Formative feedback

Student name	**Michael Franklin**	Student number	**517401**
Course/Unit	***Context and Narrative***	Assignment number	**2**
Type of tutorial	Written / <u>Audio-Visual</u>		

Overall Comments

An interesting and thought-provoking response to the brief, Michael, particularly as you've taken the theme of 'electricity' and used it to reflect on 'the complexity of modern life, how, particularly in developed economies, we come to rely on things of which we have a very limited understanding'. The final outcome feels like it still needs work- you're illustrating rather than using the photographic dimension of the work to effectively explore what you map out in your accompanying text. While the photographs are tidy enough, the sequence is a bit on the predictable side. There's definitely something in this idea, but I think further consideration of how you might develop and communicate the concept is needed.

Assessment potential

Assignment 2 Assessment potential

I understand your aim is to go for the Photography/Creative Arts* Degree and that you plan to submit your work for assessment at the end of this course. From the work you have shown in this assignment, providing you commit yourself to the course, I believe you have the potential to pass at assessment. In order to meet all the assessment criteria, there are certain areas you will need to focus on, which I will outline in my feedback.

Feedback on assignment
Demonstration of technical and Visual Skills, Quality of Outcome, Demonstration of Creativity

- There are some fairly agreeable images in this assignment - I particularly like the boldness and use of colour in your photograph of the light switch - but nothing that stands out enormously. I think this is an assignment with room for development.
- While I don't really have any quarrel with the individual images here, as s set it quickly becomes a little predictable and rather functional, like you've taken a promising initial idea and not really been able to expand on it beyond a basic illustration of objects that connect to electricity and technology. Each photograph doesn't really add anything new to the 'argument', so further thought on how to visual communicate the nuance of your critical perspective on technology is needed. Ultimately, I think the concept has heaps of potential, but the final outcome is rather like a 'list'.
- Rather than focusing on 'hardware', I think it might be worth considering an exploration of 'we come to rely on things of which we have a very limited understanding', ie looking at the social aspects of technology, its taken-for-grantedness, and how we absolutely rely on it.
- With this in mind, the work here perhaps feels more like the initial salvo of a bigger idea that needs further consideration before concept and final outcome cohere in absolutely satisfying ways.

Research
Context, reflective thinking, critical thinking, analysis

There's evidence of solid, regular engagement with research on your blog, but this particular assignment is rather light on it. This, and refining and develop creative ideas through mind-maps and research, is obviously something that we discussed, and I hope that this helps to open a few things up for you.

Learning Log
Context, reflective thinking, critical thinking, analysis

Your written work is always underpinned by a thoughtfulness and curiosity that is really good to see. Take a look at the two books below to see how you might develop your interest in technology.

Suggested reading/viewing
Context

- David Bell's *Science, Technology and Culture*, which unpacks the idea of 'technology' in really interesting ways, as well as looking at the idea of 'blackboxing', ie the idea that, as you mention, technologies are often closed-off and assumed to 'just work'.
- The material in Gerard Goggin's *Cell Phone Culture* that does a critical assessment of 'technology' will also give you new ways to think about your work on this assignment.
- Mitch Epstein's *American Power*.

Pointers for the next assignment

This is a likeable enough assignment, at least at the level of concept, but there is a bit of a disconnect between a really good basic idea and its final execution. But stick with it- with a bit more in the way of subtlety, this has got the potential to be really interesting work.

Tutor name	Andrew Conroy
Date	28/5/19
Next assignment due	Tutorial on 25th June at 1pm