

## Evaluation – Studio practice

Throughout the studio practice module the skills and techniques I have learnt are to be able to successfully create and produce artwork in adobe illustrator, InDesign and Photoshop which I had little if any knowledge of previous to this module. Another skill I have learnt through the module is to create high quality productions which are of a professional standard and can be used in the design world. Through designing the outcomes for the locations project I have learnt to interpret and record information and use it effectively and creatively to produce final artwork related to the module.

Through the early workshops at the beginning of the project I have learnt that artwork can be both difficult but simple to produce and manufacture but can be easier than first expected. I have also learnt that by collecting relevant materials and research it can help to create more extensive creative ideas. The montage workshop from the locations project has helped me largely as it has broadened my range of ideas and methods towards image-making. Also the visualising information workshop has helped me to learn to adapt the information from a project successfully into finished and final outcomes.

The final limited edition books were created by a handmade process whereby I have created the artwork digitally and then hand crafted the artwork into the final produced book. The first book is a small square which contains flower logos in the form of a star book. The second book is a larger rectangle book which contains illustrations this book has been produced by hand but is a perfect bound book. For my large scale posters I have created the subject relating to the introductory collections workshop. I have created both the posters in A3 size in Adobe Photoshop. Both of the posters have been art worked into poster contexts. The final typeface design has been created in Adobe illustrator and has been created using the line tool to create the individual letters. I have executed the typeface on an A3 page and arranged the typeface in an alphabetical structure. The final outcomes I have created for the locations project are 4 final posters/information sheets, I have created them using either Adobe illustrator or InDesign I have edited images in Photoshop and then imported the images into the designs in illustrator. The final designs have been created on A3 art boards and have been created ready for print. Due to the time within which I have had to create the final designs I have not yet printed or produced the poster on medium therefore I only have the digital artwork.

I think throughout all the projects my final outcomes have met the brief successfully and in some cases have exceeded the brief in that the outcomes have produced more than the minimal requirements for the brief. The outcomes I believe have been most successful are the flower logo book which I created for the visualisation project and also the typeface which I have created for the locations project. I believe these final outcomes have exceeded the brief is that due to the time and effort that I have given to both these pieces the final outcomes have been professionally produced and have been finished to a high standard.

I believe that all of my final outcomes have been produced in a high standard and have been professionally produced. I have ensured throughout all the projects that the quality of the individual elements is the highest it can be before it is included in the final design due to this the final outcomes have been produced to high standard. Although most of the outcomes have been of a high standard some of the outcomes throughout the projects have lacked in the highest

quality due to some of the projects having more time spent on them than some of the others this caused some outcomes to have less care and attention given to them.

I think that all of my outcomes could have been improved by having several more experiments and changes made to them to explore all of the possibilities for the final outcomes and layouts. The types of things that could have been altered and experimented with are colours, layouts and also typefaces. Also the experiments with image-making and alternative images could have been used so as to ensure that the best images and elements were used throughout all of the outcomes.

The ways in which the crits and presentations have helped me is that they have allowed me to receive feedback from a variety of people and take their opinions and thoughts into account and try and adapt and experiment with my work so as to develop the work further. Also by having crits it allows me to see which artwork stands out and receives the most interest from the audience this then allows me to develop the work that receives most interest and continue to produce of a similar design and style. Also from the crits and presentations I can collect feedback on work which is not very strong or work that it is stronger than some designs and adapt the weaker work into a stronger and further developed outcome.

I believe that I could get more out of the crits by producing a set of questions or a feedback sheet that people could fill in whilst in the presentation or after the presentation which would allow me to analyse and record the feedback and also to get the individual opinions and thoughts of all of the people within the presentation. It can also give me a variety of improvements and alternative methods which have been given from others within the presentation.

Throughout all the projects I believe that my time management has not been managed in the most productive way I have felt that some projects have had more time spent on the design research and also primary research instead of the creative development and concepts. Also I feel that I have not left enough time for me to prepare for the final presentation and collect all the relevant information I need. Therefore in the future I plan to spend less time on the research aspect of the project and majority of the creative work and final outcomes.

Overall I believe that all of my final outcomes have been successful and have met the brief requirements. I have not always enjoyed the projects or final outcomes I have produced but overall I am pleased with the progress and the final outcomes I have produced. For the future I would continue to work in the same style as I have but distribute my time better and create more creative outcomes and designs.