

CW2_TyroneHudson

by Ty Hudson

Submission date: 01-May-2023 03:08PM (UTC+0100)

Submission ID: 204121241

File name: 19495_Ty_Hudson_CW2_TyroneHudson_500631_1377184017.docx (792.75K)

Word count: 127

Character count: 1150

Critical Review, Part 2

Student: Tyrone Hudson
Module: Critical Review
Module Code: ADFM6001
Lecturer: Richard Morgan

Showreel YouTube URL: <https://www.youtube.com/watch?v=sTeuJmAllhA>

Business Card: Front and back respectively.



Bibliography

How to Make a Business Card, Creators First, 2nd November 2021 [Online]. Available: https://www.youtube.com/watch?v=AMy0hxJ_jns&ab_channel=CreatorsFirst

How to Make Business Cards in Adobe Photoshop, Envato Tuts+, 12th February 2019 [Online]. Available: https://www.youtube.com/watch?v=eqFcuLTFa10&ab_channel=EnvatoTuts%2B

How to Create a Professional Business Card in Photoshop CC, Photoshop Creative TV, 5th October 2020 [Online]. Available:

https://www.youtube.com/watch?v=DJQhoHBKjZQ&ab_channel=PhotoshopCreativeTV

25 Tips to Create an Animation Demo Reel, Sir Wade Neistadt, 30th July 2020 [Online].

Available: https://www.youtube.com/watch?v=ynVANIM9ZXQ&ab_channel=SirWadeNeistadt

20 Tips For An Amazing Showreel - Motions Graphics & Animation, Ben Marriott, 8th April 2020 [Online]. Available: https://www.youtube.com/watch?v=yedsKSMD_k8&ab_channel=BenMarriott

How to Make a Showreel with absolutely nothing, HelloCharlie, 18th January 2022 [Online].

Available: https://www.youtube.com/watch?v=Tc09jOtCSd8&ab_channel=HelloCharlie

FINAL GRADE

63 / 100

GENERAL COMMENTS

Instructor

Marks Breakdown

1. Engagement With Literature Skills (63%)
2. Knowledge & Understanding Skills (64%)
3. Cognitive & Intellectual Skills (60%)
4. Practical Application Skills (66%)
5. Transferrable Skills for Life and Professional Practice (62%)

Overall Mark: 63%

Tutor's Feedback:

Evidence of research has been documented in the submitted work, including sources retrieved independently – this is good as it shows an ability to work autonomously. A bibliography has been provided in the submitted work, which is good to see.

A good understanding of the purpose of a showreel and business card has been displayed in the submission. The business card is visually impactful with a limited colour palette and creative use of spacing/fonts.

The business cards feel very professional, with a good use of space to balance text and imagery. It may be an idea to make the contact details and QR code a little bigger, as these may be affected when printing – there may be some colour bleed which might make the cards difficult to see and/or scan. Otherwise this is good effort and a professional piece of work – well done.

The showreel could be harmonized with the business card style of titles and text – this would make for a greater design consistency between the pieces of work (plus the business card design would make a strong title screen as well). It may be good to see some titles on each sequence to provide some context (for example, the theme, or your roles, or even what software is being used). In addition, some footage showing timing and rigging may also go a long way to helping you get selected as an animator – the rig structure is almost the equivalent to a 3D modeler's topology/poly count. Wireframes and rigs between each of the finished renders may also make the reel feel more balanced too – hopefully you'll be able to use some of the existing work to produce additional footage like this after graduation.

Additionally, add your contact details to the beginning and end of the showreel sequence – make it as easy as possible for potential employers to find your contact details.