

Evolving your Creative Craft

by Toby Punter

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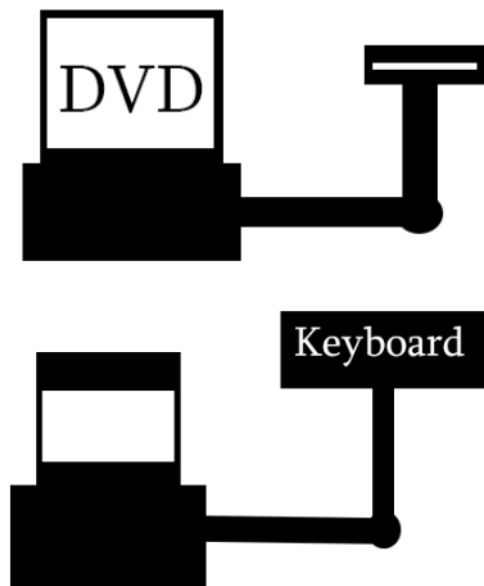
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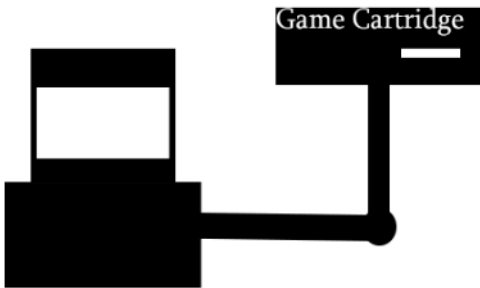
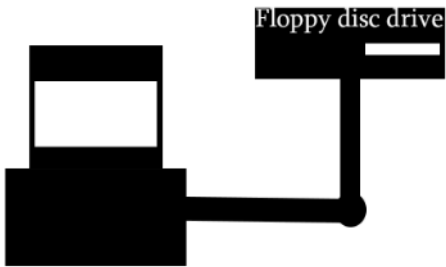
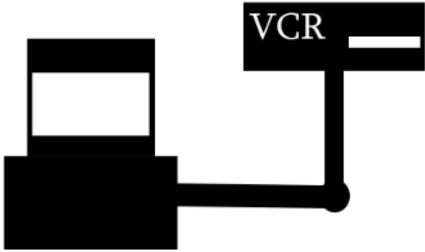
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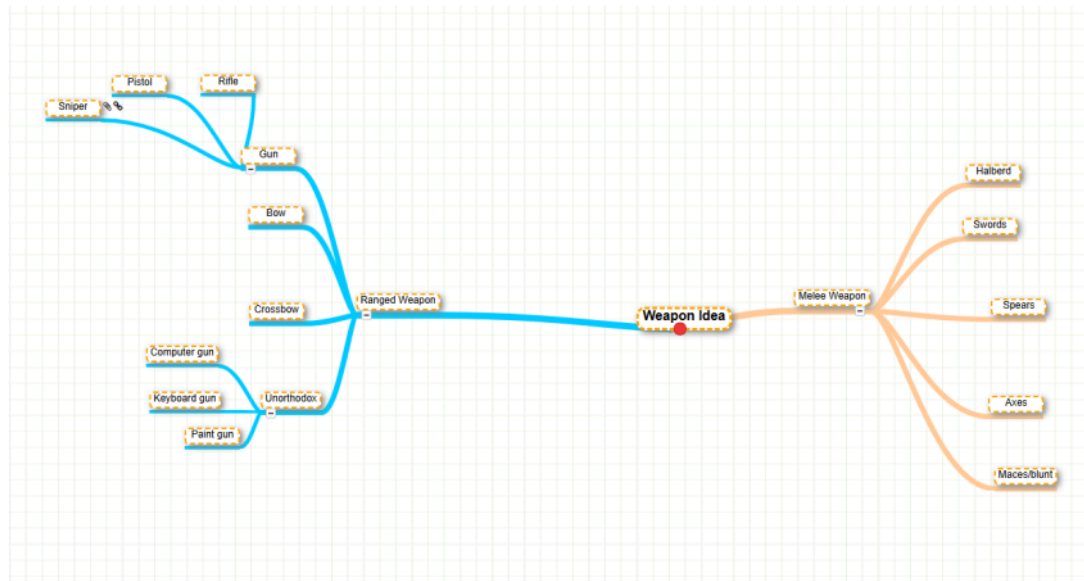
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For my design i decided to go with a retro pc that shoots out dvd discs out of the disc drive, i got my inspiration from more cartoony shooters like plants vs zombies garden warfare one and two, i went with this because i think the more goofy designs for guns make for a more unique experience with what character you play as or see out on the battlefield of whatever game or movie you are experiencing and i think more goofy designs should come from these concepts, as they work better for such universes and worlds







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GRADEMARK REPORT

FINAL GRADE

26/100

GENERAL COMMENTS

1. Engagement With Literature Skills (10%)

BIBLIOGRAPHY: No bibliography has been supplied with the work – it is important to show your research and inspiration for additional marks to be awarded.

MOODBOARDS: No moodboards appear to be submitted with the presentation. Again, this is important to see where you draw your inspiration from – not just research into objects, but colour, texture, emotions and many other elements. Including this would add more to the overall marks awarded.

2. Knowledge & Understanding Skills

(not assessed in this assignment)

3. Cognitive & Intellectual Skills (42%)

TASK A (Mind Map): The mind map shows a degree of analysis which is good to see, though this could be expanded upon as each section is still quite broad. Consider looking into Tony Buzan's method of mind mapping too, as this might help you develop this skill which should assist in idea generation.

4. Practical Application Skills (25%)

TASK B (Moodboards): No moodboards have been supplied in the submitted work – these are required by the

assessment brief and serve as a vital part of the inspirational process when thinking of design work.

TASK C (Visual Designs): The visual designs are limited, relying on a single silhouette with some minor variations – this does not make best use of the iterative design process – the purpose in this stage is to come up with a wide range of ideas, all wildly different and inspired by research, and to then pick the one that you like the most. At present you do not have a range to look at and as a result your design scope is limited to a single visual idea. More exploration needs to be completed for this work to be of benefit for phase 2 of the assignment.

5. Transferrable Skills for Life and Professional Practice

(not assessed in this assignment)

Overall Mark: 25.5%

PAGE 1

PAGE 2

PAGE 3
