

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

Student Name:	SAM FENWICK (2003537)
Title of Project:	SOAC IP / <i>Day in the Life-style sequence</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>	56%
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>	57%
	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?	74%
	TOTAL 70%

Feedback/Comments:

PRACTICAL

- Clearly, the project falls short of what you intended, lacking animation style and visual impact. However, there are aspects that still work well, most notably with the look and environment of the room(s). This is also something that you mentioned on the day and an area that you enjoyed developing.
- The presentation was very well scripted – using pages of text and reading directly from those. As a progression-pitch (for an animated project) and especially with the prospect of doing other design-orientated updates (on an MA), you would want to work on more on your eye contact, in detailing / promoting the positive, as you did via the Q&A.
- Good to see the changes made and progress from earlier in the year within the décor / furniture and in directing the presentation to reiterate your goals and quality review. It is not fully animated and can be difficult to read (within the actions), and under-developed, somewhat removed from the character animation intended. More could have been achieved with attending more tutorial sessions, in support. As you stated, time must have ‘ebbed away’, in the closing stages.
- Interesting references to further research and / or inspiration, with where you may have headed with the look and stylisation. There is ambition to do more in 3D – that you feel more confident in tackling something similar in the future (‘finding a groove’). It would be interesting to see what you could do, as the themes and thoughts around these topics has potential.

WRITTEN

- The report submission was able to convey a lot of the thematic and subtextual elements, that were amiss in the final scene edit, and marks were duly awarded for the work done on this submission. Your writing and study skills have certainly improved from the lower UG year(s).
- A strong rationale outlined, with all the accompanying goals and aims in place from the start. You may have wanted to help the opening structure, with the use of contents and more subheadings, etc. The information covered and tone are clear, direct, and inspired, in places, especially when the document links the underlying notions with how these might be communicated with the right selections visually (i.e. Art Direction and aesthetic considerations).
- A well-ordered set of comparative references, with a good handling of the research quotes/ case studies used. As you read more, the reader becomes cognisant of what is fuelling the main ambitions of the project, with comments to justify the topicality and psychological impact inherent within choices made.
- Insights, some heightened levels of conjecture and proposals throughout, although the conclusion could have been more critical (rigorous), in terms of doing more in exploring problems and workflow issues encountered on the practical’.

Phil Organ / May 2023