

BAAanim Joe Stone-Evans 2003730 - Critical Review Assignment 2

by Joey Or Joe Stone-Evans

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Critical Review: Assignment 2

Joe Stone-Evans – Student No. 2003730

BA Computer Animation

Showreel

[Joey Stone-Evans: Showreel 2023](#)



Business Card

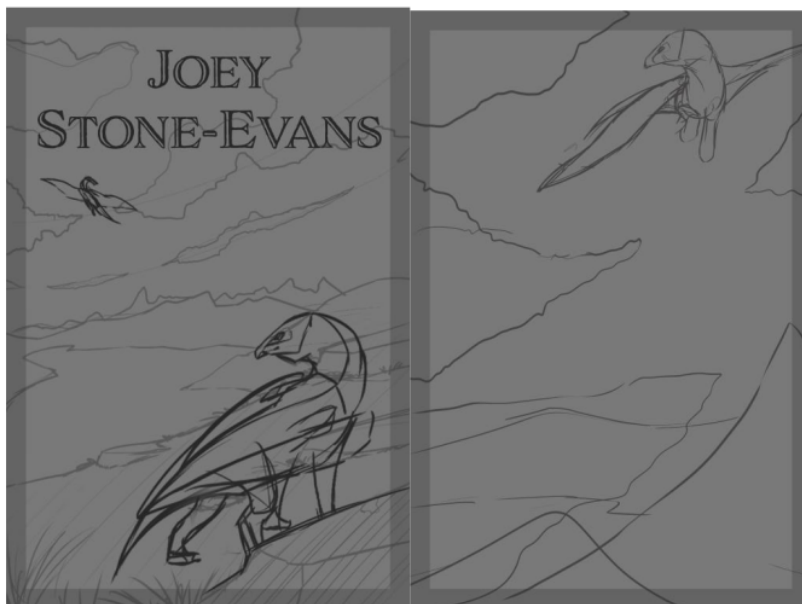
Initial Traditional Sketches



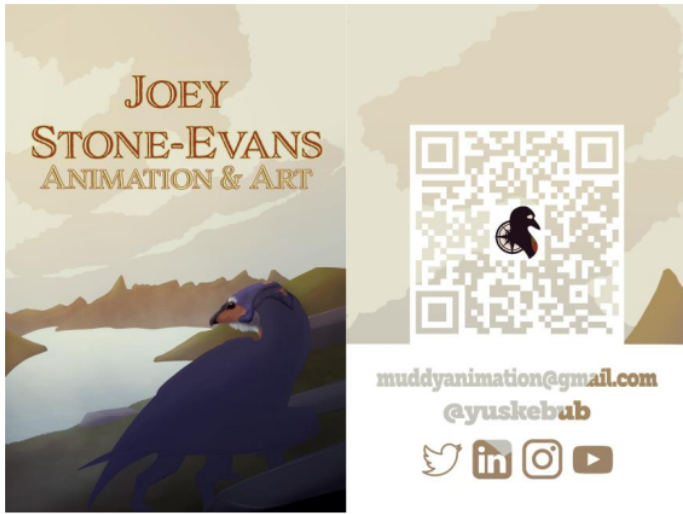
More Thumbnail Concepts



Final Sketch



WIP



Final Card



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GRADEMARK REPORT

FINAL GRADE

71 / 100

GENERAL COMMENTS

Instructor

Marks Breakdown

1. Engagement With Literature Skills (71%)

2. Knowledge & Understanding Skills (70%)

3. Cognitive & Intellectual Skills (69%)

4. Practical Application Skills (75%)

5. Transferrable Skills for Life and Professional Practice (72%)

Overall Mark: 71%

Tutor's Feedback:

A very good selection of research has been presented, with independent learning clearly evidenced. A Bibliography has been submitted that adheres to IEEE format, as specified by the assessment brief.
Good work.

The presentation of the work is of a high standard, with a pride taken in the submission. This is good – going forward a pride in your work and a level of professionalism is what may set you apart from others.

A good appreciation of the purpose and format of both a business card and showreel have been evidenced in the submitted work. There is a visual consistency between these elements that should hopefully build up your brand or identity when promoting your skills when seeking employment.

A clear iterative process has been submitted as part of the portfolio work, showing development of ideas and test designs. This is good to see as you display a creative process here exploring variations on a theme.

The business card is visually appealing and uses a portrait format, which is a less conventional use of the space offered – it works well with the chosen composition and provides a clear space for your name and skills to be presented prominently. The colour scheme is consistent and a themed QR code is incorporated into the design, which is good as this will allow your card to become a tool in accessing your digital content.

Animating your branding as part of the showreel serves to re-enforce your role as an animator, which is a good first impression for a viewer. The work contained in the showreel is a mix of 2D and 3D, with some in-progress and sketch work alongside colourful renders – this is nice as it provides variety. You may want to separate the

reels into different categories further down the line into '2D Animation', '3D Animation', VFX, etc – pick the one you're most passionate about and focus on that first, while building up a secondary area you'd consider for employment – this way you could double the chance of interviews and opportunities. On the whole this is a high-quality submission that shows your capabilities as an animator. Well done.

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