**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, 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: Shaun Daley  |
| Centre Name:  |
| Centre Number:  |
| Specialist area of interest: Graphic design  |
| Working Title or Theme of Final Project: kitsune/fox spirit nature silhouette  |
| Date: 15/5/24 |

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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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| * The reason for creating my theme around my specialist practise is because I enjoy learning new things about the editing software and teaching myself new skills. I wanted to combine different specialist practises like e.g. photography and graphic design or screen print.
* I have considered that there may be errors in photoshop like for an example certain tool not working and the software crashing. But while going through the project I did encounter those errors and plus many more. There have also been pieces of work that did not save properly so I had to redo them again.
* I have considered that my work is ethical as I have not made or used anything controversial or racial. I have considered beforehand and thoroughly planned and generated ideas to avoid such things as this. The work I have done through the project is creating version of a kitsune, foxes or animals that are similar.
* The cultural considerations I have taken into is that my theme is linked to different folklores from Japan, China etc. I have made different ideas and researched folklores to give me general ideas of what I could do for my final piece. I have made mood boards and mind maps during this project and searched around the internet for ideas until I stumbled onto and idea that could use my final piece.
* Another thing I have considered is sustainability. What my plan for the project is to add photographs of nature and show beautiful it is. I wanted my work to feel calming when looking at it.
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| **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?
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| * The reason I chose the theme for the project is because I have a love for foxes, and I was searching for ideas on Pinterest and then I came across that and decided I wanted to base my entire project around it. I thought of it as a good concept and research about it and make mind maps and mood boards.
* My idea hasn’t changed since the beginning of the project I was interested in making silhouettes and adding images of nature into them I have experimented and made a few of them.

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| **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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| * The experiments I have done during this project really gave me ideas for what I could for my final piece I have done tests and put them on digital space. I also went onto Photoshop and made different foxes' pieces and to test out how I could make it. I used different pictures to make the individual body parts of the foxes and there has been times where I made simple ones with just one picture to test out how I could construct my final piece.
* I got the idea for this project theme just by mainly searching through Instagram and Pinterest. When I found what theme, I wanted to do I checked with my tutors for the go ahead and asked friends what their opinions was about it.
* Well, when creating mood boards, mind maps and searching social media for potential ideas did nourish the growth of the project and gave me a lot of power, when it came to testing, I was able to construct my ideas into reality and made many versions of them. My first development piece I thought it was good, but the colours were to bod for my liking, so I made another one the second one was a lot better, but my only concern was how it looked more like a dog than a fox. I was originally planning to just make a fox first and then add more tails and other minor details.
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| **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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| * When I was on photoshop I was testing different tools out to see what functions they have and to add to my existing knowledge of the editing software. At the time I have accidentally stumbled onto a feature that allowed me to create silhouettes of images my previous work and then I traced the outline for the animal and then I got my silhouette. Then I decided to add different images onto the silhouette different parts of the body
* Graphic design. I was interested in graphic design the moment I learnt how to use Photoshop, I wanted to learn new things about the app, and I taught myself most of the techniques and tools I know today. I have made most of my final pieces/development pieces on there.
* I think mastering the current skills i have on photoshop has helped me a lot and when there was times i couldn't do certain things i always managed to find certain ways to get around it.
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| **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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| * The only problems I've had with this project was when I've wanted to work on photoshop on laptop and computer certain tools and functions were way different on the laptop than the computer. Secondly, I've had problems when I didn't save the work properly and I've had to save my work i had to restart because I make very big changes to my work. Thirdly I have had problems where I saved my work and i could find it. My successes about the project were that always save my work to teams, USB and digital space. Every problem I've faced on photoshop for an example the software crashing, glitching, different tools and setup on laptop and computer i have managed to solve them quickly.
* Pretty well i have adapted to them and i was able to work around them quickly. There was a problem when adding photos to digital space, how i solved the problem was i sent my photos to and app the i went on the online version on the browser and grabbed the images URL and i was able to put them onto digital space.
* How i would do things is by making different plans in case i could not make them in photoshop i had a plan to do something else. Also, if i didn't understand anything i would search it up online and learn how to solve them.
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| **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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| * While I was making the mood I came across the idea of making something silhouette related for my final piece. During the project I tested out different techniques to make my work pop, I wanted to my work to have a beautiful nature feel to it. I made different outcomes and each had things I didn’t like so I decided to add something different instead of having the fox body a picture of the blossom tree I decided to use a picture of a gated field and use the blossom picture as a different body parts i.e. legs, ears and tails.
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| **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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| **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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