



Open
College
of the Arts

Formative feedback

Student name	Wendy Rose	Student number	515908
Course/Unit	Context and Narrative	Assignment number	4
Type of tutorial	Written / Audio-Visual		

Overall Comments

Readable and interesting stuff, Wendy. This is a piece of writing that contains a number of agreeable points, and you generally write in an unfussy and accessible way. There's a lack of explicit academic research in the essay, which does give it a slightly more subjective feel than is ideal, but this should be relatively straightforward to address. With this done, what's already promising and observant will become rather stronger. Let me know how you get on with the research we discussed.

Assessment potential

Assignment 4 Assessment potential

I understand your aim is to go for the Photography/Creative Arts Degree and that you plan to submit your work for assessment at the end of this course. From the work you have shown in this assignment, providing you commit yourself to the course, I believe you have the potential to pass at assessment. In order to meet all the assessment criteria, there are certain areas you will need to focus on, which I will outline in my feedback.*

Feedback on assignment

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

- A little more in the way of external voices would be welcome- see if you can revise the essay to include references to and quotations from academic literature that chimes with the themes you're exploring.
- Put the image that you're writing about at the essay's start.

- When you acknowledge the photograph's similarities to those of other practitioners, also include these.
- One of the key themes in the essay is that of 'the journey'. I'd like to see you do some academic research on this, and explore material that has been interested in photography's relationship with travel.
- The material that interrogates the specifics of the photograph is ok, but it can read a little speculatively- you ask a lot of questions, which gives the essay a slightly uncertain and almost apologetic tone. I think it could be worth taking another look at these sections and thinking about how you can use wider reading to shore them up a bit.
- These sections can also be a mite descriptive, with you simply telling the reader what they can see for themselves, rather than exploring the *significance* of the things you highlight.
- The bit about the photograph evoking Hurricane Katrina for you is interesting, providing a good example of how what viewers bring to an image is essential to their reading of it. Richard Salkeld says that 'The potential meaning of any photograph, as perceived by the viewers, may exceed, or even contradict, what the maker intended. Indeed, the maker cannot control the readings made by viewers: in effect, the meaning of any image is actually produced by the viewer' (p.62, *Reading Photographs*). Also take a look at Anandi Ramamurthy's overview of Stuart Hall's 'Encoding/ Decoding' theory in Liz Wells' *Photography: a Critical Introduction*.
- Things can be a little bulletpointy, especially towards the end- make sure that you always build your ideas over the course of a paragraph.

Coursework

Demonstration of technical and Visual Skills, Demonstration of Creativity

The coursework you've done in the build up to this assignment is solid enough- there's always evidence of a curious and engaged student.

Research

Context, reflective thinking, critical thinking, analysis

There's little explicit evidence of academic research in the actual essay, Wendy, and this is something that you will need to take a look at- it's a key part of HE study. While it's all certainly readable and engaging, it does need to be a little more of a dialogue with various sources. The two I mention above will help with certain sections, allowing you to put into more scholarly terms the points you made about what you brought to the image, and literature that looks at 'photographic journeys' will conceivably provide the essay with a strong connecting thread.

Adjusting to the protocols of academic research can be a challenge, so let me know if there's anything you'd like to ask.

Suggested reading

Context

As well as the books mentioned above, Tim Edensor's *National Identity, Popular Culture and Everyday Life* will potentially be useful in terms of helping you think about nationality. I'd also like to see you make more obvious and consistent use of the UCA's online library. It can be a

bit of a faff, but is certainly something that should be at the centre of your research efforts, regardless of whether you're prepping for photographic or written work.

Pointers for the next assignment

The final point of the unit is approaching! You've shown yourself to be willing, able and enormously enthusiastic throughout *C&N*, and one who's full of ideas, and I'm eager to see how you conclude the unit. Something that is simple, joined-up and effective would be a great way to do this. Lots of people treat the final assignment like their magnum opus and get a little too elaborate, but a simple idea done well goes a very long way.

Drop me an email when you've had a few ideas, and we can also talk about the presentation of your work at assessment. Good luck!!!

Tutor name	Andrew Conroy
Date	9/4/18
Next assignment due	Weds 14th June at 2pm for tutorial, work submitted the previous Friday.