

[LewisToop]Critical_Review_2_Card_&Showreel

by Lewis Toop

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Critical Review

Coursework 2: Showreel and Business Card

Business Card

Side A



Side B



Showreel

Note: YouTube was refusing to upload my showreel at a higher resolution

<https://www.youtube.com/watch?v=yr-vSkbJDp4>

Bibliography

Twitter. (2023). *Levzvel (Profile)*. [online] Available at: <https://twitter.com/levzvel>

Instagram. (2023). *Izvvel (Profile)*. [online] Available at: <https://www.instagram.com/izvvel/>

YouTube. (2023). *Levvzi (channel)*. [online] Available at: <https://www.youtube.com/@levvzi9898>

1001 Fonts. (2023). *Browess sovar Font*. [online] Available at: <https://www.1001fonts.com/browess-sovar-font.html>

(All Images I used, are my original captures and renders and music was created by a contact of mine, my cousin: Joshua Toop)

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GRADEMARK REPORT

FINAL GRADE

51 / 100

GENERAL COMMENTS

Instructor

Marks Breakdown

1. Engagement With Literature Skills (54%)

2. Knowledge & Understanding Skills (56%)

3.Cognitive & Intellectual Skills (48%)

4.Practical Application Skills (52%)

5.Transferrable Skills for Life and Professional Practice (50%)

Overall Mark: 51%

Tutor's Feedback:

Research and Bibliography has been presented, though the sources could be extended to research on how to best present/design a reel or card – independent learning is key in the workplace as well as in university.

An appreciation of the purpose of a showreel and business card have been evidenced in the submitted work – the card would be better displayed in it's actual size though, as this would demonstrate it's effectiveness with text visibility/design.

The business card is consistent in its design, though I feel the font on Side A could be white to increase the visibility. It may also be an idea to experiment with alternative, clearer fonts for the web address and social media links in case people have difficulty interpreting letter forms. Inclusion of the QR code is good and it's size shouldn't be a problem on a printed document.

The Showreel could be enhanced by using the same visual aesthetic/text used on the business card – at present it feels a little basic and the white backgrounds with black generic text make it feel a bit rushed. You have looked at composition in your major project – consider it here as well. Additionally, I feel the music is distracting with its sampled pitch-shifted vocals. An instrumental version will be better suited for this purpose.

Finally, provide a slide at the end with your contact details – employers will not bother having to dig around for details, it's easier to move on to the next candidate when viewing so many showreels for job applications.