



Open  
College  
of the Arts

## Formative feedback

Student name	Iain Barbour	Student number	515236
Course/Unit	IAP	Assignment number	4
Type of tutorial	Audio-Visual		

### Overall Comments

An interesting and challenging series that pushes your own boundaries. Well done.

### Assessment potential

I understand your aim is to go for the Photography Degree and that you plan to submit your work for assessment at the end of this course. From the work you have shown in this assignment, providing you commit yourself to the course, I believe you have the potential to pass at assessment. In order to meet all the assessment criteria, there are certain areas you will need to focus on, which I will outline in my feedback.

### Feedback on assignment

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

Below are the key points from our discussion:

- I liked that you waited to hear the audio before committing to a pictorial strategy – effectively allowing subjects some level of influence in the process (however superficial this may or may not be)
- Overall, it was a thoughtful and conceptually rigorous approach
- I wasn't entirely sure I agreed with your final comment that an open-ended narrative, or rather one left to interpretation, led to a more meaningful project

- Images/audio – the link between the pictures and the text isn't always clear in the earliest images, so I wondered if a tweak in the order might help the viewer. This was exaggerated by the length of the first slide/audio section
- Main point there is to think about the sequencing of the multimedia
- You get a lot more control over the process if you use a professional video editing suite such as Adobe Premiere, which you can subscribe to as part of the wider Creative suite package (worth it if you want to also experiment with book design as it includes InDesign)

## Coursework

### Demonstration of technical and Visual Skills, Demonstration of Creativity

Your work on image and text, especially the captions exercise with existing press images, has gone quite well and hopefully reinforces the points I made early in the module about the important function of captions.

## Research

### Context, reflective thinking, critical thinking, analysis

I would have liked to have seen more research and reflection into the wider art of photography – specifically self-led interrogations into existing practice that challenges your ideas about contemporary photography. This will add valuable context to your work by informing you of contemporary debate within practice and how this might support your growing knowledge and understanding of photography.

## Learning Log

### Context, reflective thinking, critical thinking, analysis

Please try to make the most of the online networking available for students as this discussing your work with other students, and reviewing their work, in a safe space will give you an opportunity to practice you reflective and critical thinking and analysis.

## Suggested reading/viewing

### Context

Take a look at the multimedia/video installation work made by Susan Trangmar as this shows you a more conceptual approach to multimedia.

For a more traditional narrative approach, see the POYi archive

<https://www.poy.org/69/archive.php>

## Pointers for the next assignment

- Think about how to present the work

- Reflect on how the work touches upon different critical debates you have learnt over the course of this and previous modules.

**Please inform me of how you would like your feedback for the next assignment:  
written or video/audio.**

Tutor name	David Wyatt
Date	24/6/20
Next assignment due	31/7/20