



Open
College
of the Arts

Formative feedback

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| Student name | Iain Barbour | Student number | 515236 |
| Course/Unit | IAP | Assignment number | 5 |
| Type of tutorial | Audio-Visual | | |

Overall Comments

This was an interesting and engaged series of images that marks an encouraging end of stage 1 study ahead of stage 2. I wasn't entirely convinced by the multimedia (mm) as the final presentation – instead thinking that for the highly developed pictorial strategy you would be better served through exhibition prints, but the mm does serve as an alternative strategy that adds additional information for the viewer.

Feedback on assignment

Demonstration of technical and Visual Skills, Quality of Outcome, Demonstration of Creativity

Below are Iain's notes from the meeting annotated and expanded upon by David in *italics*:

- We briefly discussed assignment 5, as the main discussion was about preparation for assessment.
- My tutor appreciated that I carried on with the multimedia aspect and felt I had "pushed boundaries". For level 1, what I produced was fine, however, for level 2 I need to concentrate on how to use 'narrative' effectively when using video / multimedia in general. I was asked to review the multimedia section on World Press and Press Photographer of the Year. *DavidW: I also felt the audio came across as though you were reading rather than discussing the issues. This isn't a big problem but, over time, you might work on your delivery and see how it affects the final outcome.*

- The video was perhaps too long and my tutor recommended - for assessment purposes - the series may best be suited if presented as standalone images`. He suggested that I make physical prints to help form a decision for assessment.
DavidW: Yes, I think prints would be a good next step. You could then photograph the prints as part of the assessment presentation to demonstrate the physical, or haptic, qualities of the final objects. I'm not sure that I agree that the mm was too long – my point was more that it lingers on each image for a long time whilst you speak, and there might have been room for you to explore adding additional imagery that would have furthered tied the audio to the visual.
- Assessment - refer to `learning outcomes' in student handbook and 'preparing for digital assessment' on the oca student page / what to include = best research and best visual and show developments in my work \ have backup link to YouTube \ reflective essay (1500 words) though I think its 750 words max / referencing my own work I.e. signposting areas of my blog etc.

Coursework

Demonstration of technical and Visual Skills, Demonstration of Creativity

DavidW: You would benefit from reflecting on how well you think an exercise or project has gone/the extent to which your response has been successful and pushed your boundaries in terms of the learning outcomes for the final exercises and projects selected for assessment.

Research

Context, reflective thinking, critical thinking, analysis

DavidW: Both the Sugimoto and Hido posts were useful, especially the way in which you tie your Sugimoto research to the final assignment.

Suggested reading/viewing

Context

We spoke about Mark Power's 'The Shipping Forecast' as an interesting model of a body of work shown in three different ways – on the wall with audio playing; as a book; and as a multimedia.

As you mention above, I suggest looking through the POY and World Press archives to see examples of multimedia using a narrative approach. This is not to suggest that this is the only approach, but it would be beneficial to understand how different approaches function.

Pointers for the next assessment

Look through your work with the learning outcomes to hand and think about which assignments and exercises most reflect upon each of them. Evidence everything through

your reflective account and especially work on demonstrating your learning progress during the module. You have gone further than you imagined you could have at the beginning of the course. Well done!

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| Tutor name | David Wyatt |
| Date | 1/8/20 |
| Next assignment due | NA |