

**Name: Lauren**

BA (Hons) Animation University of Westminster  
**6ANIM002W *Minor Project Production***

***Self-Evaluation Assignment***

Reflective self-evaluation for the Minor Project.

Self-Evaluation demonstrates

- your ABILITY TO CRITICALLY REFLECT ON your own practice, including research, creative and technical processes.
- your ABILITY TO ARTICULATE clearly and cogently your strengths and weaknesses.
- your ENGAGEMENT with locating ways of improving your practice.

DEADLINE:

**Wednesday 13<sup>th</sup> January 2021 at 1.00 pm.**

HOW TO DELIVER YOUR WORK:

- **You must upload this document to Blackboard (assignment 'Self Evaluation').**

NOTE:

You must use a professional style of writing: concise, precise and correct in its use of English. Please review your Self-Evaluation before handing it in.

Think about the processes that were involved in developing and making this film and reflect on the following criteria for evaluating YOUR OWN performance on the 6ANIM001W and 6ANIM002W modules.

Use the column on the left to give EVIDENCE of your progress and learning.

What were the most ENGAGING moment(s)?

When I began the project, I was very excited about my idea and throughout this whole process I have been pretty engaged and enjoying the process. For me personally, I find myself most engaged when I am working on animating parts of the film, it is a long process and tiring long work but when it works and comes together it is the most rewarding thing. With tutorials and meetings with teachers, I often worried about them but once I was there and received all the feedback I found it very engaging and extremely helpful and was given some wonderful ideas on where to take my project and it would help me think within myself and come up with

	<p>new plans and ideas. These meetings would help me get an outside perspective on my project which helped me massively, and kept me engaged with the project and on track and keep up with the film as best I could. I find myself most engaged when I create the idea and new ideas come to me as I feel an extra excitement towards what I am creating. The development process is great as I can see my film develop into something amazing and the small idea, I had at the start grow into something bigger and better.</p>
<p>What were the most DISENGAGING moment(s)?</p>	<p>For me, the hardest part of a project is keeping myself focused and motivated no matter how much I love the film I have always struggled with motivation. However, with the tutorials I was having it really helped me keep up to date and better stay on track than I do myself. No matter how much I love my idea I find myself sometimes tiring from it as I would work long hours on it. I know I need to give myself more breaks in these times to separate out the day and keep myself focused and working well on the project and it may help me get a new look on the project, a new angle or idea I hadn't seen before. A large disengaging part of this project has been Covid, this is obviously an unforeseeable event however it has affected a lot life and made it harder on everyone to make their projects. It is a mental struggle to get through personally and that has been hugely disengaging and made it much harder to stay focused and engaged.</p>
<p>What new knowledge or/and skills did you acquire?</p>	<p>In terms of knowledge and skills, I think I have mostly seen improvement in mentally working on a project rather than physical skills. I have had a lot of growth and learnt a lot from lecturers this year and have gotten much better at keeping up to date and organizing myself to be prepared for whatever I need to be. I had a lot of good ideas this year for the film and I think it is impactful and an important message. I have improved my photoshop skills this year as I like to use it to draw and visualize ideas and feel I am getting much better at using all software in general as it is not a strong point for me. For me, the study groups have been very beneficial and I've gained knowledge from my group and helped them with their projects and it made sure I've got other perspectives on my film. I learnt how to do different styles and adapted how I drew a lot and even learnt how to draw different characters, as I hadn't had a lot of practice drawing older people so for me I learnt a lot from that and practicing.</p>

<p>What risks did you take?</p>	<p>A bigger risk I've taken this year is that I've been experimenting with my style, though it hasn't changed much I spent a lot of time refining it and testing out new styles to find what I think works for me best and how I enjoy to draw, and I think it worked well overall, but I took some time to work on it which was a risk for time management and making my film the best it could be, but I think it paid off as I'm happy with how it looks and think its much better. It still needs some work to refine but I'm happier with it. For me it was a risk to draw different character types than I'm used to, specifically the old lady. It is a simple character but I had no experience really drawing older people and so it was hard for me to settle on how to make this person look and what colours to use and how to draw their facial features and bodies. I'm glad I went with this idea and drew her though because I've had practice and learnt from it and think it's such a nice story idea, I wanted to work with it.</p>
<p>What will you do differently next time?</p>	<p>I want to work more in different styles and work with more characters I wouldn't usually work on and take me again a bit more out of my comfort zone as I enjoyed it this time and learnt a lot. Another thing I'd like to work more on is different locations as this film is pretty much just the one location and id like a little more variety of places which again will help me get better. Next time I want to work on movement as for me this project was more about body language and mostly focused on facial emotion and showing a lot through their face as for this film, I think it is the most impactful way to portray it. So, for this I want to maybe have more body movement making it smoother or even just work more facial expressions as I really enjoyed it in this project. I again want to work on time management as, I have improved in organization but think I can get better and keep track of my progress better to make sure timekeeping up to date and don't fall behind. I think I kept up pretty well but there's still improvement needed there and I know I need to as I didn't completely finish this film so I need to be able to give myself the time I need and a project that will be able to be done in time next time. This film was more about relationships and I think that I want to next time go into more genre-based stuff and use more tropes as I think that would be enjoyable and convey well to an audience.</p>

ASSESS your INDIVIDUAL performance using the following criteria.

Use the column on the left to present EVIDENCE that supports your assessment. Reflect on your process and give a concise statement on your performance.

GUIDELINES:

Reflect critically on your processes and how key aspects (aesthetic, conceptual, technical) of your film project have changed over the course of the modules.

Explain your decisions. Dig deep. Be specific. Don't shy away from coolly reflecting on both strengths and weaknesses.

Instead, reflect on the key designs that made your project go forward, and explain how different they were from your original designs, and why.

Present evidence with rigour and professionalism. Write your statements concisely, making good use of the required word count. Don't be subjective (don't say 'I think etc.),' don't be colloquial, take care of punctuation, spelling etc.

Be honest, accountable, and spend some time crafting your evaluation. It will count towards your grade for the Production module.

Development and production of a short film

Produce a critical analysis of your film:

Effectiveness of the final film, including execution, aesthetic strategies (visual and audio), relevance and expressiveness of stylistic elements in relation to the story (if applicable) and overall aims of the film.

The final film I think is very effective as it tells the story and portrays the emotion they feel and I think it comes across great. It gets the message across to people well and people can relate to the meaning and understand it well, the main effectiveness of the film is based on if the message is heard and I think it definitely is. I tried out the new style and I think it was effective but I could've spent less time on it and then would've had a better final product however I think it was valuable time to work on. I think I could've worked more on making the film more final as I didn't fully finish it and there's still parts that are unmoving, however I think it still works and gets the message across which is the most important thing. Audio wise I think I may have needed to add a few more pieces in there to fill it out but some choices I made because I think it works well. I was really happy with how the characters turned out and I think the facial expressions were so important to convey the story and I think I did well with them. There are definitely parts I needed more work on and I can see that for myself and I know it's because of my time management and I will improve on that as best I can for next time. Though it's not fully complete I think it still is effective overall.

<p>Ambition of project:</p> <p>Presentation of informed, complex ideas through creative visual means and imaginative use of sound</p>	<p>Ambition wise I think my project is ambitious, I think there was a lot of work and ambition for the preparation of the project including working on style, characters and subject matter and facial expressions. I wanted to use colour theory and clothing design to influence my process which I worked on in my dissertation and wanted to expand on here and use what I learnt and have more meaning to it. I think my idea was complex in terms of its something new to me so it was a challenge and also, I think one of the hardest things is to convey the meaning in this film. As it is an emotional film it is a difficult thing to portray and I worked really hard on the facial expressions as they were so important and I think they worked well.</p>
<p>Level of control in:</p> <ul style="list-style-type: none"> <li>- design</li> <li>- animation</li> <li>- interviewing</li> <li>- sound design</li> <li>- editing</li> </ul>	<p>I had a lot of control in design overall, as I stated before I worked really hard this project to find a style, design newer characters I haven't done before and to work well to show their emotions. So, once I had determined all of these design factors it was very controlled and easier for me to get a flow when working and keep it looking as similar as possible. Animation is the main thing I needed more of to complete my film the main pieces I did think worked well, they definitely could be refined more and better but I think they're pretty smooth and work well and move the story along. For sound as I said I like how it is simplistic I didn't want to overcomplicate it as it's a lot more focused on the visual and the audio is just there to help the story along. Editing wise I worked hard to make everything fit well together and had a lot of work into arranging the film in a certain way and took a lot of time to make the film flow and put the story in a certain order to make sure it works properly.</p>
<p>Professional attitude:</p> <p>Work ethically when recording materials (sound and image)</p> <p>Planning and abiding by deadlines</p> <p>Attendance to tutorials and reviews</p> <p>Ability to act upon feedback.</p>	<p>I worked fully ethically with all my materials, I was inspired by other images of gardens and characters and that helped me design my individual ideas. I used free sounds available to people and added them to my film and all my visuals are my ideas at most inspired by other images, I took a lot from my head of what I thought would be good. I worked to all the deadlines properly and make sure I kept up well as possible. I could improve on attendance to tutorials as they do really help me and I know it is useful to go and I enjoy them a lot, I am working on being better with my time and organisation. I think I have mostly acted well on feedback as I find it very helpful to hear from others and there are definitely ideas I haven't taken up or haven't worked on but for the main story and ideas I have taken a lot into account and worked on to make everything work well.</p>

Based on your above reflection, EVALUATE your process and output according to the module's assessment criteria:

Self – Evaluation for each activity/learning outcome					
Consider which band you might position yourself in for the Minor Project film modules and put an X in the appropriate column ( <u>refer to the descriptors below</u> ).	E	D	C	B	A
Development and production of an effective short film.			x		
Ambition of project – complexity of ideas, imaginative use of visual and sound aesthetics.				x	
Level of control in design, animation, interviewing, editing, sound design etc. of technical control in recording and editing activities.				x	
Professionalism – including ethical working practice, abiding by deadlines, use of resources (tutorials, technical help, labs etc), acting upon feedback.				x	

**Use the following banding descriptors:**

E (a mark between 30% - 39%) Fail or referral  
 Some relevant work but inadequate creatively and technically or seriously incomplete.  
 Little or no research, poor conceptual understanding and visually prescriptive or incompetent.  
 Poor, incoherent or very incomplete presentation of work.

D (a mark between 40% and 49%) Third/3rd  
 An acceptable body of work that demonstrates some technical abilities and degree of skill but showing an incomplete engagement with creative processes and conceptual thought. Work that demonstrates very basic knowledge of animation practices but with very little to no understanding of a critical and contextual framework for practice. Some background research but not always appropriate or informative. A basic ability to present work coherently.

C (a mark between 50% and 59%) Lower Second / 2.2  
 A competent body of work demonstrating a thoughtful and solid visual understanding in the development of the work; knowledge and technical abilities in the medium and material used; some visual awareness and some evidence of understanding of animation forms. There must be evidence of solid research and work must be presented and produced clearly and effectively.

B (a mark between 60% and 69%) Upper Second / 2.1  
 A good to very good body of work demonstrating good conceptual development of ideas; creativity and visual understanding; thoughtful and considered development of work; a critically and culturally informed understanding of animation forms; some degree of experimental use of the medium and material being used. The final work must be supported by informed and consistent research and be presented and produced to a high standard.

A (a mark above 70%) First / 1st

A first indicates work of real distinction, incorporating originality of ideas; visual invention; imagination; independent thought; a culturally and critically well informed understanding of animation forms; experimental and innovative use of the medium and material being used.

The final work must be supported by extensive and informed research and be presented and produced to a professional standard.

## FINALLY... GIVE YOURSELF A MARK

<p>Based on your above analysis and evaluation, what overall mark do you think your work for this module should get and why.</p> <p>Why?...</p> <p>Please indicate main reasons.</p>	<p>.....60... %</p> <p>I think it I have worked really hard on this project and done my best. I acknowledge it needed some work still but I know where to improve on it next time. It conveys the message well and overall works well as a film and I am happy with the film I have made.</p>
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**PLEASE SAVE THIS FORM WITH YOUR NAME IN THE FILE'S NAME.**

Upload your Self-Evaluation on Blackboard (assignment 'Self-Evaluation').