**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 is 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: Evie Newman-Cox |
| Centre Name:  |
| Centre Number:  |
| Specialist area of interest: Fine Art |
| Working Title or Theme of Final Project: Flowers |
| Date: Tuesday 14th May 2024 |

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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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| Upon analysing my previous projects, I noticed that the artwork I enjoyed creating, I used fine art mediums, materials, and techniques.  I acknowledged that fine art materials are not infinite. Once you run out of certain materials, they can be expensive to repurchase.  Contemplating the ethical impacts of my work, I did not pull flowers out of the ground as it is unlawful and unethical. Alternatively, I bought bunches of flowers to use.Regarding the cultural impacts, I created artwork suitable for my target audience by not including any negative or offensive imagery that may cause distress. Considering sustainability, I limited the amount of waste I produced through my art by using all my materials before replenishing them.  |
| **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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| I chose flowers to be my subject for this project because flowers have always inspired me creatively. I wanted to be experimental with flowers and see how I could create inspirational artwork with them. In addition to this, I admire the natural beauty that flowers contain. I originally intended to use flowers as a symbolism of growth, which I have not directly done. However, I have used flowers to create artwork that could potentially inspire Accus employees, which would then influence the growth of Accu. In a broader context, my flower project is being situated through illustration with fine art materials, mediums, and techniques.  |
| **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? *(seconda ry research; ethical, social, cultural etc)*
* Explain how you think these ideas and methods have supported and nourished your development?
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| Life drawings and photographs of flowers enriched my drawings of flowers, as I gained an understanding of how flowers are structured. My flower photoshoots gave me creative freedom, that led to more design development and ideas. Experimenting with different fine art techniques and mediums expanded my skills. Ian Mitchell is an artist I discovered through a gallery visit. His bold, abstract landscape artworks influenced me to create my digital flower drawings. His work is unique and unproblematic, as I do not often see his style with landscapes.All these ideas and methods supported the development of my work as I gained more knowledge and skills, that I used to improve my work quality moving forward.  |
| **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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| Creating pressings of real flowers inspired to create acrylic paint and ink prints, which boosted the development of my project. I then went on to explore texture art, rock painting, life drawings, batik, Mobius strips, screen printing, dry point printing, blotted line drawings and lino printing. Flower printing is the most interesting technique I explored. The creative process motivated me to create more floral art. Blotted line drawings and dry point printing provided me with the most interesting outcomes. I should have mastered texture art, rock painting, lino printing and dry point printing to a higher quality. But other techniques, skills and processes I used, I feel content with the extent that I explored them to.  |
| **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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| Planning my final piece was extremely successful but it required a lot of tedious tests, with the opinions of others. The most significant failure I made was during the process of colouring in my final piece. I did not have as much coloured pencil for each colour and shade as I originally thought. I realised that it would be expensive to buy duplicates. I acted efficiently to this sudden unforeseen failure by creating a base layer of coloured pencil, just in case. My determination influenced my ability to solve any problems I faced in the most appropriate manner.  |
| **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 began to generate and test ideas three weeks before the project deadline. This gave me enough time to plan and create my final piece without feeling rushed. I concluded that my Geometric flower design that incorporates one of Accus shapes, would be the most suitable design to use. It reflects my flower theme and target audience whilst including fine art mediums. I decided to present it on A0 cartridge paper, as it is a thicker paper on a larger scale.My final piece has received positive feedback. I am confident that it has the potential to inspire Accus employees, as it is bright, colourful, and eye-catching. |
| **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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| I chose to present my sketchbook work for this project digitally, so I could create organised page layouts with neater handwriting. My way of presenting my sketchbook work and final piece allowed me to refine my fine art skills.In previous projects, communication was something I struggled with. However, in this project, I have improved my communication skills. I now feel wonderfully comfortable voicing my opinions and ideas.I carried out a survey, to gain the opinions of others around me. I often asked my tutors, peers, and family members for advice. All my ideas are documented in my annotations.  |
| **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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| My original aim for this project, was to create a self-initiated project that focuses on the theme of flowers in a creative way, that could potentially inspire Accus employees. I wanted to be experimental with real flowers and produce creative outcomes using fine art mediums.Throughout the duration of my project, I feel like I were consistently reflecting on and documenting how each piece of work does or does not contribute to this original aim. If at any time throughout the project, I felt like this initial aim was neglected, I tried to develop more work contributing towards it.  |