

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

Student Name:	LEAH MARIE WILLIAMS (2005113)
Title of Project:	SOAC IP / <i>NOMED Mart</i>
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>	54%
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>	60%
	TOTAL 56%

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.	67%
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?	66%
	TOTAL 67%

Feedback/Comments:

PLEASE NOTE:

Work submitted late (beyond capped period). All marks are '0' (zero) at time of writing. Student has stated an EC application is pending. Marks / comments indicated are for procedural purposes, if/when a decision to uphold this application is provided.

PRACTICAL

Good to have seen you on the date arranged. However, something to bear in mind – with working in animation (or in a lot of the creative industries) there is a need for an attention to detail, pragmatically, across all production stages / schedules. Your presentation started very late (some 15 mins over) and work was not ready for showcasing (needing a lot of loading / setting-up time). There was also a need to cover work via the software (live) rather than using pre-rendered or pre-sequenced footage / clips. Aim for more recorded / captured screen tours for pitches / presentations for any future character set-up reels. Once underway there was a mixed bag of the good / progressive – and the incomplete / unfinished. The modelling stages were well accounted and the coverage on all of these details – the customised hair, hands, form – were all good. Equally, the work done with setting up controls for the motions (e.g. facial blends, eye constraints, etc.) all helped to show your proficiency and focus on character. Without more work on the setting / narrative structure it can be difficult to know the context and how well these components would work as a whole. Marks provided are for the work presented (as they always are) and there is quality there, despite animation / filmic reservations.

WRITTEN

A short but direct abstract, detailing the flavour / nature of what will be covered. Sentence order can be somewhat erratic, at times (and, generally, the structure can sometimes be difficult to grasp), needing further proof-reading and review. Introduction does a solid outline, but can lack more on the links to the character, settings, etc. This part improves in the later (research) part(s). Some interesting topics considered, bringing up other areas and proposals. A good account of the modelling stages and problems encountered along the way. This is one of the better parts, in detailing the pro's and con's (the cognitive / intellectual criterion) as you weigh up and confront choices in all of the typical production decisions on poly' count, scope, level of detail, etc. You have clearly learnt a lot on the project – and it is all laid open here – not least in the record of problems and issues, but also in the constructive workarounds and personal preferences that are covered. You remained focus, despite the acceptance of a need to change approach and expectation, as you attempted to deliver the practical'. There is an emerging indication of trusting your own resolve and selections (your 'go-to-choice'), with a growing level of independent thinking and ingenuity. Helpful exchange of reaching out for views / feedback via appendices. An honest review to end, with an acknowledgement of your interests in a 'Tech' Artist' role, but needing to tackle the ongoing dilemma of time management.

Phil Organ / May 2023