**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: Jacob Hartley |
| Centre Name: Bradford college |
| Centre Number: |
| Specialist area of interest: fine art |
| Working Title or Theme of Final Project: memories |
| Date: 13/05/2023 |

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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? |
| I chose to create artwork that I am used to creating as this will show my skills the best. I proposed to create a combination of pencil drawings as well as photoshop. I had to work over the weekends and on my days off to keep up with the work I had to do. I considered not using sad pictures as the work might be displayed in the Marie Curie hospice and I want to create artwork that may lift people’s spirits when they view my work.  I drew portraits of many different people such as women and men. I also used different portraits of people with different nationalities and races. Whilst I was creating my Elizabeth piece, I used left over ribbon strands and small pieces of material that would have otherwise been thrown away as the pieces are quiet small to use on most things. |
| **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.? |
| The project was on memory. I choose to create portraits of famous or well-known people that I find interesting or inspiring from the past. In my mind these are great memorable people. Bowie for example is one of the first musicians I listened to and enjoyed. I have learnt from this project that I am good at Photoshop and I have learned about other artists like Henri Matisse, Sarah Morris and Gwen John. They inspired me to put a bit of their art styles into my own artwork.  As well as getting much better and faster at creating wire lettering.  I have not used abstract geometric shapes in my artwork although I thought I would. I got frustrated with my Prince (singer) piece, it just would not turn out the way I wanted it to. My finished 6 portraits turned out just the way I had planned and imagined. Once I knew what I wanted to illustrate I knew how to add little parts of colour and just how I intended to display my work. |
| **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? |
| In my primary research I looked at and sketched anatomy to practice my pencil skills of portraits. Henri Matisse inspired me with his artwork that uses bright colours and cut up pieces of paper. I used this style in my Bowie art piece. Gwen John created timeless classical portraits, that I used in my Charles Dickens and queen Victoria art. Jackie Bassett uses maps and text to create her artwork. I used text in my Charles Dickens portrait to reference his famous books. They have all given me inspiration to try new things and alter my portraits to add a little bit of different detail into each piece. Banksy is an inspiration as he adds a pop of colour to his graffiti artwork, I did with a lot of my work also. |
| **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 photoshop to alter my portraits. This is a computer program that I have been using in my artwork throughout the year. I have become much more confident at using this app and was very pleased with my Wes Craven and MF Doom finished work. It was printed out to a high standard and looked professional.  I didn`t use the painting with light style, as it didn`t give the desired effect I was after. The block printing was not useful to my style of art as I do not like painting and the jelly printing was not to my desired size that I needed.  I was mostly interested in my classical pencil drawing as this was an area I wanted to develop and explore further. I am proud of my finished artwork, the transcription pieces I created and my very detailed PowerPoint. |
| **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? |
| It is important to fail as you can learn from it or try another way of doing something. Maybe change the original idea all together. My prince picture didn’t work out and the picture I was coping from was not printed out to the correct scale, so he looked stretched. This meant my work was not to scale and was out of proportion. Therefore, giving an inaccurate portrait.  My favourite piece was Charles Dickens as he felt quite easy to draw and it was really simple to glue on his book pages. I feel this piece looks very effective.  When things didn’t work out, I just tried a different way. The deadline approaching and my weekly planner has kept me on track. I knew I had to move on quickly instead of struggling or wasting 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? |
| I chose portraits as I feel pictures have a strong connection with memory. You often look at old photographs and remember people you care about, places you have visited and enjoyed or an occasion that happened that was special. The way I want my art to be displayed is as if it is a few portraits in a home. Shown in simple frames that would probably coordinate and match.  I want these portraits to stand out and be eye catching. I want people to look closely at the details that I have added. And I want people to remember these great people I have drawn. |
| **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 looked at different artists for inspiration, I had an attempt myself in my transcriptions and then I knew how I wanted to present each final piece of work. Each artist I choose to borrow their style and it helped me develop my ideas and gave me inspiration.  I have created a detailed PowerPoint throughout this final major project, each slide of the PowerPoint has shown my development through this topic on memories. It has shown all my ideas. The ones that have worked out and the ones that didn`t. My works development, my works planning, and my artist inspiration and my take on their work. |
| **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 have achieved my aim. I developed my six portraits in the time scale I gave myself. I completed each piece as I wanted to. I overcame any difficulties by adapting my planned work to another famous person. I have kept the same theme throughout. I have kept to my idea of using a portrait using pencil shading and adding areas of small details. Dickens relates to his books; Queen Elizabeth relates to being regal with her jewels. John A. Miller because of his aged paper and patent engineering skills. Wes craven looks quite spooky which relates to his horror movies and MF Doom portrays a comic style as this is his persona of a comic book villain feel. |