



Open  
College  
of the Arts

## Formative feedback

Student name	<b>Sarah-Jane Field</b>	Student number	<b>512666</b>
Course/Unit	<b>Digital Image and Culture</b>	Assignment number	<b>1</b>
Type of tutorial	Written / Audio-Visual		<b>Audio-Visual</b>

### Overall Comments

Hi Sarah

Thanks for the chat this morning. Please find attached my summary comments and recommendations – do add in any comments and your own feedback. I have left the strengths and weaknesses for you to complete.

### Assessment potential

#### Assignment 1

*You may want to get credit for your hard work and achievements with the OCA by formally submitting your work for assessment at the end of the module. More and more people are taking the idea of lifelong learning seriously by submitting their work for assessment but it is entirely up to you. We are just as keen to support you whether you study for pleasure or to gain qualifications. Please consider whether you want to put your work forward for assessment and let me know your decision when you submit Assignment 2. I can then give you feedback on how well your work meets the assessment requirements.*

### Feedback on assignment

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

The assignment has evolved from a more obvious approach to using audio visual format. While this work may not be fully realised I recommended to move on rather than rework. (It may be that you come back to this for assignment 4/5). I was very pleased to hear this. I have always felt more inclined to work this way although have reworked in the past when recommended to, and I've been pleased to do so as I discovered new avenues. But I do need to get this degree done and move on to an MA. Since I am working under my own steam I think moving on and seeing where I can go rather than revisiting at this stage is probably the most advantageous way of working. Picking up the work if that seems the right thing to do later is my preferred option.

The use of audio visual is showing promise – there are many ideas happening. Use this course to play around, take risks and explore as much as you can in preparation for Level 3. Again, glad to have this encouragement.

We spoke about viewing as much AV work as possible. I need to write up a few more gallery visits and yes, they often include or are mainly focused on AV work.

Create a running log on pieces that work and ones that don't. OK! There is no recipe as such for creating but it may be that you can gauge what works for you. AV is often substantially more time consuming so do factor that in as you progress through the course.

The two videos I mentioned were shown at The Art of Terror at the Imperial War Museum: Shona Illingworth – 216 Westbound – I have found excerpts online.

Khaled Abdulwahed – Tuj - <https://vimeo.com/61097242>

In both of these the use of the audio is carefully controlled to elicit a response from the viewer.

## Coursework

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

Coursework exercises are being completed. You are showing a clear involvement with the sources of work. The use of Instagram posts works well – and gets an involvement from another audience/platform.

Do you include the comments made on any work? Do you mean the comments made by others? I think the way the link embeds does not show these automatically but they are easily accessed by clicking through to IG. Where people have said something particularly useful I may copy and past into a reflection and will keep this in mind in future.

## Research

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

There is clear evidence of continued and detailed research underpinning all the work presented. I didn't say this on the call but the next stage is to start to link/synthesise themes through your work. I think I was aware of this and will endeavour to link more going forward.

I mentioned about having a brief summary of the sources that you have used – this can help to refer to back sources. Good idea. It's very hard to recall where I've read things

As you approach Level 3, synthesise of ideas is going to become more paramount and push critical thinking further.

I spoke about using pop culture references – which you have referenced in previous courses. *Will do. I am very interested in how referencing popular culture and combining it with the heavy thinkers – giving each equal weight.*

## Learning Log

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

The log is easy to navigate. It is clear that you are becoming confident in your own style. The piece on Tacita Dean combined with your own family story is very interesting. *I am glad you have said this. I would not normally write about a gallery visit in this way but it felt worth trying in this instance. Looking back over all I've read in the last few years I think this type of writing is a direct influence from author Chris Kraus who combines critical theory with real life and fiction. She is highly critical of the art world's closed and exclusive habits. I have also long been interested in a writing style that embraces subjectivity. I discuss this on my UVC blog here <https://uvcsjf.wordpress.com/2016/12/05/a5-research-writing-style-language-denial-of-self-emotion-feeling/> How you switch between the passages, there is more to be made of the gaps between the transitions – reference Derrida here. *I plan to delve into Derrida more. I agree, he probably has much to add.**

## Suggested reading/viewing

### **Context**

I suggested that you follow up on:

The Photograph: A Strange, Confined Space – Mary Price

This book follows on from ideas from Sontag, Barthes et al. See what you think?

Watch some Win Wenders – Alice in the Cities or Wings of Desire. See how he uses space in the visual alongside the audio. Alice in the Cities is the film which he credits with developing the style that he would make his own. *I look forward to watching these despite the recent phone-camera comments!*

Follow up on the Derrida – there is more to be made about slippage and the margins.

I didn't say this on the call, but also think about the use of tropes/motifs in your work. The Ongoing Moment by Geoff Dyer is a great for thinking along these lines, if you haven't read it. *I've read this (and note his writing style was also interesting and probably quite influential)*

## Pointers for the next assignment / assessment

**Please inform me of how you would like your feedback for the next assignment: written or video/audio. *I don't mind either way but I do like speaking with tutors.***

Strengths	Areas for development
Beginning to feel ok about taking risks and not worrying about what other people think (a significant issue for me in the past)	Take further, bigger risks
Work is embedded in critical questions - it's about something. I'm not just taking pretty pictures (far from it!)	Clarity of thought is always an issue - my head feels muddy and so putting things in an orderly fashion is challenging
Confident with still images techniques	But need to develop moving image and audio skills further

Tutor name	Andrea Norrington
Date	13 <sup>th</sup> August 2018
Next assignment due	13 <sup>th</sup> October 2018 [Please amend if this does not work]