

Julia Bronowska Crit_Review

by Julia Bronowska

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Programme: BA Computer Games Design / BA Computer Animation

Module: Critical Review

Module code: ADFM6001

Contribution to Overall Module Assessment (%): 60%

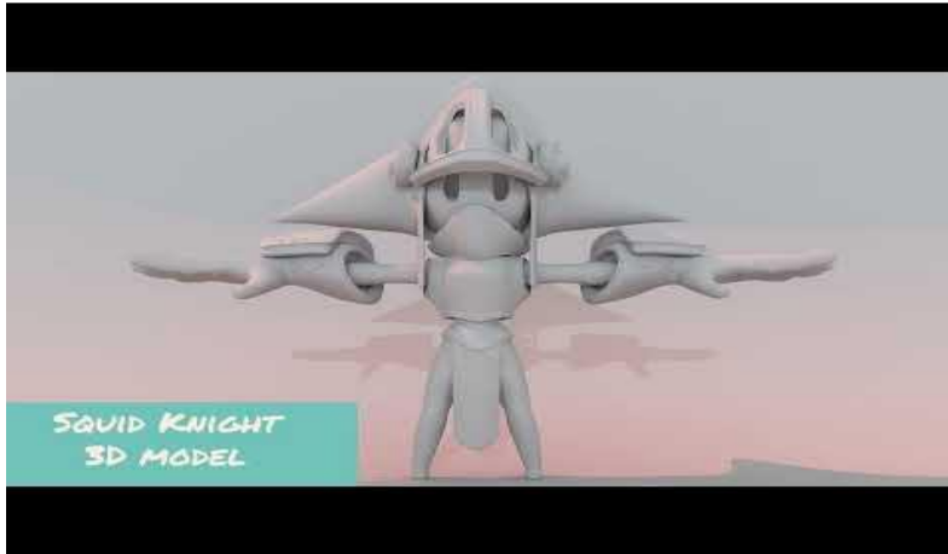
Lecturer: R Morgan

Internal Verifier: P Organ

Assignment Title: Your Exit Strategy: Personal Promotional Material

Showreel

[3D Artist ShowReel Julia Bronowska](#)

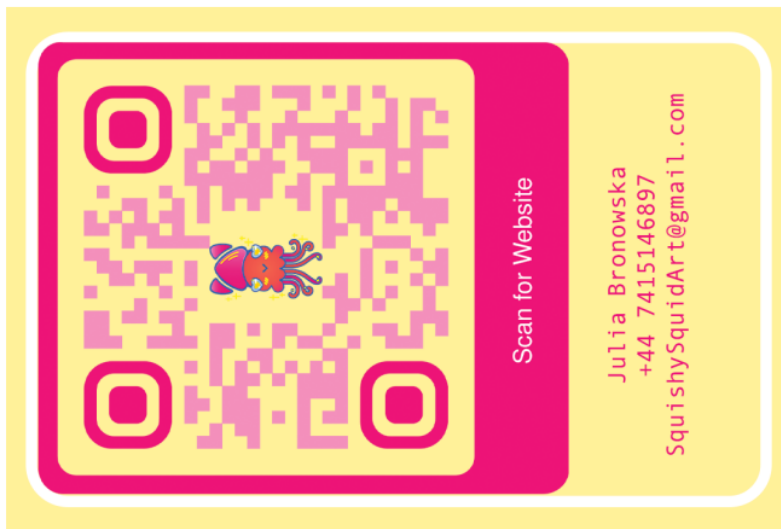


Business Card

Front



Back



Bibliography

- "How to make your reel! (for filmmakers)," *YouTube*, 13-Apr-2020. [Online]. Available: https://www.youtube.com/watch?v=beHMBlokOHI&ab_channel=DannyGevirtz. [Accessed: 01-May-2023].
- "How to make a showreel for your dream career: Animation," *YouTube*, 13-May-2017. [Online]. Available: <https://youtu.be/G3Mj0HQJJuU>. [Accessed: 01-May-2023].
- "Can't apply transition effect between clips in premiere pro fix," *YouTube*, 28-Dec-2020. [Online]. Available: <https://youtu.be/OOuUduCrYWA>. [Accessed: 01-May-2023].
- Gerlof LeuhofGerlof Leuhof 28522 gold badges33 silver badges77 bronze badges, ZephyrZephyr 30722 silver badges66 bronze badges, JoshjurgJoshjurg 39522 silver badges1010 bronze badges, and KaiKai 2911 bronze badge, "Can't apply transition effect between clips in premiere pro," *Video Production Stack Exchange*, 01-Jul-1965. [Online]. Available: <https://video.stackexchange.com/questions/25145/cant-apply-transition-effect-between-clips-in-premiere-pro>. [Accessed: 01-May-2023]
- "20 tips for an amazing showreel: Motion Graphics & Animation," *YouTube*, 08-Apr-2020. [Online]. Available: https://youtu.be/yedsKSMD_k8. [Accessed: 01-May-2023].
- "25 tips to create an animation demo reel," *YouTube*, 30-Jul-2020. [Online]. Available: https://www.youtube.com/watch?v=ynVANIM9ZXQ&ab_channel=SirWadeNeistadt. [Accessed: 01-May-2023].

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GRADEMARK REPORT

FINAL GRADE

70/100

GENERAL COMMENTS

Instructor

Marks Breakdown

1. Engagement With Literature Skills (69%)
2. Knowledge & Understanding Skills (67%)
3. Cognitive & Intellectual Skills (66%)
4. Practical Application Skills (72%)
5. Transferrable Skills for Life and Professional Practice (70%)

Overall Mark: 70%

Tutor's Feedback:

Research has been evidenced in the submitted work and a Bibliography presented in IEEE format, as specified by the brief – good work. The sources show that independent research has been conducted.

A good appreciation of the purpose and format of both a showreel and business card have been evidenced in the submitted work.

The business card is visually strong with good brand identity and a suitable bleed area that should help the cards look better when cut using mass-produced methods. The QR code is prominent and in-keeping

with the overall style which is good to see. It may be a consideration to either increase the font size on the front design for contact details, or to make it bolder, just in case there is some ink bleeding when printed. Overall, a good design of card which is bright and eye catching.

The showreel is presented well, with a lively choice of music and visuals cut to this – I feel this works well, without heavy compromise on promoting your art and models. I think it may be an idea to produce another title card with the branding colours/themes carried over from your business card as this will bring the two pieces of work together (you have done this at the end of the reel already). A very good selection of work has been shown – The character concepts are strong to begin with, though it may be wise to consider a 3D model/wireframe in some of the opening shots (such as the Squid Knight) as you state you're a 3D artist. Either that. Or from here make a 'concepts' reel and a 'modelling' reel as you continue to develop your portfolio.

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