**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: Austin Goacher |
| Centre Name: |
| Centre Number: |
| Specialist area of interest: Illustration |
| Working Title or Theme of Final Project: Pigeons |
| Date: |

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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 illustration for my project because it gave me freer reign with materials to express my theme which lent itself well to my usual mixed medial style of work. I took multiple specialist considerations into account including pencil, print and other such methods before I settled on a mix of digital and fine art for my piece. Ethically I have made sure to not harass or get too close to the pigeons I am photographing so I don’t scare them and culturally I have made sure to respect private land and only photograph pigeons in public areas. Sustainability wise I have made sure to be considerate of what and how much of certain materials like paper I use and using scrap and other such pieces where necessary to prevent waste. |
| **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? |
| I chose pigeons as the subject for my project as I believe they are an underrated and often overlooked animal all but in terms of hatred towards them, how could I not attempt to shed light on the unending loyalty and love these birds have shown us when all they have received in return is a world that lies about them, because of this goal my intentions have remained steadfast and strong in shedding a light on these birds. I have portrayed this in my specialist practice of illustration as that has been my specialism throughout the entire year and is the best way to portray my project. |
| **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? |
| Almost all of my developments during my project aided in the creation of my final piece but I think the most crucial was the session I did where I first created my pigeon out of nuts as it was somewhat a turning point in where my project would go from then on. In terms of other peoples’ ideas and working methods, I have not been influenced much by them and have mostly used my own thoughts and ideas for my inspiration as well as our clients. As such others methods and ideas have not nourished my development beyond suggestions from my peers and the aspects of our clients business that have inspired my piece. |
| **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 think all of the practical prosses I have developed and explored have been useful for my project as they have given me both new avenues to try, more to fall back on and some that I know just don’t work for me. The one that interest me the most however was using photoshop to make things out of other things, which is how I made my pigeons for my final piece, it makes sense that interested me the most as such. I think I have been relatively successful in terms of mastering skills and techniques I have selected to focus on and develop. |
| **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? |
| I have had complications come up with my project, mostly issues with being unable to work at times due to illness but I have pushed through this and gotten into college to continue my work even when I have not been well. On the positive side of things however my first success with making the pigeons out of bolts was definitely something that helped inspire me to continue this for my final piece which has gone massively in my favour. In terms of practical and technical problems I have and to deal with, it has mostly been issues with my password which was easily remedied with a trip to the IT department and then I could continue on with my work. I think the biggest influence on my ability to solve problems appropriately and effectively has been my overall stress levels which has occasionally led to this ability being subpar amongst other things, but I pushed through and have managed to finish despite having the odds so far against 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? |
| My idea of pigeons has already been explained as being due to my love of these birds and a desire to show others how interesting they can be through my art and I chose to design them as if they were made out of bolts as it felt like an interesting avenue to explore and something that would relate to our clients/audience. The specific method of using photoshop to achieve this was partially an effort to save waste and to make the task easier on myself as doing the task physically would have wasted paper as well as been much more laboursome than doing it digitally and also relates to the technological side of our audience/clients. |
| **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 used markers to give some colour to the background of my final piece as this is how I have decorated my sketchbook and is something that I have experimented with over multiple projects so it felt right to use this work now. For everything else I used materials already available to me through college so that I would minimize waste done, this will be hung on the wall as I think this is the best way to display the piece due to its size. This is all related to my development into illustration as I am wanting to make them interesting and pleasing to the eye without taking away from the main focus of the piece because of this. In terms of communicating my ideas, I have struggled with this aspect of my project and have been working to improve upon it, however this is somewhat difficult for me to do as I sometimes forget to note down how and why my project develops the way it does as it is usually developed in my own thoughts. |
| **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 think I’ve done relatively well developing on my aims and objectives for this piece, as they have remained similar throughout the entirety of my project, this has been to show my love for pigeons and give them some of the appreciation that they greatly deserve for all they have done for us all over the years. In terms of reflecting on my development and progress I think I have done decently well, especially when compared to the year prior, however I still have room for improvement in all aspects of my development and will work on this in the years to come. |