



Open
College
of the Arts

Formative feedback

Student name	Martyn Rainbird	Student number	515830
Course/Unit	C&N	Assignment number	3
Type of tutorial	Written		

Overall Comments

You have demonstrated your ability to challenge your photographic expectations and experience. This assignment has clearly helped you to develop your understanding of contemporary practice and ideas. You have evidenced your ability and enthusiasm to be open minded about non-traditional approaches. Your final e book is a good idea and you have produced the appropriate variety of images. However, your ideas and narrative do not easily translate into the book. I feel that an objective viewer would have difficulty establishing what the narrative is. I'd suggest that you try an alternative edit, reflect upon your design and think about including some kind of textual device, it may help with the flow.

Feedback on assignment

I feel that you have produced a solid assignment that has taken your perspective on photography to another level. Your reflective analysis is carefully considered and demonstrates a personal reaction to contemporary photographic issues. Your ideas manifest themselves within your photographs and contextual input. I think that your response to this assignment demonstrates your ability to embrace alternative photographic approaches rather than being dismissive. Of course, you state your initial opposition to your main inspiration, Nigel Shafran's work within your reflective notes. Positively though, rather than being overtly negative you have critically deconstructed his approach and attempted to understand and make sense of this "non-photographic" oeuvre. Your analysis along with your evaluations that document your journey are extremely insightful and intelligently produced. In some ways, your contextual output and research journey, I feel, is more important than the final images, although of course your final submitted work is what will be highlighted at assessment, no-doubt. If it makes sense, I think that your future potential as a photographer will benefit your further

conceptual awareness. The work of Shafran, such as 'Washing Up' is far removed from the traditional idea of photographic subjects. It's a reaction to the notion of the exotic, caring more for concept than technical skills and addresses the audience's expectations. You have evidenced your considerations for these points and have responded with your practical work. As is the case with this type of work, it isn't so much about aperture and shutter speed but more-so about coherency and conceptual rigor. These elements you have taken on-board when producing your work. The images are straightforward and competently shot. Also you have thought about the dissemination of your project. Book form is appropriate and using an e book to display the work is a good venture at this point in your studies. It's great to see that you considered the layout so as to emphasis your narrative. You looked at some relevant artists including Graham and Morell.

The e book is a nice idea, it's well presented with a simple layout and I like the cover. However, I'm not so sure about the effectiveness of the narrative, with an objective viewer in mind, I'm not really sure that they would understand what or what they are supposed to be looking at. As I have said, your grasp of the idea of the domestic and everyday conceptually is good but I'm not so sure that it has translated into your final edit. Your concluding reflection on the visual narrative sections and type of media is fairly complex so it's difficult to get a sense of your ideas within the book without any text. Yes, I know the argument about text information and being too literal but sometimes it is required to help the narrative along. I feel that maybe you should try an alternative edit with simple textual devices to aid the narrative. Also, your design is pretty straightforward once analysed – left page one image, right page 3 images (on the whole). I feel that somehow this doesn't help the flow bearing in mind that you have chosen not to display the images in a uniformed objective manner. You refer to and illustrate Graham's approach to layout, maybe you should be a little less restrained with your design and mix it up a little more. Maybe a couple of full page bleeds would help, and if you plan the layout accordingly it is possible to still retain the idea of chapters.

Coursework

Good sound input into coursework. This demonstrates your commitment.

Research

Solid approach to course research. Your personal reflections are very insightful and evidence your growing awareness of photographic practice and context. Do though continue to update with self-initiated artist research and critical analysis.

I'd also like you to respond to the artists that I suggest within the tutor reports.

Suggested reading/viewing

Context

Take a look at these artists and their approach to the everyday.

Fischli & Weiss <https://www.improvisedlife.com/2014/03/20/fischli-weiss-everyday-object-sculptures/>

Peter Fraser <http://www.peterfraser.net/projects/everyday-icons-1986/>

Sian Bonell Everyday Dada <https://www.itsnicethat.com/articles/sian-bonnell>

Summary

Strengths	Areas for development
<ul style="list-style-type: none">• Research and reflective analysis• Awareness and understanding of contemporary photography• Ability to take risks and push your practice	<ul style="list-style-type: none">• Evidence more self-initiated artist research• Greater consideration of final edit and book design• Think about the audience

Tutor name	C Coekin
Date	01/01/18
Next assignment due	01/03/18