**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: Mian Absaar Alam |
| Centre Name:  |
| Centre Number:  |
| Specialist area of interest: Digital Art (Adobe Photoshop)  |
| Working Title or Theme of Final Project: 2000/10s Nostalgia |
| Date: 22/5/22 |

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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 have chosen digital art as my specialism because it allows me to get more surreal with my pieces with less effort. I can edit and distort images to my liking; I am presenting my childhood memories with a modern spin. I have made no deep cultural considerations other than my childhood memories do not include offensive themes of death and despair or anything else of the sort. I make these considerations because my client is the Marie Curie Hospice, a British charity offering end of life care; the last thing the terminally ill need in their last breaths is trauma, grief or offence.I am disappointed that I cannot get my camcorder to work for the time being, but I do remember how my childhood was captured with it and stored in cassette tapes; those tapes are untouched because they are extremely personal. I think I missed a chance to photograph them.For sustainability, I am less worried about the process of creating my final piece and more with how I will print out and exhibit it. Foamboard is convenient but unsustainable; I do not like the idea of using a monitor to present my final pieces (even though my pieces are digital art). I think my pieces should be hanged up using bulldog clips, as suggested by one of the teachers. |
| **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 theme of the project is “Memories” which is specific yet vague at the same time. I know I will be using Adobe Photoshop to create my final piece(s). I intend to focus on my own childhood memories from the mid-to-late 2000s and 2010s, which is why I bring up my camcorder and remaining Hot Wheels cars. I am also curious about collages.Yes, my original intentions have changed from the project proposal. I have forgotten about adding the duality of old and new (or old and young) to my final pieces and neglected artist research on Tom Phillips. I suggested before/after photos and I did not bring them to my project. The unsatisfactory artist research has remained with me for two years. |
| **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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| Throughout my project, I have been way better at creating ideas than executing them. The reason I like Otto Kuhni’s illustrations is because they are relevant to my love of Hot Wheels, and they are from an older era. The idea of photographing modern places, things or events in old styles and vice versa is interesting to me.My primary research has almost exclusively been workshops. Darkroom went as expected; I used one photogram for the second final piece. I used the darkroom because I wanted to capture that mystery just like how vague memories are in general. Things are not always how you remember them.Secondary research is minimal; there is just a PowerPoint slide to briefly explain the Marie Curie Charity. I missed out on a huge opportunity to research more of the technology, toys and media that was available in the 2000s. I might not have used that old technology but it would have been nice to research more about how technology advanced in the 2000s. I even thought of looking up TV channels in the past (not mentioned in the proposal). I had such an expansive theme yet I think I narrowed my research too much. |
| **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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| I have used Adobe Photoshop, Illustrator and typography to create my two final pieces. I have also scanned dry point and darkroom prints and photographed two Hot Wheels cars and my JVC camcorder. I have gotten better at using typography and Photoshop, but I would not say I have mastered anything. Outside of my specialism, I have been more confident in using the darkroom. |
| **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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| Since the beginning of the project, I had always wanted to transcript or copy Otto Kuhni’s style. He illustrated Hot Wheels cars and I had some at home. I learnt that sketching would take too long, so to solve this problem, I photographed two Hot Wheels cars in different angles. After saving them to the Mac, I would use Adobe Illustrator to image trace them. I also had to create a Hot Wheels track with help from the teachers in Illustrator.Factors that have influenced my problem-solving skills have been time and stress. I do not think I adapted particularly well, still plagued by indecision and indolence. |
| **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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| I chose to work in Adobe Photoshop because it is the most accessible and sustainable(?) method of creating my final pieces. Only my second piece (maybe) relates to the audience: Marie Curie’s terminally ill and/or old, dying patients. Based on aesthetics, the second piece could invoke nostalgia (for better or worse) since they are based on Otto Kuhni’s Hot Wheels illustrations. Nostalgia is better because nostalgia is relatable but worse because “algos” literally means “pain”. It is so bittersweet. |
| **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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| The first final piece (*Toy Lights*) is a combination of an image trace of one of my Hot Wheels cars on an orange track, half-tone gradient, real life photography of a snowy day, and lights captured with long exposure photography. It is not meant to be realistic; it is an abstract piece meant to capture the speed and colour of Otto Kuhni’s illustrations. I used multiple blend modes in Adobe Photoshop for this piece.The second final piece (*My 21st Century Memory Lane*) incorporates two image traces of two different Hot Wheels cars on two identical tracks; one of them is flipped vertically to give the appearance of reflection or mirroring. The colours on this piece are bolder than the first. I created a logo in the style of the Hot Wheels one (which has had many variations over the years) to show my childhood love for Hot Wheels; it is ingrained in me. Like the first final piece, it is very abstract and meant to capture Otto Kuhni’s style with a real-life photograph added as my own part. You can see the damaged paint on both model cars; initially, I was going to fully spot heal the green Lamborghini model but stopped mid-way through, believing that the damaged paint adds to the oldness of these cars. There is an image of a darkroom photogram of my camcorder; it is black and white to add mystery. I used multiple blend modes here as well.I added noise to the picture of the snowy day to give an old, even low-quality feel, also adding to the mystery. Technology is more advanced today than it was over ten years ago.With both final pieces, there is no deep meaning behind them, no message to send. This is neutral to the world of digital art. All it shows is that I used to collect Hot Wheels 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?
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| At first, I really thought I would get the ball rolling with practising drawing and sketching in my sketchbook. However, that was easier said than done. Drawing to transcript Otto Kuhni’s illustrations would be almost impossible, so I stuck with photography photoshop. I think I have still made a collage though, just not in the way I imagined. To my surprise, I used a drypoint print instead of a pencil sketch for the second final piece.I also think I have gotten more creative with my typography pieces, my favourite being *Caution Sign!* (although it did not directly link to my project theme). I learnt new techniques to warp text in Adobe Photoshop and Illustrator and other ways to play with typography. Though it is not my creation, I love the Heavy Heap font, which is the Hot Wheels font.In the proposal, I mentioned juxtaposing the past with the present. However, this is not clearly communicated through either of my final pieces. For the first one, I did not even try. For the second, you could not tell.I also remember writing how I might focus on memories about the 1990s, before I was born. This was so my project could appeal to a slightly larger audience than people like me (those born in the mid-2000s). I did not do that at all.I did not go out and photograph playgrounds or use clock as I wanted to; the biggest opportunity was during the Easter break but due to sickness and long-time kitchen renovations, I did not have as much freedom as I wanted to.I have disregarded Digital Space (WordPress) as a place to record my progress. Now it is only used to upload important files like my project proposal and this evaluation as well as screenshots of my PowerPoint. I have wasted too much time to properly finish my PowerPoint in time. To be fair, I do not have a properly working PC at home.I did not go as deep into artist research as I promised in the project proposal. The Otto Kuhni research was shallow, and Tom Phillips research was non-existent.Overall, I think I have stagnated in two years. Indecision and poor time management still plague this project, even when I was sick. |