Dear Simon,

Thank you for sending me your sixth and final assignment in the post.

Your primary research with a visit the archives at the V&A (handling prints worth £50k!) has really ensured that you have had an excellent start to this final assignment. Your research into Claude Flight in your parallel project has been rigorous and you have shown understanding and depth in your written research, in order that it informs your printmaking practice.

I have made some observation on the essay, below, which is an area for improvement.

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

You have carefully considered the shape and size of the final prints, with all reasoning for this explained and linking back to your research of Flight and his print sizes, relating to the masses.

Final prints are well executed overall and testament to the care and attention to detail that you have developed over the course.

You have carried out a great deal of experimentation on your preliminary prints, whilst maintaining a focus on the look and feel of the final images. You have also reflected on issues and used problem-solving skills along the process.

Yes, you can sign the mount as I have seen this done although not ideal long-term if anyone purchases the print and wants to change the mount and frame.
I have also seen prints signed on the back so perhaps this could be more appropriate for you. It is important to have the edition number as well as your signature. A certificate of authenticity may also be an alternative option.

The ‘found’ book is beautifully printed and bound. All the pages are of the same size with deckled edges and consistent, thus ensuring a professional look and feel.

You have also evidenced a new skill in typography and a clever way of using the letters throughout the book. ‘Distinction in art’ is a nice touch.

Sketchbooks
Demonstration of technical and Visual Skills, Demonstration of Creativity

Sketchbook shows working evidence of your drawing and printmaking skills including the ability to show movement which is reflective of your research into Futurism and this all ties in nicely with your overall theme and links to Flight’s work.

Learning Logs or Blogs/Critical essays
Context

https://simonallardocalog2.wordpress.com

Extensive use of theory and analysis in the research behind this final set of images.

Pointers on your essay on Claude Flight:

You need to come up with a stronger title – a question or rhetorical question can work well. The title is key to ensuring that you stay focused to the discussion surrounding the artist you have chosen.

Rewrite and edit the first sentence regarding ‘describing’ the work as your research needs to get to the underpinning theory behind the work as you later go on to say in the first paragraph.

Being overly descriptive means you are in danger of just regurgitating the facts. Do we really need to know he went to art school at the age of 34 or that his father was a Chemist? How does this relate to his theory? Ensure you edit out anything that does not relate back to your title.

Finally the reader needs to feel as if they are learning something new when reading your essay.

When writing a quote, you always need to annotate it where possible, rather than just leaving it hanging. Annotate quotes same as you would annotate a print. Spend some time considering it. Try to avoid being biased. Always remain neutral wherever possible, giving examples of theories from other key
speakers, artists, curators, journalists as to their opinions and views. If you can find two people with opposing views this would enable the reader to decide who is right or wrong.

Avoid writing in the first person (I would edit out the appeal to you regarding his watercolours) as writing in a more formal manner gives a more professional feel.

Try to always use articles which have a named author rather than referencing ‘the Tate website’, for example.

All images should be Harvard Referenced underneath and then referred to in text i.e. As can be seen in Fig. 2.…

Include your own primary research images in the essay (from V&A) as this would add a fresh viewpoint.

You have used research in chronological order, bringing theory into the 21st century (Woolf and Game of Thrones) which is a clever piece of writing.

Suggested reading/viewing

Context

You may also be interested in researching Guy Debord and his book Society of the Spectacle, with regards to your mention of films and the importance of them, including fictional characters held in high esteem in today’s society.

Pointers for the assessment

I would recommend writing a final conclusion after assignment 6 just to round everything off and close the loop.

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Areas for development</th>
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</thead>
<tbody>
<tr>
<td>Not afraid to try new things – for example experimentation with different paper, sizes and typography (and music in previous assignment)</td>
<td>I may not have spotted the random letters on each page as they are a little too small if I had not read your reflections – for your next course, perhaps you could build letters into the environment? Use larger letters?</td>
</tr>
<tr>
<td>Strong technical ability / prints and artist’s book</td>
<td>Your sketchbooks within found books are innovative and I would like you to continue with this method in future courses</td>
</tr>
<tr>
<td>Research including primary evidence with a visit to the V&amp;A archive</td>
<td>Essay is overly descriptive at times – please see feedback observations</td>
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Tutor name: Katrina Whitehead
<table>
<thead>
<tr>
<th>Date</th>
<th>11.06.18</th>
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<tr>
<td>Next assignment due</td>
<td>N/A (course end date 18 June)</td>
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