

Assignment

by Rhys Carter

Submission date: 02-May-2023 02:47PM (UTC+0100)

Submission ID: 204325629

File name: 17886_Rhys_Carter_Assignment_500631_1397917795.docx (311.08K)

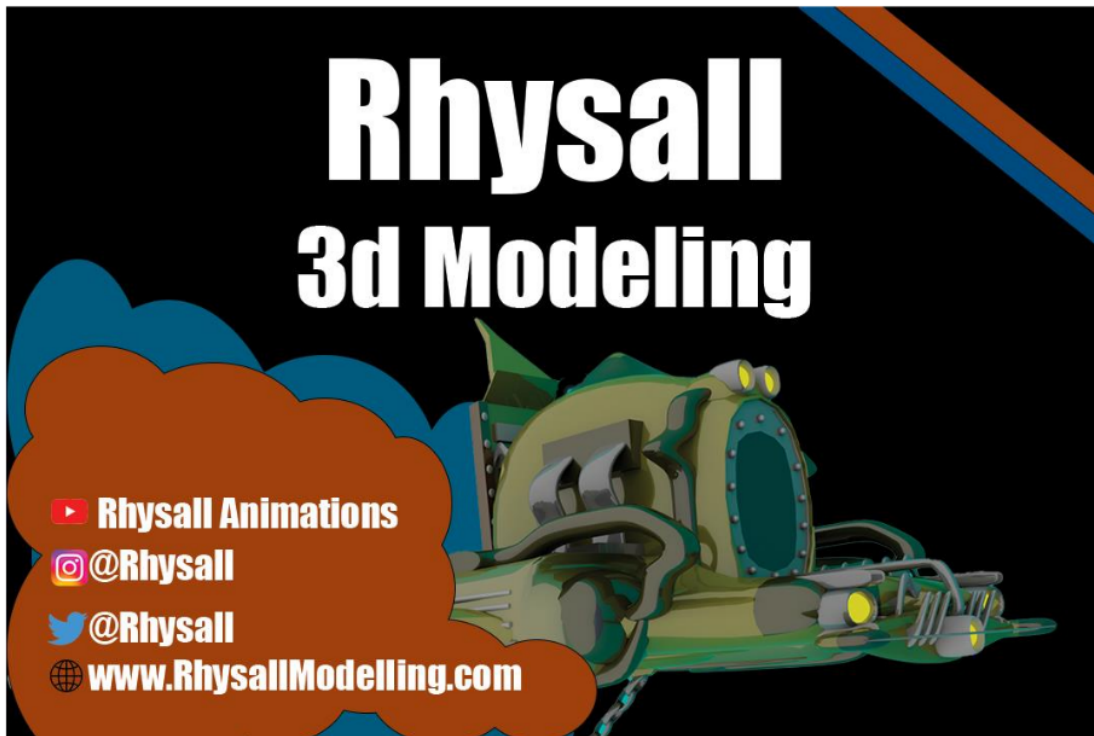
Word count: 23

Character count: 130

Link To Show Reel on YouTube

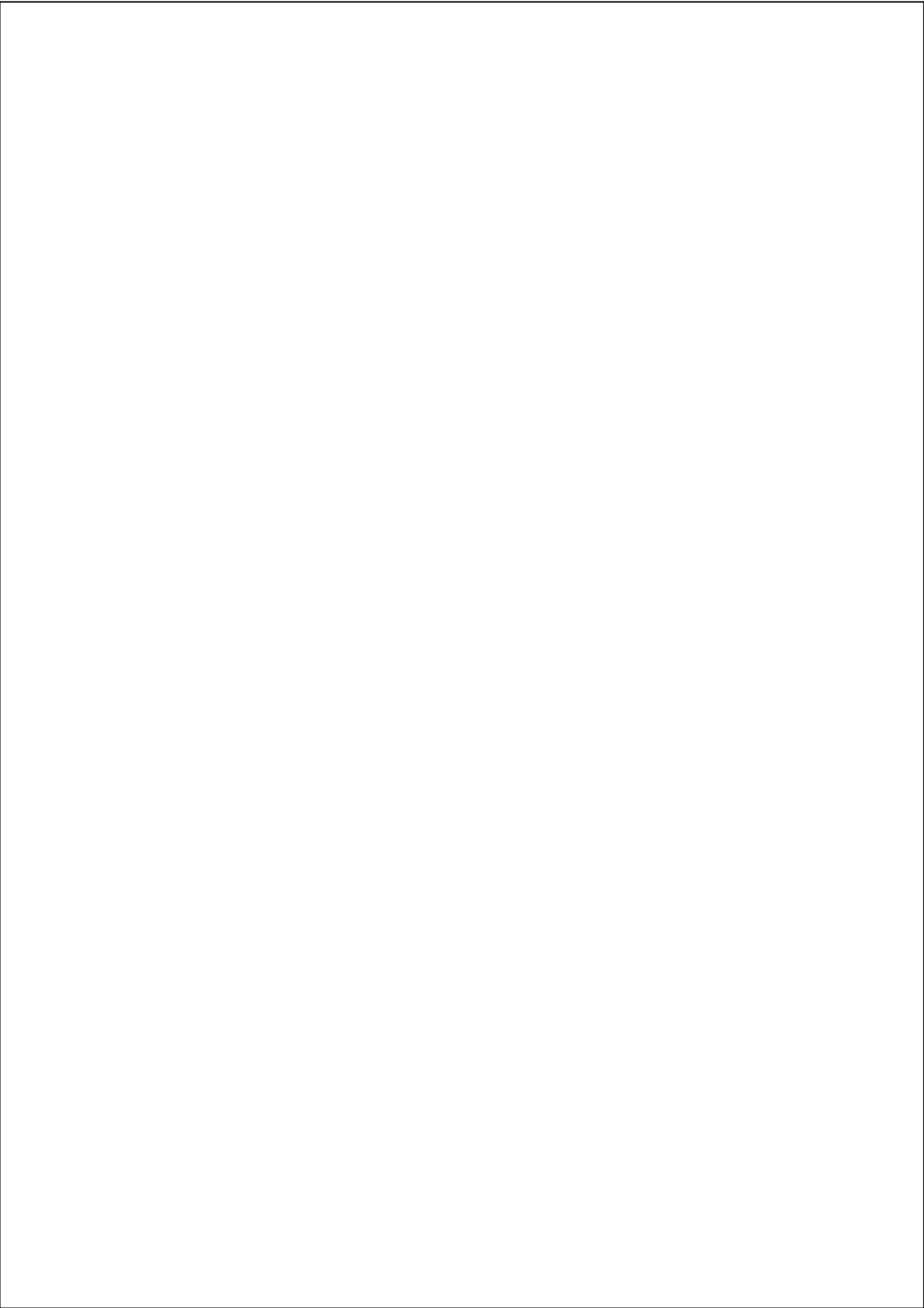
<https://youtu.be/B5QR5UHH8GQ>

Front of Business Card Design For my Profession



Back of Business Card Design For my Profession





Assignment

GRADEMARK REPORT

FINAL GRADE

46 / 100

GENERAL COMMENTS

Instructor

Marks Breakdown

1. Engagement With Literature Skills (30%)

2. Knowledge & Understanding Skills (50%)

3. Cognitive & Intellectual Skills (45%)

4. Practical Application Skills (52%)

5. Transferrable Skills for Life and Professional Practice (46%)

Overall Mark: 46%

Tutor's Feedback:

A bibliography and evidence of research needs to be shown – this is specified in the assessment brief. More marks can be awarded for this, but only if there is evidence that research has been conducted.

An appreciation of the purpose of both a business card and showreel have been evidenced in the submitted work. The business card looks a little large on the submitted document – has it been resized? IT should be to scale to show the effectiveness of your design.

The business card shows related work and information clearly, which is good to see – I think the back needs to state ‘modeling’ rather than animation based on your reel’s content though. Also, I’d consider changing the font from ‘Impact’ to something similar, but a little less overused – this font is famous for being ‘meme text’ and you probably want your work to stand apart from low-effort internet images!

The showreel feels a little light on content – I feel you should rebrand yourself to focus on modelling as there is not a lot of animation content. The Space Crane is definitely the strongest piece – I would put this first in the showreel, and spend some time coming up with similar kinds of content to put in the reel over time. The Satellite turnaround seems to ‘clip’ into the background and feels small on the screen – it might be wise to drop this section in favour of something newer once you’ve produced a few more models.

Additionally, when adding text to contextualise the models you can position this anywhere on the screen – overlaying the models feels like there’s a lot of space being underused. Also, your details should feature at the end of the reel – make sure people remember who’s work they are viewing!