

Creative Venture M7X01792 (CW2 - 20%) Evaluative Report

No later than 5pm
Tuesday 25 May 2021

Module Learning Outcomes

- Implement appropriate research/enterprise
- apply knowledge acquired
- think speculatively
- employing both convergent and divergent approaches
- arrive at appropriate solutions, evaluating issues and making decisions in situations of ambiguity, uncertainty and risk;
- Communicate in a professional manner
- Formulate advanced understanding of a problem context
- generate multiple ideas, concepts, proposals, solutions or arguments in response to research
- Act autonomously
- value judgements, and evaluating their own learning and respond to identified shortfalls (skills gaps)

CW2 Evaluative Report, 4,000 words (20% of module)

- Produce a **critical review** of the creative venture and its outcome; this should include the following key elements:
- Executive summary (1 page max. not included in word count)
- Review of research methodology and methods.
- Review of creative / enterprise strategy.
- Critical appraisal of the final proposition.
- Future trajectories.

What characterises an Executive Summary?

What characterises an Executive Summary?

- *It says what it is on the tin* – it gives a summary.
- Acts as an intro to a larger document.
- A space to share your aim.
- Cements what you want the subsequent document to achieve.
- This is not an abstract, this is not what ‘could be,’ this is a conclusive, summary of what it is.
- The tone is declarative.
- It should succinctly outline what will be elaborated on in the rest of the document/report/proposal, making reference to the background context, giving a concise snapshot of analysis and conclusion.
- Comprised of clear precise language, with detail and frills to follow in the report, where you WOW with your highly specialised in-depth knowledge and personal journey.

What are they used for?

- Gives a quick overview to the reader.
- A tool to enable you to set your stall out from the get-go
- Captures attention, inspires interest and confidence
- Sets the tone of the depth that follows in the full report.
- Readers use the Executive Summary as a tool to skim multiple reports or to remind and revisit reports that have already been read in depth.
- Suggested length in addition to the report 5- 8% of overall report wordcount – ie 200-300 words.
- Imagine this as a table of contents then elaborate on these in sentence structures. The order in which you make reference to these points should follow within the main body of the report.

Specific contents of Executive Summary

- **Write an opening statement** – Provide a brief background on the scope of the report
- **Explain the purpose of the body of work** – What is your Aim? (of the CV project and for a sustained future creative practice)
- **Highlight the methodology** – Describe the research methods used and materials and techniques employed to communicate your ideas and output
- **Outline the key results** – Explain what the outcome of the project was and the key accomplishment and point you want your readers to be aware of

Executive summary: Past feedback comments....

“Communication of key aims and objectives are clearly stipulated in the Executive Summary.”

“Whilst the Executive Summary discusses the aims and objectives of the creative venture project it would have benefitted from highlighting the key information included in the content of your report formatted in the same order.”

Task 1

- Read the Executive Summary examples (word document in chat) - highlight in the relevant colours where you identify these things happening
- **Write an opening statement** – Provide a brief background on the scope of the report
- **Explain the purpose of the body of work** – What is your Aim? (of the Creative Venture project and for a sustained future creative practice)
- **Highlight the methodology** – Describe the research methods used and materials and techniques employed to communicate your ideas and output
- **Outline the key results** – Explain what the outcome of the project was and the key accomplishment and point you want your readers to be aware of

Student 1: Executive Summary Example

“In this report I will discuss my inspiration and how it has become an integral part of my lifestyle and outlook. I will outline the success of my draft presentation meeting with XXXXXXXX and how this achievement has shaped my practice. I will show how my form of research is paramount to my practice and the joy of visiting the XXXXXXXXX exhibition. I will explain the positives and negatives of my creative venture and why I feel I have started on a personal journey that is ultimately sustainable through continued development. My long-term goal of having a small independent business and the initial steps of attending local fairs are key points to my particular endeavours. I will outline what I have learnt from the experience of attending a fair and in what ways I would improve future events. I have included advice that I would give to myself or to someone about to begin their Mdes studies.”

Student 2: Executive Summary Example (an excerpt)

“For me this is not just me handing in work because we have a deadline, this is not just passing the year, or completing the work for a certificate. I do this because I love it, I love to make, be that making to draw or making samples. My life is making in one form or another. You could take me away from surface pattern and I am sure I would find another way to make.

My work will always be unfinished but if you look at this in another way, I will always have more to explore, more to say and more to do. Which in design can only be a good thing, there will always be new ideas, new work and new samples.”

Student 3: Executive Summary Example (an excerpt)

Who am I? I am a multifaceted Surface Pattern Designer and above else, I value the importance of learning and growing even from the moments that don't go to plan. Physical experimenting, personal experiences, opportunities and working with others regularly evolve my way of thinking and in result, my work.

My journey on the MDes course has been a year filled with my most valued lessons and richest experiences to date, as a result of this, and most importantly, it has been a journey of improved self-confidence. Whether it is in my writing ability, working professionally with clients, or simply presenting my work and who I am as a designer.

As my work naturally progresses, my curiosity and future trajectories will lead me to new materiality choices and process. One thing I'm certain of, is that I will always create for other people just as much as I do for myself, I feel strongly that as a designer this is my role. Whilst I enjoy the process of experimenting, discovering and refining, the outcomes are always considerate of my audience's engagement and personal experience.

Student 4: Executive Summary Example

This report is a document that details my findings and processes during the work I've completed as part of external commissions and live briefs, as well as my 'creative venture' project. The report is underpinned with extensive research that fuels my creative interest to design for connective spaces through shape, colour, material exploration and process.

Task 2

Free Writing Task

20 important words for the opener – LIST

Free Writing Task

- Write the Executive Summary of dreams – it's not happened yet, but let's *PROJECT*
- *200 – 300 words*
- Make this aspirational
- Allow this to say what you want it to say.
- **SAY – BELIEVE - ACHIEVE**

Review of research methodology and methods.

- Build on Semester 1 Research Methods and Communication but this isn't an invitation to repeat the content of your RM&C essay, it is hoped that you use that experience to build on

Ask yourselves

- What worked well for you in that module/report? What aspects of this will you take forward?
- Where do you have room for improvement? Where were there gaps in your report/practice? How can you address those?

Project Scope – Horizon widening research

- Credible Sources - Expand on the research you have undertaken in your initial proposal through formal and less formal ways
 - ✓ technical/process-led research papers on the specific techniques you have employed
 - ✓ theoretical and textual books
 - ✓ journal articles
 - ✓ online referenced articles, exhibitions, podcasts, film...
 - ✓ archives or collections you have researched
 - ✓ Social media
- (list is neither prescriptive nor exhaustive)

Project Scope – Horizon widening research

Guidance notes

- *Show systematic approaches to research, documentation and information retrieval.*
- *Manage and organise your research into a coherent framework which clearly shows your knowledge and understanding of the principles and theories of your subject specific creative practice.*
- *Demonstrate your ability to learn from your insights and understanding, clearly demonstrating how this links to your practice, the future direction of your practice, and/or the practices of other partners.*

What's the Story of the Project?

- Narrative – sell it!
- What are you aiming for? Pad it out.
- How are you researching this?
- Design Process A-Z
- How have you raised the bar?
- Where have you been innovative?
- How do your theoretical research and practical research relate?

Guidance notes

- *Clearly demonstrate your ability to independently select and build a distinctive research area or field specific to your creative subject;*

Acknowledge the timescale and challenges

- Articulate your planning and project time-management strategies
- Discuss the challenges faced and the strategies that enabled you to overcome them or move away from them
- Critically reflect on your research methods

Guidance notes

- *Outline and justify the insights and understanding that have come from your research.*

Review of research methodology and methods: Past Feedback Examples

“Research whilst extensive has remained focused throughout the Creative Venture Project.

“Clear and concise explanation of planning and project time-management strategies is provided primarily to ensure that a variety of traditional and digital processes and techniques could be explored within the time-constraints of the Creative Venture Project. As a result, XXXXX’s hybrid research utilizing a range of mixed media surfaces (textile and hard substrates) are innovative and adhere to her philosophies to which she outlines in her review as focusing on both tactility through surface manipulation and the combination of both hand-rendered and digital processes.”

“Bibliography is rather limited and does not extend to include the research you have undertaken in your initial proposal including technical/process-led research papers on the specific techniques you have employed as well as theoretical and textual books, journal articles, online referenced articles and exhibitions, archives or collections you have researched.”

Review of creative / enterprise strategy.

- Build on Semester 1 Creative Enterprise and Practice, but this isn't an invitation to repeat the content of your CE&P essay, it is hoped that you use that experience to build on

Ask yourselves

- What worked well for you in that module/report? What aspects of this will you take forward?
- Where do you have room for improvement? Where were there gaps in your report/practice? How can you address those?

Know your niche

- Share your understanding through Credible Sources into your specified and nuanced context through formal and less formal ways
 - ✓ research papers
 - ✓ theoretical and textual books
 - ✓ journal articles
 - ✓ online referenced articles, exhibitions, podcasts, film...
 - ✓ archives or collections you have researched
 - ✓ Social media
- (list is neither prescriptive nor exhaustive)

Who is this for? What is the Context?

- Clearly identify your project direction and align it to tangible design sector contexts.
- Explore this through the lens of the current project but also through the parameters of your future ambition and ideas for sustaining this practice on graduation.
- Who are you liaising with? Collaborating with? Subcontracting? Teaming with? Etc.

Guidance notes

- *Critically evaluate and analyse the relevant theoretical and practice-based discourses;*
- *Show systematic approaches to research, documentation and information retrieval.*
- *Demonstrate your ability to learn from your insights and understanding, clearly demonstrating how this links to your practice, the future direction of your practice, and/or the practices of other partners.*

Review of creative/enterprise strategy: Past Feedback Examples

“XXXXX’s reflective practice and the documentation of process-led research includes the self-reflective journal but also extends to include audio-visual medias such as video, photographic documentation and subsequently animation. These methods have enabled continuous evaluation of progress and subsequently developed highly individual, compelling and effective forms of presentation and communication for marketing/presentation to audiences.”

“Review of Creative/Enterprise strategy outlines active promotion of studio practice, final projects and live briefs through development of a website and Instagram page. XXXXXX notes that as a result of daily updating and documentation of one’s practice, this proved to be a tool that enabled reflective practice as well as a form of promotion.”

“The report could have included further information and greater detail of Live Projects and Collaborative relationships developed during the Project. Images of your submissions rather than competition brief may have strengthened your report.”

Future Trajectories

- What is your Creative Identity? Who are you now?
- What next? How will you action this? What is your plan for this body of work?
- What is the ambition and how will you make it happen?
- What is your EXIT STRATEGY?
- Any seeds planted?
- List of collaborators
- Revisit Professional Promotion “toolbox” – how can you ramp the dial up?

Guidance notes

- *Demonstrate your ability to learn from your insights and understanding, clearly demonstrating how this links to your practice, the future direction of your practice, and/or the practices of other partners.*

Future trajectories: Past Feedback Examples

“XXXXX has demonstrated an outstanding level of engagement with all elements of the programme and external opportunities as a free-lance designer with XXXXXXXX.”

“XXXXX’s insightful comments on the proposed target market and possible applications for these products are most definitely worth considering and pursuing in the future.”

Critical appraisal of the final proposition.

- Evaluate Evaluate Evaluate
- Truth - Authenticity - Value
- What have you achieved?
- What have you overcome?
- What have you left to fulfil?
- How have you developed?
- Where is the growth?
- What value have you added to your portfolio and opportunities for sustained success?

Guidance notes

- *Demonstrate your ability to learn from your insights and understanding, clearly demonstrating how this links to your practice, the future direction of your practice, and/or the practices of other partners.*

Critical appraisal of the final proposition: Past Feedback Examples

“The methods of enquiry and practice-led research have been critically analyzed and reflected on continuously to enable XXXXX to develop an innovative, playful and exploratory research enquiry.”

“Evaluation of the Final Proposition exemplifies your objective review of research development and subsequent outcomes. Initial aims and objectives have been addressed and research extended beyond core learning to enable ‘interactive’ interior wallpapers and ‘magnetic components’ that provide a product that could be customized.”

“Bibliography is relevant and could have extended to include technical/process-led research papers on the specific techniques you have employed as well as theoretical and textual books, journal articles, online referenced articles.”