

# 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:

Mackenzie Collier

Centre Name:

Bradford College

Centre Number:

Pathway Specialism:

Working Title of Project:

Aqueous

Date:

### 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?

This project fits very well in my specialism because it is able to be used in conjunction with my specialism to create interesting visuals fitting with the product as shown through my usage of the technique. I had to take into account

doing most of this shoot without use of the studio, having to do most of it at home. However, having equipment available to me made this much easier. I had next to no ethical or cultural concerns despite the fact that advertising energy drinks could be seen by children, but I do not see that as much of a concern due to things like alcohol advertisements and other energy drinks being advertised openly. To help with sustainability, I made sure to source my products from people such as friends and family that drink Monster. I also ensured that they were properly recycled after doing the shoot.

#### **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.?

I chose this subject because I was interested in how I could use this technique in conjunction with advertising and then mesh it into the form of a video. I have learnt that there is good value in this type of photography due to the many different ways you can use it and the different forms it can take. My original intention was not to do a video or collection, but instead to do maybe one or two different finals, but when I saw what extent I could take it to, I couldn't resist.

#### **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?

By experimenting with different ways of creating aqueous images, using different liquids, backgrounds and formats to record, I was able to figure out how to perform these styles of shoots more efficiently and effectively. It further developed my ability to apply it to other products and areas. Other people's ideas, such as Kim Kever using acrylic paint, really pointed me in the right direction to be able to refine my own technique in a way I did not think of before and made me look further into other methods for executing these ideas. They allowed me to look into the idea of blending my aqueous work with advertising, which helped me figure out what I could do for my final

#### **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 had a look into taking pictures in different ways, such as using pinhole photography. Although this did not fit the style I was doing in the moment, it made me realise what else I could use that idea for in the future. However, the process that I will be using most often is video as opposed to doing individual photos. Doing this helped work efficiency a lot without the sacrifice of much picture quality. Using this helped a lot and I will be using this in the future to cut down on repetition, allowing use of both of my hands and also

providing more images to choose from as the video shot 50 frames a second instead of about 10 a second from pictures.

#### **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?

Most of the failures I had to overcome were thankfully fairly simplistic. Using simple logic and reasoning I was able to solve issues such as the clouding of the tank. I always like to zoom out of my process and make sure I understand all of the things that can cause what is happening in issues I face to have the best chance of solving them. This is something I have further developed through doing this style of photography, as issues usually come up with advertising items. However, I have become more acquainted with coming up with solutions for these issues.

#### **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?

I chose two different methods for producing these outcomes; I chose to do a print of all the images in a 5X5 grid and I also chose to do a video showcase. I chose these 2 methods because they cover a lot of bases. The video and photo both being in a 1X1 aspect ratio makes it accessible to put on every form of media, such as Instagram, posters and in exhibitions. This allows it to reach many different audiences, including people who go out regularly shopping and will see random posters for products about the place and people who spend their time scrolling through Instagram or Tik Tok.

#### **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 chose these methods because they work quite well in various different formats. I am able to show these works off in both a physical and digital space, which works very well for me in terms of the advertising space. Being able to advertise across numerous methods, such as use of posters, billboards and social media, works very well for the advertiser. The idea I went for in this advertisement I feel has been effectively done. It shows the breadth of flavors and the variety that can be found across the product range while also adding an appealing visual to draw in attention.

#### **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?

Overall, I think I have been able to produce a good outcome and work alongside my targets well. I could have done better at expressing my planning in more thorough detail for the specific shoots I was doing leading up to the main shoot, but I feel that my coverage for the most part was good. I think planning out the main shoot was the most important part and that was done well, making sure I had everything I needed and adapting the knowledge I gained from my test shoots.