

UAL Level 3 Diploma and Extended Diploma in Art & Design: Creative Practice and Communication

UNIT 6: Written Evaluation

800 words

All sections have an advised word count.

A 10% tolerance is applied.

Your evaluation must be typed and included 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, 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 outcome:

AO8 - Apply reflective practice to a creative project.

Student Name:	Jack Robinson
Centre Name:	Bradford College Lister Building
Centre Number:	
Pathway Specialism:	Extended Diploma creative practice photography
Working Title of Project:	FMP Stories
Date:	15/05/2025

AO1: Apply an understanding of specialist industry practice to a creative project(approx 100 words)
<ul style="list-style-type: none">• 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?
This project ties into my specialist industry practice in a looser way that it should. A few of my shoots did pull from my

specialist industry practice, being macro photography, like the Voltron shoots both in and out of the studios and to limit the sword shoots trying to use angles to make the sword look bigger than it is. The way it ties to my final piece however is with the small details to be focused on, I've mentioned in other projects the reason I enjoy macro photography is because it takes small features and things that would usually be ignored and makes them the main focus, makes them important and that's what I've tried to do with my final piece with small features to be focuses on.

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.?

For this project I want to use my image to tell a story to captivate people and have a narrative to interest people. Throughout the last few projects, I've wanted there to be an underlying narrative however it's not been the main intention, for this project I want to make it the main focus. With the last project the narrative was more of a focus for me so I was able to experiment a bit more with visual storytelling and I've been able to use those skills but more evolved, having a little more subtle with personal interests and focus more on a good narrative and overall final shoot. As this project has gone on my final piece idea has changed, in the beginning I wanted to focus on either stories actively happening, the legacy of stories or stories becoming myths but as the project continued and my ideas evolved they became closer connected until the idea for the final piece became a mix of all three ideas, showing the adventure he had been on and was currently writing.

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?

During my last project my final piece was narrative driven, I wanted it to tell a story similarly to what I wanted this project to do but not as explicitly as with this one. I learned a lot with visual story telling during that last project but I also learnt I need to be more controlled with it, last time I a little too hard with a one sided narrative and forgot about making the story the image was telling accessible to others so I wanted to improve on that with this project and I believe I did using not only what I learnt from experience but from photographers like Gregory Crewsdon and slinkachu, their respective styles of visual story telling and views on it have really inspired me with this project.

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?

With my specialist practice being macro photography I've learnt a lot about angles and perspective since to me macro photography is all about perspective, making the small things big, those small background

details the main focus so with my final piece I wanted to incorporate that methodology of taking small background features and making them more important and in a sense bigger. As well I used the macro style in a few of the shoots used inside the final piece, focusing closer on gems and books and using perspective to make the sword to look bigger than it really is.

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?

One of the major issues I wanted to deal with especially for this final shoot is balancing my interests I use in the shoots and making sure those aspects don't alienate the people viewing the image, throughout my different shoots I became more and more observant and I think I made shoots, especially my final shoot, managed to balance that. Another thing I wanted to work on better during this project was time management and I think I did that fairly well, while I did fall behind on a few things in terms of when I wanted to get it done but I managed to make up for that and managed to get everything I set out to do, I had just wanted to get them done exactly when intended. I wanted to be more positive about this project and adapt to any issues presented and I think that attitude managed to help me get over issues presented to me.

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?

The reason I chose to make my final outcome so cluttered and busy is so that there's a lot of things for my audience to look at and focus on the different aspects. When thinking of my final outcome I always wanted it to feature multiple images within the main image so when people look at it they can notice smaller interesting details and use those details to construct their own narrative about the story being told by this image, I want people to get themselves invested in the image and to ask themselves questions about the small bit of world I've made in this image. I really think I've achieved this goal and I look forward to seeing how people react to it in person.

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?

One of the main strategies used for this final outcome was using smaller polaroid images, my reasoning for that was for 2 key reasons, One reason was to add extra details in the final desk set so that if people didn't find the main desk image interesting they had smaller nature shots to look at but also to add some narrative to the image so people are able to make their own story from this image. The second reason was to bring it back to my specialist practice, having

those smaller details that will be focuses upon and made bigger by the viewer to me feels similar to macro photography, taking those small details and making them bigger. Also in the actual shoots for those smaller images I used Macro shoots and the perspective shifting used in macro photography.

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?

The main objective I had with this project was to create a final outcome that tells a story, that will hoom and captivate people but can also stand on its own as an image without having to focus on all the small details I think for the most part I managed to get both of those goals, for making an interesting image that hooks people and creates an interesting narrative I think I did a very good job of that, with the different props around the desk to the polaroid like pictures inside of the final piece I think they make for an interesting narrative for people to create for themselves but also not featuring any elements that if seen will alienate anyone looking at it which was a major failure from my last project. As for making an image that stands on its own, I think I did well enough however I think there's just a few too many details to make it stand as an image on its own I feel like they make people get invested into what's going on which while that isn't bad I feel like It can alienate some poeple from enjoying that image.