

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:	Samira Steppuhn
Centre Name:	
Centre Number:	
Pathway Specialism:	Level 3 art and design, photography
Working Title of Project:	Final major project
Date:	15/05/2025

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?

In my final major project, I have chosen to do nature. Nature is how my photography started, in secondary I started to notice the flowers, the plants more, I do a lot of close ups of nature with a blurry background. However, I did experience a liking in portrait so that's how I got my idea for my final piece in this project. I collided portrait and landscape together. During my whole project I had to considerate the weather because if it was raining it would be hard taking photos. As well as I also needed to make sure I don't trespass by accident while taking photos of nature.

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 nature because there's a lot of different techniques you can use such as working in the studio as well as outside. I've gained more knowledge about lens and the fact I can use a longer one to zoom in on a flower better/ a branch. As well as in the studio you can also zoom in which causes you to see all the little details. My original plan was the mirror shots from the right beginning because I found it magical, as well as unique. The most that I changed is what my model wore because it was too cold for a dress.

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?

For my final piece I had to figure out what lens is best to use as well as figure out the mirror size. I found out that it's easier to take photos with a big round mirror so you can see all the model's body as well as you can see the background. Bigger mirror also means I can take a step back and use the longer lens which focused well on the model and not the mirror itself. As well as a bigger mirror means better perspective in the background and the mirror.

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 have learnt that you can use a honeycomb light technique to make the flower/ glass have a unique style of shadows as well as I learnt to use different gels over the lights to make the background seem more unique. Some background colours made the flowers pop out more such as the blue because I went at a lower angle to make it seem like a

field. I've learnt that you learn base off of your mistakes such as, I used a small mirror which didn't work so I tried a bigger one and they're beautiful.

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?

My main problem was bad weather, so I solved this by taking 2 or 3 shoots in one day when it's sunny. Another issue I had is that the lights in the studio were acting up. So, I asked the tutor for help, she recommended to turn it off and then turn it back on, this helped the situation for a while. I used gel paper over the lights to make different colours, I used pink and blue to make a purple background, it made the flowers stand out more.

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 different photography skills; I've done work in the studio and outside. I chose to do my final outcome outside instead of inside because it links in with nature more as well as it was sunny, and it made the grass look better; the flowers stood out more too. As well as it was sunny but not too much so that you can't see anything, I made the photos quite light to make it seem like she's in a field. This will show the audience how beautiful nature is as well as it'll show unique styles of work.

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 presented my photos to show you can collide multiple different photography formats together. I collided landscape and portrait photography, the model was confident, she embraces nature. I took these photos to show how beautiful and unique nature is, the mirror shows its manmade but goes around in a circle showing the nature. I want to show how beautiful mother nature is, how spectacular nature is.

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?

When I started this project, I aimed to try different techniques of photography which I achieved well. I aimed to do a photoshoot with reflections with a mirror, and I did that, it turned out well, the lighting was good, it links with nature, there was trees, flowers all around. Overall, I think this is the best

project I've done because I did different techniques, I learnt how to use photoshop better, I did overlays, used the burn tool to make bits of the photo darker. However, if I was to do it next time I would not do as many shoots in one day and take the time to edit and write about them.