

UAL Level 3 Diploma and Extended Diploma in Art & Design: Creative Practice and Communication

UNIT 6: Written Evaluation

800 words

All sections have an advised word count.

A 10% tolerance is applied.

Your evaluation must be typed and included in your project folder along with your proposal, Pecha Kucha, mid-stage review and final self-assessment.

The Unit 6 evaluation provides you with an opportunity to reflect on, evaluate and summarise your progress and achievements in your final project, expressed in terms of the knowledge, skills and understanding acquired.

It's important to compare what you now know, and what it means to you, compared with what you knew and could do before you started the course.

Allow plenty of time to complete your evaluation. It contributes to meeting the following Unit 6 outcome:

AO8 - Apply reflective practice to a creative project.

Student Name:

Centre Name:

Centre Number:

Pathway Specialism:

Working Title of Project:

Date:

AO1: Apply an understanding of specialist industry practice to a creative project(approx 100 words)

- What were the reasons for citing your project within your selected specialist context?
- What specialist considerations have you taken into account?
- What ethical considerations have you taken into account?
- What cultural considerations have you taken into account?
- What sustainability considerations have you taken into account?

--

AO2: Produce a self-initiated project proposal (approx 100 words)

- Explain your reasons for choosing a particular project subject/concept.
- Outline what you have learnt in relation to your chosen subject/concept.
- Have your original intentions changed or been modified? If so, why?
- In what broader context/situation is your line of enquiry being situated, e.g., illustration, performance, product design, surface design etc.?

AO3: Use research to inform and direct a creative project (approx 100 words)

- How have primary observations, experiments, initial material developments and technical engagement supported the developing understanding of your subject?
- How have other people's ideas and working methods interested you? (*secondary research; ethical, social, cultural etc*)
- Explain how you think these ideas and methods have supported and nourished your development?

AO4: Use technical skills and materials associated with a specialist industry practice to realise a self-initiated project (approx 100 words)

- Reflect on all the specialist practical processes and skills you have explored, adapted and developed throughout your project. How appropriate were they to the development of your project?
- Which specialist processes and skills have you been interested in the most and why?
- How effective have you been at mastering the techniques, processes and skills selected?

AO5: Resolve problems within a creative project (approx 100 words)

- Reflect on those significant aspects of your work (failures and successes are of equal importance) that you have had to resolve in order to progress?
- How well have you adapted to unforeseen practical and technical problems?
- What factors have influenced your ability to solve problems in the most effective and appropriate manner?

AO6: Use specialist practice visual language to communicate ideas and concepts (approx 100 words)

- Explain your reasons for selecting the ideas and methods chosen for **producing** your final outcome(s).
- How do these outcomes relate to your audience?

AO7: Use specialist practice presentation techniques to present ideas and outcomes (approx 100 words)

- Explain your reasons for adopting the strategies you chose when **presenting** your project and final outcome(s).
- How appropriate are they to your developing professional practice?
- How effective have you been in communicating your ideas?

AO8: Apply reflective practice to a creative project (approx 100 words)
Identify the aims and objectives that you were interested in developing when you started your final project. How effective have you been in reflecting on your developing work and progress against these targets?