

# Critical\_Review\_2\_OwainKell\_20 04993

*by* Owain Kell

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**Submission date:** 02-May-2023 12:45PM (UTC+0100)

**Submission ID:** 204287140

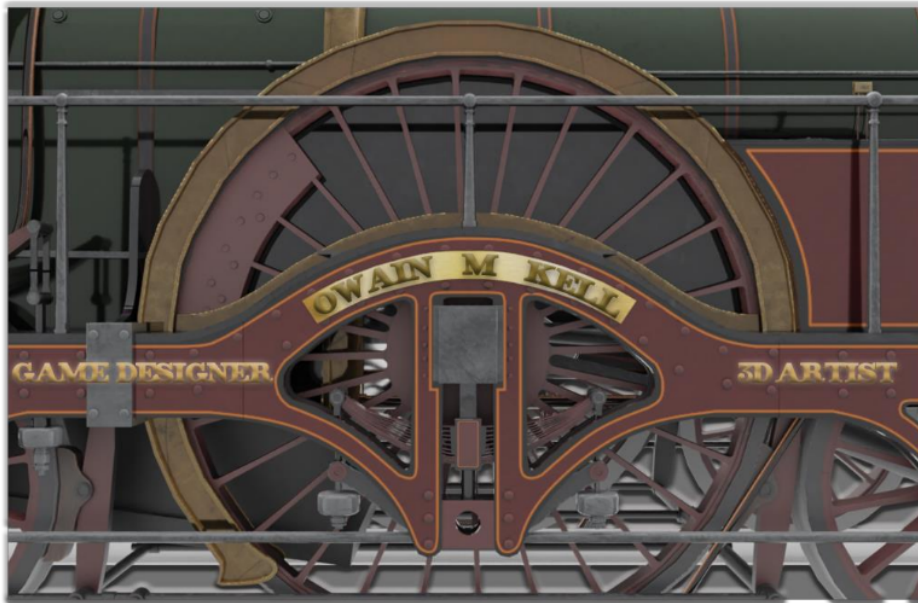
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**Word count:** 78

**Character count:** 889

Critical Review Business Card & Showreel

Business Card:



Showreel:

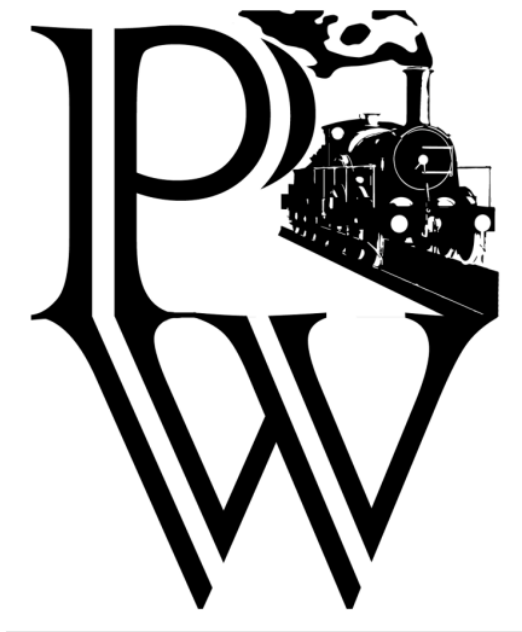
Link: [https://youtu.be/K3s\\_UIAjfz8](https://youtu.be/K3s_UIAjfz8)

Business Card Iteration



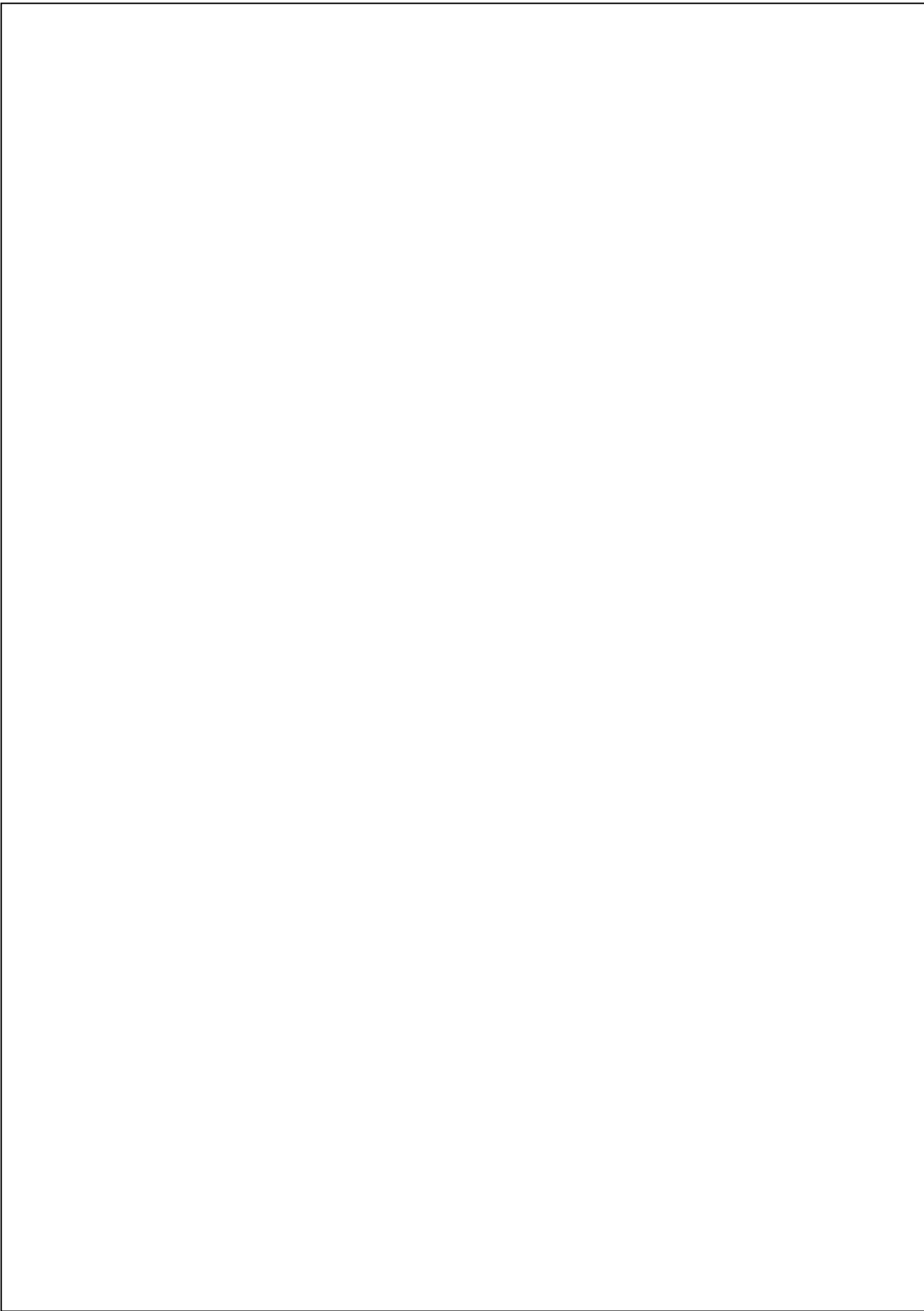


Logo :



## Bibliography

1. Business Card image - <https://business.tutsplus.com/tutorials/8-noteworthy-back-of-business-cards-ideas-design-marketing--cms-25653>
2. Business Card image - [https://twitter.com/\\_mlktea/status/1039174720107757568](https://twitter.com/_mlktea/status/1039174720107757568)
3. Business Card image - <https://brittanywendzel.artstation.com/projects/kv4K2>
4. Business Card image - <https://www.pinterest.co.uk/pin/153263193547189516/>
5. Acoustic breeze, royalty free music - <https://www.bensound.com/royalty-free-music/track/acoustic-breeze>
6. Blender Workshop Render Manuel- <https://docs.blender.org/manual/en/latest/render/workbench/index.html>
7. Blender Wireframe Render tutorial- [https://www.youtube.com/watch?v=jjDJ4nCn8\\_U](https://www.youtube.com/watch?v=jjDJ4nCn8_U)
8. Blender Workbench Render tutorial - <https://youtu.be/MJct6sPMxtI>
9. Old Street sign font used - <https://fontmeme.com/fonts/old-street-signs-font/>



FINAL GRADE

62/100

GENERAL COMMENTS

**Instructor**

**Marks Breakdown**

- 1. Engagement With Literature Skills (51%)**
- 2. Knowledge & Understanding Skills (60%)**
- 3. Cognitive & Intellectual Skills (61%)**
- 4. Practical Application Skills (63%)**
- 5. Transferrable Skills for Life and Professional Practice (60%)**

**Overall Mark: 62%**

**Tutor's Feedback:**

Research has been presented in the form of a bibliography, though this needs to be extended and make use of IEEE formatting in order to gain more marks.

An appreciation for the purpose of a business card has been demonstrated in the submitted work, with interesting thematic design choices included.

The showreel submitted shows an appreciation for the type of promotion required for this element of the assessment.

An iterative process for design elements has been submitted along with the promotional material, which is good to see – though these designs seem quite different to the finished ones. Were there more designs in between?

The business card is good, with thematic elements indicative of the work you typically produce. This makes it interesting and personalised. The rear/details on the card could do with a little adjustment, as the QR code is extremely small and may not be picked up by cameras after printing. The text for details is a little busy, and the gradient makes it harder to read – my suggestion is to choose a simpler, clearer font and replace the contact details with one in a single colour. Also, you can remove your phone number – website and email contact details are preferable.

The showreel is good, with some impressive highly-detailed models and wireframes, which make a good first impression. I would start with something fully textured though, to show the extent of your abilities. Also, at 15 seconds in we see some evidence of 'letterboxing' with large areas of empty grey space either side of the engine wireframe. Try to tailor your work to fit the aspect ratio of the showreel as this will look more professional and make more use of the space you have to work with.

Your turnarounds and animations are impressive but only feature after a minute of stills – show these first as they are eye catching and interesting!

Finally, include your details at the end as well as the start – people will not necessarily make the effort to re-run showreels to find this information, so make it easy for them to remember you.

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