I had. I was able to adapt and at home but it didn’t work as well as we thought as the material was too bumpy. |
| **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?
 |
| I chose to do two art piece for my final piece as wanted to represent the two artist that inspired me throughout the project. I chose to do digital art for my final piece as I enjoy taking photos and wanted to Inculde them Into my project more an I loved the results. I chose to do a negative space silhouette as it allows the silhouettes to take the focus while not taking away from the photo. This relates to my target audience as they are peaceful and calming soothe people that will be in distress at the hospice. |
| **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?
 |
| I presented my two drawings both of them bieng A2 I chose this as I wanted them to be big but seen as I was presenting two pieces I had to make the smaller than normal so that the would fit In the space I was given. They will be displayed landscape with the silhouette piece bieng on the bottom and the fairy piece on top this is because the silhouette piece is darker so it makes more sense to be placed below as shadows fall on the ground. The fairy piece is on the top as it is brighter, more vibrant and light hearted as it Invloves fairies a mystical creation mostly associated with children which is more suitable for a hospice than a mainly black piece. |
| **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?
 |
| I wanted to develop my analysis of my work and writing about what I have done. I believe that I have improved at this thoughout the project. I also wanted to develop my textile printing skils which I was unable to do as I wasn’t available when this workshop was open. I did develop my Lino cutting skills during this project succefully making six small Lino cuts and multiple successful Lino print with them. I also develop my digital art skill as I was able to confidently draw people and fairies in a cartoon like style which I wasn’t able to do at the start of the project. |