



Open College of the Arts

Formative feedback

Student name	Jose Souto Martinez	Student number	██████████
Course/Unit	C&N	Assignment	3
Type of tutorial (eg video/audio/written)	Written		

Overall Comments

This is a good start at conjuring up the bizarre connections and irrational logic of dreams. The only issue is these are very literal illustrations of the captions. The captions are important. You don't need to explain so much and make everything obvious, you can retain a sense of mystery.

Actually, I think the captions are a good starting point, but you needed to experiment with different images, less obviously illustrative, to find connections that added a nuance or new interpretation to the text.

This process of making images from a diary is interesting and could bear fruit. But you need to take care that you are not just duplicating the text into an image. It may help you to listen to music with the idea of the captions in mind. Let them go. Drift into the music and let images speak for themselves.

Can I just say, it's very confusing to review a set of images that comes in so many different forms. This is single images, a pdf of the 'presentation' and also your blog presentation which has a lot of technical data on it. The best way to submit images to me is as attachments to an email in the order you want them to be seen. This will create a slideshow, which, in this case would be consistent with how you want them to be seen, as a series. Always present, send, your work to me as you want it to be viewed - give or take the limitations of the internet.

Feedback on assignment

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

1

When you start your text with "There is something menacing about this character..." it immediately looks like you've tried to illustrate this in a theatrical way with shadow. Perhaps

this is the weakness of this work, that you are starting with text (the diary) and then illustrating it too literally with images. This makes them look theatrical. If you start the text, "I witness a man shredding a CD and he saw me." Keep it really simple and tight.

2

Once again you are writing about something which you then illustrate with an image - "I feel so tired" followed by an image of you in bed. Can you see that you are reiterating yourself? It's saying the same thing twice.

3

Again, you are illustrating aggression with an image of a fist flying into your face. What would an image of the backs of your colleagues at work, sitting at their desks, have meant here? Or an image of a boardroom table with papers and hands in shot but no faces?

4

This image of three characters - all played by you - illustrates the point of the subtle social pressure that is exerted in the squash of a train. It's a good composite, though obviously not made on a train. Again, it is very illustrative of the text.

5

This is the best image here because it's funny and it's not a direct illustration. The caption rambles on a bit too much. Just the first few sentences is enough. He wants out. You then create a human counterpart for the cat creating a new idea.

6

Your composite images are all well designed. I like the fan shape in this one. Again though you are attempting a literal illustration. There you are multitasking. The added notion of this leading to mistakes is missing. Perhaps you would be best ditching the captions altogether.

7

I really wish I couldn't read that word "happiness" on that piece of paper. I get it, you're "reaching for happiness"! This is a direct, literal illustration. Perhaps if that word were not legible the viewer could imagine that this paper, like any object in a dream, contains something that is vital for your life but still remains hidden. But again, you are too determined to do the imagining for your viewer.

Coursework

Demonstration of technical and Visual Skills, Demonstration of Creativity

I particularly liked the sketch you made and the attempt to create a photo/sketch composite. That's something you should try to develop.

Research

Context, reflective thinking, critical thinking, analysis

The research you've done here (Shafran, Fox) should really have helped you understand how images infer culture and personality in the 'self-absented' way the course talks about. Can you see how a viewer can deduce something of the shopper's identity just from the shopping on the conveyor? Or understand something, maybe something very general, about Anna Fox's mother? Like she's keen on cleaning products? All these things people have these days, say

something about who we are as *consumers*. And that is becoming a category of self in our times. But you are writing mostly about typologies.

Learning Log

Context, reflective thinking, critical thinking, analysis

Summarize how you have applied what you've learned from the course to your assignment photographs. Also note down what you've learned from other photographers in executing the assignment.

The learning log is fine. You're pretty honest in your writing and that is its strength. Think about this, why do you turn an honest observation into a fiction? Something in this transformation is losing the strength of the truth.

Pointers for the next assignment

You're a good image-maker. Focus on making the images and stop trying to 'tell stories'. You are over-signifying everything.

Summary

Strengths	Areas for development
Good images. Strong technical ability. Interesting process.	<ul style="list-style-type: none">• Don't be so literal in your illustrations!• Let images do what images do and don't try to make them 'tell'.

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

Tutor name	██████████
Date	12th February 2018
Next assignment due	22nd April 2018