



Open  
College  
of the Arts

## Formative feedback

Student name	<b>Sarah-Jane Field</b>	Student number	<b>512666</b>
Course/Unit	<b>Digital Image &amp; Culture</b>	Assignment number	<b>4</b>
Type of tutorial	Written / Audio-Visual		<b>Written</b>

### Overall Comments

Many thanks for the assignment. There are lots of ideas going on and the key to move forward is to condense this done into more concise project (which I am sure you are doing). The other ideas are well worth putting on the back burner as there are several themes emerging which I think are becoming key to your work and this may well be carried forward to Level 3.

### Assessment potential

#### Assignment 2 and 4 Assessment potential

Select one out of the three statements below:

*\*delete as appropriate*

*I understand your aim is to go for the Photography/Creative Arts\* 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**

There are many ideas happening in the various videos on the blog at the moment. The list of words at the end of the blog post are a good indication of how the work (and your creative mind) is developing. The words have much in common and share a sense of work on the edge.

I would undertake some more work on these words, thinking about them, defining them and then seeing what it is that set them apart as well as what they have in common. It could be that it is in the cracks between the words that you find the essence of your project.

There is much on social media this year on having a 'word of the year' and the tactics used for people to find their word may be useful to you, to explore these words in a non-academic way. A friend rates Susannah Conway's Find Your Word very highly.

In terms of the videos:

1 The sound is good on this one as it breaks the tension of silence. For me the colour of the wheat against the other half of the frame jars.

2 In this video, I wondered on the split of screen – on a small scale the eye struggles with the 2/3 – 1/3 split. This would be different on a larger scale.

3 The shock value of birth dominates over the left hand footage. The use of the audio provides a disconnect which offsets the viewer. There is potential in this play of contrast.

The use of found footage is an area that gives so many potentials. Assignment 5 gives the opportunity to present a realised finished piece. With assignment 6 there is the potential to rework it even further.

## **Coursework**

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

The coursework continues to be well explored. The 10 year olds critique of the memes was interesting on how they perceive this style of visual imagery. There are many ideas coming though in your work and where you have engaged fully with the coursework material, has enabled to produce a very rich tableaux from which to develop your own ideas.

## **Research**

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

Your research continues to develop and certain key themes and authors are emerging. Flusser would be one and maybe Irigaray is. Think about who the key influences are and pulling these together these threads in a concise(!) blog post. Are they agreeing with each other or do they have some contradictions? Or it may be that they are all talking along separate divergent lines.

It is really good to see the links to the work from other courses.

## Learning Log

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

The discussion from the hangout is well documented and you are reflecting well on the thought of others. With regard to the conversation regarding Digital Gaze – I wonder how the furore regarding the recent Gillette advert plays into this?

This area of your blog is forever expanding and is testament to your diligence as a student. You are taking in a wide range of sources and this will only help to further develop your work at Level 3 by having a breadth as well as a depth to your investigations.

## Suggested reading/viewing

### Context

In response to Regina Dugan (who is possibly the scariest person I have ever heard speak!) – there is a Wim Wenders film from the 1990s – Until the End of the World – which focussed on capturing/recording dreams. [Had a great soundtrack if you like that type of music which is why I remember it so well].

Just as I was completing the feedback, I spotted this link to a Bill Viola exhibition at the end of this month. If you have never seen Viola's work in the flesh it is well worth visiting. There is a Thames and Hudson book on his work which is worth reading as well – 'The Art of Bill Viola'.

[http://www.rps.org/news/2018/october/bill-viola-michelangelo-exhibition?utm\\_content=plus-emails.com&utm\\_source=Royal+Photographic+Society&utm\\_medium=email&utm\\_campaign=January+2019+eRPS](http://www.rps.org/news/2018/october/bill-viola-michelangelo-exhibition?utm_content=plus-emails.com&utm_source=Royal+Photographic+Society&utm_medium=email&utm_campaign=January+2019+eRPS)

You are probably familiar with the work of Jo Spence, but it may be worth looking at again. Her images lack the contrived sense that Sherman's now have. Spence is sometimes picturing herself as what some may view as grotesque (images from her illness) but not because she was deliberately doing so, but that was how it was. (Thinking about your video with the footage of the birth happening here.) For me there is honest simplicity to her images which is worth contrasting with our now every Instagram ready lifestyles.

One last reference source is the Ian McEwan book 'Nutshell' – the narrator is an unborn foetus. If you can get past the whole how does it understand and have the language to tell the story, it is an interesting switch on how a story is told and the effect of the other characters decisions have on a life about to begin.

## Pointers for the next assignment / assessment

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

Strengths	Areas for development
Strong ideas being developed which show influences of a range of sources	Solidifying the ideas for the final piece
Clear evidence of research and how it is incorporated in to idea development and generation of work.	See if you can comprehend and distil the key sources.
A/V films show further exploration and understanding of how to work with found footage	Work on producing final piece based on feedback and own exploration of various editing methods

Tutor name	Andrea Norrington
Date	18 <sup>th</sup> January 2019
Next assignment due	30 <sup>th</sup> March 2019 (do advise otherwise)