

LEVEL 1 VISUAL COMMUNICATIONS SUMMATIVE ASSESSMENT FEEDBACK

Assessment Event NOVEMBER 2017

Student Name **Peter John Walker**

Student Number **514508**

Student DOB **19/08/1970**

Unit Tutor **Andrew Conroy**

Degree **BA Hons Photography**

Assessed Unit **MOVING IMAGE 1: INTRODUCTION TO FILM CULTURE**

| ASSESSMENT CRITERIA | Feedback (please comment on achievement against assessment criteria) | <u>Mark</u> |
|--|---|-----------------------------|
| <u>Creativity</u> Employ creativity in the process of observation, interpretation, problem analysis, proposing, visualisation and/or making; articulating independent judgements and a personal creative voice. | | Range 0-40 27 |
| <u>Research & Idea Development</u> Source, analyse and assimilate research material and develop, test, and evaluate ideas in order to generate ideas and solutions. | | Range 0-20 14 |
| <u>Visual & Technical Skills</u> Use visual skills in visualising, making and presenting, and materials, techniques and technologies to communicate ideas and information | | Range 0-20 12 |
| <u>Context</u> Exercise awareness of appropriate historical, critical, professional and/or emerging contexts, debates; be informed by underlying concepts, principles and working practises; and use critical and reflective skills to support a self-directed and sustained personal and/or professional position | | Range 0-20 14 |

Overall Comments and Feed Forward

We enjoyed reading your essays which, on the whole, are well researched, well structured and begin to give a sense of your emerging theoretical voice. There was evidence of a marked improvement over the course of the five assignments both in terms of the content and the formal aspects of academic essay writing.

If you continue to study film culture then moving forward, as well as referencing key theorists, we would like to see you begin to explore much more complex concepts within your writing and begin to offer more individual insights and observations. It would also be good to see you utilising your visual photographic skills with the inclusion of more visual examples from the films you are discussing.

