



Open  
College  
of the Arts

## Formative feedback

Student name	<b>Sue Greenfield</b>	Student number	<b>509645</b>
Course/Unit	<b>Landscape</b>	Assignment number	<b>4</b>
Type of tutorial	Written / Audio-Visual	Audio	

### Overall Comments

- Interesting, well written and researched piece worthy of a longer essay at some point.

*Tutor comments (in addition to first draft annotations and subsequent comments by email on second draft):*

*A positive and thoughtful first draft, Sue, which – as discussed – would benefit from deeper analysis into fewer points. I also felt strongly that the original title was weak and oversimplified – not indicative of an in-depth inquiry.*

*Your second draft is a significant improvement: better structured and more academic though could be a more analytical in places (e.g. weighing up contrasting arguments or perspectives, though this can be difficult in an essay of this length). The slight shift in emphasis - towards photography as a technological development that has determined how we consume landscape imagery, and how we perceive and interact with 'the landscape' - works well and provides the chronological arc that was needed to tie the postcard tradition and instagram together.*

*Pleased to see that the John Hinde recommendation was useful. (Did you find the essay guidelines email helpful, by the way?)*

*Your research into the instagram phenomenon could prove to be a rich seam of inquiry should you wish to pursue this further at Level 3.*

*Well done for pursuing a second draft despite having to cope with some difficult personal circumstances. I look forward to discussing your 5<sup>th</sup> assignment.*

## **Feedback on assignment**

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

- Good introduction, though content supersedes title – suggest title be reframed to better fit with the essay content.
- Good sub heading structure
- Suggest extending introduction to reference later arguments in the main body of the essay, such as tourist photography being performed rather than preformed, the technology driven selfie, role of technological determinism, and ways in which image-based desire fuels our consumerist culture (as described later in the essay and illustrated by your reference to the early example of Hinde's saturated colour which parallels advertising). Scopic desire /images feeding into & perpetuating culture of acquisitiveness worth mentioning in general terms as context
- Reference to own work would perhaps better fit as a footnote and changed to third person to be consistent
- Show a clearer link on page 3 between the modes of transport leading to expanded travel & (ultimately the postcard) and Urry's concept of the 'Tourist Gaze' i.e. how the world/ tourism moved on from 1840 to 2011 ( the date of Urry's book referenced ).
- Tie in conclusion to expanded introduction.
  
- Effective use of quotes / referencing. Refer query re including bibliography to OCA librarian.

## **Coursework**

### **Demonstration of technical and Visual Skills, Demonstration of Creativity**

- Reflected in assignment work and exercises

## **Research**

### **Context, reflective thinking, critical thinking, analysis**

Evidence of:

- Independent contextual research for assignments
- Reflective thinking

## Learning Log

### Context, reflective thinking, critical thinking, analysis

- Improved the menu / structure and navigability
- Regular participation in Landscape / TVG hangouts noted – critiquing work and having own work critiqued
- Open Art Collective exhibition –reflection noted on participating as organising group member / exhibitor ( first exhibition)
- Independent contextual research posted
- Exhibition visits continue e.g. independent visit to Diane Arbus exhibition.
- Critical thinking evidenced in coursework/ exhibition reviews and reflections on assignments

## Suggested reading/viewing

[JT] *On technological determinism:-*

- *Work of Art in the Age of Mechanical Reproduction - Walter Benjamin*
- *The Medium is the Message - Marshall McLuhan*
- *Techniques of the Observer - Jonathan Crary*

## Pointers for the next assignment / assessment ( Creech Woods)

- Need to review progress on Assignment six – date to be fixed

Strengths	Areas for development
Interesting, well written, structured and researched essay – with more clarity in the second draft	First draft would benefit from reframing the title to better fit with the content of the essay and deeper analysis of fewer points.
Effective use of quotes and referencing	Review could have been more analytical in places ..perhaps more questioning in your the handling of texts
	Your research into the Instagram phenomenon could be a rich seam of enquiry should you wish to pursue this further at Level 3

Tutor name	Jayne Taylor
Date	30/07/2019
Next assignment due	20/08/2019