



Open  
College  
of the Arts

## Formative feedback

Student name	<b>Michael Franklin</b>	Student number	<b>517401</b>
Course/Unit	<b>IAP</b>	Assignment number	<b>1</b>
Type of tutorial	Audio-Visual		

### Overall Comments

Overall an encouraging start to the module in which you should the potential to go well if you fully embrace the course material.

### Assessment potential

#### Assignment 1

You may want to get credit for your hard work and achievements with the OCA by formally submitting your work for assessment at the end of the module. More and more people are taking the idea of lifelong learning seriously by submitting their work for assessment but it is entirely up to you. We are just as keen to support you whether you study for pleasure or to gain qualifications. Please consider whether you want to put your work forward for assessment and let me know your decision when you submit Assignment 2. I can then give you feedback on how well your work meets the assessment requirements.

## Feedback on assignment

### Demonstration of technical and Visual Skills, Quality of Outcome, Demonstration of Creativity

- Good initiative in approaching potential subjects in small, independent stores which offer both a better chance of getting permission to shoot as well as more time with each subject when making the portraits.
- Don't worry too much about the mistakes – these are areas for future improvement. The point of this assignment is to get out there with the camera and explore your own identity as a photographer through your relationships with unfamiliar subjects.
- I'm not sure I agree that the vape and music store images aren't identifiable, but I agree the technical issues may preclude them (focus especially, exposure, it depends how much you can rescue the shot in post).
- I would have rejected the takeaway image because of the crop more than anything.
- You don't have to be too literal with the background. Viewers can work a lot out for themselves with relatively minor clues, especially if it is something they are familiar with (or not, as in the Vape shop guy as I know nothing about vaping).
- Captions – do the subjects have names? Why have you not recorded them?
- Lighting – bounce flash would have solved some of your issues (camera shake and the direction of the lighting). You can hold a flash off to one side and shoot, and even hold it off to one side and have reflector placed on the opposite side to balance the light even more.

## Coursework

### Demonstration of technical and Visual Skills, Demonstration of Creativity

Don't include the course brief!

The hat guy image works well and I don't really mind that you don't know him – to my understanding that requirement of the exercise is to make it easier for students to find a suitable subject without feeling overly nervous about photographing a stranger.

## Research

### Context, reflective thinking, critical thinking, analysis

Well done on the breadth of research you have achieved already. Try to add in some critical studies research as well as practice to help you identify why certain artists work in certain ways.

## Learning Log

### Context, reflective thinking, critical thinking, analysis

It is good to see records of study visits this early - try to maintain the momentum for the rest of the module.

## Suggested reading/viewing

### Context

Below are two good examples of contemporary environmental portraits.

Les Monaghan – Aspirations Doncaster <https://aspirationsdoncaster.blogspot.com/>

Alicia Bruce – Portraits (I was looking specifically for her Menie portraits but, to be honest, just spend some time looking at Alicia's portfolio of portraits)

<https://aliciabruce.co.uk/portraits/>

Good source for information about flash <https://strobist.blogspot.com/>

## Pointers for the next assignment

Focus on sticking to a workflow and don't be afraid of using flash.

**Please inform me of how you would like your feedback for the next assignment:  
written or video/audio.**

Strengths	Areas for development
Confident approach	Technique
Composition	Lighting
Enough subjects identified and photographed to allow room for editing	Workflow

Tutor name	David Wyatt
Date	6/2/20
Next assignment due	End of March 2020