

Y3S2 BA Negotiated Design Project Self-Submission Assessment Sheet

Student Name Elisha Pritchard Student No. 1800075 Date 27/04/2021

	1 (70+)		2.1 (60-69)		2.2 (50-59)		3 (40-49)		F (0-39)	
	Demonstrates independent interpretation of the task and the use of a full range of relevant sources, using analysis to explain & evaluate outcomes	Practice is shaped by autonomous learning that demonstrates the relationships between knowledge & analysis derived from different contexts.	Demonstrates good comprehension of the task and synthesises learning from a range of sources	Practice is informed by evaluation and interpretation showing professionalism, ethical & ongoing personal development.	The work demonstrates relevance to the task and provides a range of responses to it.	The work is sequential and free-standing, providing a clear, evaluated and generally coherent account	Demonstrates basic relevance to the task, but provides a limited range of responses to it.	Practice is safe and abides by an externally set codes and rules	Demonstrates restricted relevance to the task, and provides few responses to it	Practice is unstructured and is not clearly communicated
	Outcome	Development	Outcome	Development	Outcome	Development	Outcome	Development	Outcome	Development
1. demonstrate a personal creative voice through the use of creative, critically analytical, visual and practical skills, techniques and media platforms	X	X								
2. have the critical ability recognise and adopt appropriate new technologies, tools, and approaches in the development of creative solutions		X	X							
3. develop an autonomous, sustainable practice that can be applied to professional, post-graduate and/or personal development contexts	X	X								
4. create prototype solutions as necessary to check the integrity of a design prior to the development of a finished product	X	X								
5. have the ability to critically evaluate their own work through a process of critical reflection		X	X							

Y3S2 BA Negotiated Design Placement Project Self-Assessment Cover Sheet

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Please use the space below to identify which part of your submission is the key evidence that you have met the assessment criteria. More than one element of your submission may be evidence for each criterion. You should include this checklist as the coversheet for your submission.

(Please delete the examples shown in italics)

Submission Format	Evidence of meeting the assessment criteria				
<i>For Example:</i>					
<i>Reflective Process report</i>	5	2	3		
<i>Extended Professional Portfolio</i>	4	5	2		
<i>Design portfolio</i>	2	3	1	4	5
Dissertation	2	3			

You may submit a brief commentary below to guide the examiner through your submission.

Reflective Process report

- Through writing the process reflective report I was able to reflect upon and evaluate my time spent on the Final major project. Doing this enabled me to be able to improve on one of my continuing weaknesses which is coding, as well as further developing my strengths which I included in a table in my reflective process report.
- This project allowed me to expand my knowledge on industry used concept art applications as well as their uses and to which styles they are best suited to.

Extended Professional Portfolio

- I explained the two different art mediums I adopted during this project and technologies used to produce work in this area of design.
- I was able to evaluate the art styles and common themes used when producing work.
- This extended portfolio displays a variety of art pieces produced throughout the design project, ranging from development pieces to reference pieces and final pieces

Design Portfolio

- My design portfolio includes all of the research, knowledge and work I produced over the course of the final major design project.
- Over the course of this project I demonstrated a variety of different art styles and mediums which are industry standard practices.
- I put into practice industry standard techniques obtain from conducting secondary research for the dissertation literature review.
- The use of the double diamond design thinking process through the entirety of the design project.

- Evaluate, discuss and analyse the work produced over the course of the project displayed on my design portfolio.
- Put to use my strong foundation in art as well as practical drawing skills to produce a range of concept art pieces in a digital and traditional format.
- Use initial ideas, sketches and paintings as the foundations to go on and create interpretations of a script in the form of concept art scenes.
- Use new approaches and placement of images and text to represent the story's narrative in a clear way.

Dissertation

- Through rigorous research and writing this document allowed me to expand my knowledge on industry used concept art applications as well as their uses, techniques and to which styles they are best suited to.
- Carrying out the Surveys gave me an insight into professional practices used in the concept art industry which I can then translated in my own work and use for future projects.