

<u>INDEPENDENT PROJECT (ACCA6020) / BA COMPUTER ANIMATION</u>	
<u>FINAL ARTEFACT(+VIVA) – 50%</u>	<u>WRITTEN WORK – 30 %</u>

Student Name:	SOPHIE KWINT-WILLIAMS
Title of Project:	In 'IRIS' Embrace
Supervisor:	Phil Organ
2nd marker:	Nabeel Masih
Course:	BA (Hons) COMPUTER ANIMATION

FINAL ARTEFACT (+VIVA) – 50%	
Practical Skills (60%)	
<i>You will want to ensure the animation has been worked on, to raise the level of action or believability; the visual design is commanding and persuasive/evocative; the composition or structure has appeal and is engaging, etc.</i>	90%
Transferable Skills (40%)	
<i>Evidence the ability to manage your own learning using project planning techniques and how you have met your own self-imposed deadlines. Provide insights on your development and challenges to the project/ process.</i>	95%
	TOTAL 92%

BLOG / WRITTEN - 30%	
Engagement with Literature Skills (30%)	
As a blog/written account you have the facility to branch off from the main practical piece and provide entries or posts on animators, artists, films, techniques, (etc.), and with links to articles or other blogs and references. You are aiming to substantiate the main content with underlying academic research skills, relevant to L6/graduate-year levels.	68%
Knowledge and Understanding Skills (30%)	
Your targeted studies will help to inform the direction of the project, but also highlight the degree of understanding and engagement with particular subjects and methods and your growing adoption and application, towards the practical elements. Explain how the narrative/animation/technical problems were developed, how you grasped ideas/concepts and were able to interpret them, to influence your own decision-making.	72%
Cognitive and Intellectual Skills (40%)	
You would be looking to provide indications on your rationale and reasoning, comparing the before-and-after perhaps, charting the impact this has made and why you feel it improves the flow of the sequence, etc. As before, you would want to consider what are the reasons and implications and impact on the visual design/message?	75%
	TOTAL 72%

INDEPENDENT PROJECT 23/24 - SUMMARY				
INTERIM (20%)	FINAL ARTEFACT (50%)	BLOG/WRITTEN (30%)		FINAL IP 100%
83	92	72		84

Feedback/Comments:

- A great start to proceedings – vocally upbeat and progressive! Good to have charted the initial goals and aims, taking the staff through principal turning points, developing a narrative for the experience and all the challenges faced.
- Process and decision accountability were all present and everything was explained very well, including stylistic intent, composition of shots, references to techniques used from Disney, etc. A strong section on the pro's and con's outlined, in more detail, what worked – and what needed to be confronted or overcome – demonstrating a lot of directed purpose and strong L6 BA graduate attributes (e.g. self-learning, independence, qualitative analytical skills, etc.).
- One of the main reasons for embarking on the project, stated, was to create something memorable and emotional and authentic. The final piece has this, and in abundance! There are moments that are represented (from the classical dance forms) that capture a graceful sensitivity, that were demanding and time consuming to put on screen. Yes, there could be more in the final look, including the use of a background / set and colouring *all* frames, yet the effect is not significantly impacted. For completeness / reel purposes you will want to get as close to the full imagery, now deadline-timing and planning is not as much of a factor.
- An excellent piece of work, with excellent presentations / coverage throughout! Well done!

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- A strong command of what you wanted to detail with the information and production stages, staying close to outlining important key stages or development. All research elements and influences help to provide more contextual evidence and there is sense you stayed true to a rationale – e.g. in the visual design goals – and the report underlines how well you held to these goals throughout. A good effort in terms of constructing a literature review, including more extracts in the appendices. As one of the final written submissions to complete your degree it would be interesting to pull out a L4 piece, as there is now a lot more justification provided on what you feel are the strengths and weaknesses, what criteria you place on what you are doing, the techniques, options and more. An interesting read, and a thoughtful reflective account, to accompany the animation.

Feedback: Phil Organ / Summer 2024.