**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: Joseph Garside |
| Centre Name:  |
| Centre Number:  |
| Specialist area of interest:  |
| Working Title or Theme of Final Project: Memories |
| Date:  |

|  |
| --- |
| **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?
 |
| . The reasons for citing my project within my selected specialist context are to get interesting and visually pleasing results. With photography and photoshop both being my specialist practice, I can go in depth and enjoy what I do and showcase that within my results.. When talking about the ethical, cultural and sustainability considerations taken into account. I don’t think I have included this within any of my work, and for that I do regret not writing anything down about this. |
| **AO2****Produce a self‑initiated project proposal (approx 100 words)** |
| * Explain your reasons for choosing a particular project 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.?
 |
| . Explaining my reasons to why I chose this specific project subject/concept. As a kid growing up, I loved theme-parks and British holidays. It’s all I ever known; I have never been abroad. And I want to show how great fun they can be.. I stated within my proposal that I would give typography and darkroom a try. However, looking through my work. I only had done 2 pieces linking to typography. I wish I had done more, including darkroom which I had done no work for.. In a broader context/situation, my line of enquiry being situated within photography and photoshop. |
| **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?
 |
| . When talking about how primary observations, experiments, initial material developments and technical engagement supports the developing understanding of the subject. I think that primary resources I got did help me out a lot. Especially in terms of engagement to the project even more. I was happy when I got the resources, I needed to further develop my work. When it comes to experiments, I think I could have done better and more of them.. I think the images I got from a friend to use initially for more ideas helped me out a ton. This just gave me more ideas to what pictures to take whilst at Blackpool. |
| **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?
 |
| . When talking about reflecting on all the specialist practical processes and skills I have explored, adapted and developed throughout my project. I think Photography wise I have improved on over the course. Also, Digital work is okay. Furthermore, trying out light painting for the first time. I did enjoy the task, I thought it was very interesting to do. However, it didn’t fit in to what I was achieving which is to make British holidays fun to go to.. I think the specialist processes and skills I have been interested in the most are photography. Mainly because I find enjoyment when taking photos, I need to be able to achieve what I am aiming for. And talking about how effective I have been mastering this are quite high. I do feel in other areas, I need to improve on more. For example, digital. |
| **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?
 |
| . Reflecting on those significant aspects of my work. I think what I could have done better is maybe to set a plan B within the project, if plan A does not meet my general requirements. If something doesn’t go as planned, then plan B is my go-to. Also, to reflect every week to see my progression through the project. This would help me to keep track better.. I think what went well the most is the primary research, gathering these photos and getting them ready to work with is exiting. I felt relieved because I eventually got my Primary research on hand. |
| **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?
 |
| . Explaining my reasoning for selecting the ideas and methods chosen for producing my final outcome are simply because I was the most comfortable with my own specialist practices. I feel as if I can create such a nice piece with only using photography and digital. Also, having the idea that photography is quite popular within Blackpool, and I wanted to be one of those people to represent what Blackpool is all about by capturing an image.. I think quite a lot of people in the UK and abroad have been to some sort of British holiday. I’d say these outcomes will capture attention to those who enjoy these places like I do. |
| **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?
 |
| . Explaining my reasoning for adopting the strategies I chose when presenting my project and final outcome. I think the techniques I used are great for my specialist practice. I think taking photos that represents what a British holiday would have but using Blackpool as an example of that. And adding colours using Digital workshops to enhance that British resort feel.. Talking about how appropriate this is to my developing professional practice. I think any sort of practice helps with achieving goals that makes you better at something. For example, I love doing photography over the course. And I feel as if I have improved with this specialist practice a lot.  |
| **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?
 |
| . Identifying the aims and objectives that I was interested in developing when I started the project. At the beginning, I was only relying on secondary research. Showcasing this primarily within mood-boards. It wasn’t until later I began to use my specialist practice to go out and to take photos of Blackpool. This is when I could develop further techniques into my specialist practice.. When talking about how effective I have been in reflecting on my developing work and progress against these targets. I think I’ve done okay with is, not the best. I think there are lots to improve on. I think linking back to what ethical, cultural and sustainability considerations I made. That’s what I need to improve on the most. |