



Open  
College  
of the Arts

## Formative feedback

Student name	<b>Daniel Sutton</b>	Student number	<b>516636</b>
Course/Unit	<b>Book Design 1</b>	Assignment number	<b>One</b>
Type of tutorial	<b>Written</b>		

<https://danielsuttonbookdesign1.design.blog/>

### Overall Comments

Part one explored the power of the book on personal, historical, and creative levels. It picked up on the historical development of the book, asked you to reflect on your own experiences of being a reader, and your motivations for exploring book design. You have made a very good start, you are documenting your research thoroughly and making some astute observations on publishing practices, and your practical work and documentation of your process is very good.

Project 1 What is book design?

Exercise 1 Influential books

1. Global: Objective
2. Personal: Subjective

A broad range of examples for this exercise, and it is clear from your log that this exercise was beneficial for you in tracing back your relationship with certain key books, and you have taken a methodical approach in the logging of your responses.

You touch upon specific classic and well known books and their enduring influence, and you discuss in detail the content and history of specific publications, but it would have been good to see you discuss in more detail how the cover artwork reflects the content, perhaps looking at different editions of particular books to see how their design has changed with past trends.

Overall a good start.

Exercise 2 The future of the book

A good amount of research conducted and peer input sought for this exercise. You have taken a novel (please excuse the pun) approach to this exercise, and unearthed some interesting examples (transmedia being especially intriguing) and highlighted some key points regarding comprehension and retaining the reader's attention. It might be worth investigating in more

detail how reading is becoming more interactive, with the reader playing an active role in where the story goes, this might give you some ideas in regards to where the book might go next.

<https://www.barnesandnoble.com/blog/sci-fi-fantasy/10-choose-your-own-adventure-books-for-grownups/>

### Exercise 3 Alternative publications

I see from your notes that you referred back to your research whilst developing your layout, and as a result you developed a better 'eye' for what you felt worked and what didn't work in terms of keeping the design interesting and legible whilst being true to the history of zine making. Take a look at Kathleen Hanna of Bikini Kill and her collaboration with other band members to produce the Riot Grrrl zine, they had a manifesto and took it very seriously, so it might be of interest. Also take a look at Woman's World: A Graphic Novel by Graham Rawle, it was compiled by hand over a five year period and is quite an achievement.

<https://www.amazon.co.uk/Womans-World-Graphic-Graham-Rawle/dp/1843543680>

### Project 2 Creative book design

#### Exercise 4: Generating ideas

You were asked to use one or more of the following book related sayings as a starting point to generate visual ideas and responses: Bookworms / A closed/open book / The oldest trick in the book / You can't judge a book by its cover / In someone's good/bad books / By the book. Some promising results for this exercise, I can get a sense of your ability as an illustrator in the way you are able to visually communicate these phrases. There are stronger and weaker examples here, and it would have been good to see you flesh out some of these, perhaps by producing more detailed examples or using a range of media, however the point of this exercise was to get you working quickly and generating ideas in a spontaneous way, which you have done.

#### Exercise 5: Research & development

Review your ideas, undertake any research to help move your selected ideas on, develop your ideas, and then visualise your ideas into more developed sketches. Again there are some great examples of potential designs evident in your preparatory work, and your initial mockup for the big bang theory "oldest trick in the book" is an unusual but highly engaging take on the phrase. It is clear that you put a lot of time and thought into developing your layouts for this exercise, excellent work.

#### Exercise 6: Folding and mocking up your book &

#### Exercise 7: Visualising, editing and critiquing

Create a small mock up and then create a full size mock up.

Your use of numbered mockups was a clever technique in gaining a visual understanding of how the pages are twinned, and your use of digital mockups and knowledge of graphic design are great tools at your disposal in terms of planning and testing how the end result will

eventually look. Overall I get the sense of you condensing and refining your ideas, testing out possible layouts and editing the content as you go, and this shows that you are already developing a critical eye when analysing your own work, which is great.

### **Assessment potential**

I understand that you plan not to submit your work for assessment at the end of the course, however you may decide that you want to get credit for your hard work and achievements with the OCA by formally submitting your work for assessment at the end of the course. More and more people are taking the idea of lifelong learning seriously by submitting their work for assessment but it is entirely up to you. We are just as keen to support you whether you study for pleasure or to gain qualifications. Please consider whether you want to put your work forward for assessment and let me know your decision when you submit Assignment two. I can then give you feedback on how well your work meets the assessment requirements.

### **Assessment Criteria**

The Visual Communications degree has overarching assessment criteria that link to the course and trace the development of your work. At level one these criteria are:

- *Creative and analytical thinking (40%)*  
Employ creativity in the process of observation, interpretation, problem analysis, proposing, visualising and/or making; articulating independent judgments and a personal creative voice.
- *Research and idea development (20%)*  
Source, analyse and assimilate research material and develop, test, and evaluate ideas in order to generate ideas and solutions.
- *Visual and Technical Skills (20%)*  
Use visual skills in visualising, making and presenting, and materials, techniques and technologies to communicate ideas and information.
- *Context (20%)*  
Exercise awareness of appropriate historical, critical, professional, and/or emerging contexts, debates; be informed by underlying concepts, principles and working practices; and use critical and reflective skills to support a self-directed and sustained personal and/or professional position.

Your Tutor Report feedback will make reference to these criteria and give you a broad sense of how your exercise and assignment work, learning log and sketchbooks are meeting them.

### **Feedback on Assignment One: Your 'zine**

Your first assignment asked you to create a small publication or fanzine based on your interest in books and their design, allowing you to introduce yourself, and your interests in book design, so that your tutor can get to know you and your work better.

A great effort for your first assignment. You have referenced your research very well and used knowledge gained from previous exercises very effectively in the design of your zine, and you have managed to effectively incorporate a great deal of information into the layout without it feeling too cluttered. It is also great to see you using CAD effectively without straying too far

from the cut out/photocopied aesthetic of the zine, and overall you have made a very good start to the course. Perhaps it would have been interesting to use another more unusual format to tackle your assignment, such as a concertina for example. Just a thought.

To summarize;

- Effective use of research to influence design
- Creative use of CAD to generate imagery

Overall your response to the first part of the course is methodical and thorough, there is evidence of you taking creative risks and troubleshooting technical issues, and pushing your process to see how your methods behave and the results they can produce. I would encourage you to continue to make the most of the content of the course by continuing to critically evaluate your response to the tasks as you go along, and push your use of your materials where there is opportunity to do so.

### **Learning Logs or Blogs**

Keeping a learning log or blog is an integral part of this and every other OCA course, not only because it constitutes 20% of your marks if you choose to have your work formally assessed but they are also an excellent way to document and reflect on your development.

Sketchbooks and learning logs perform different functions; Sketchbooks can play a variety of different roles: they can be visual diaries, reference points, used for drawing the world around you, or be used for imaginative drawing and doodles, or all of the above. For all artists the sketchbook is a vital tool in capturing and developing your creative ideas and should be used as much as you can. Your learning log is the tool you use to help you reflect on your learning and help your tutor see how you have learned.

If you prefer to amalgamate sketchbook and learning reflections into one notebook that's fine, as long as you do both elements of work required. You might also want to consider developing either as a web-based blog, a summative document or any combination that suits your working process the best. If you're new to OCA courses, read your Keeping sketchbooks and learning logs study guide for further information.

You are clearly using your log to good effect, it is good to see you commenting on your own progress and experience on the course. Some wonderful examples compiled during your research, and you are making some astute observations on your research subjects. Your citation is also very good indeed, keep this going!

### **Suggested viewing/reading**

In regards to the crossover between literature and book arts, take a look at the following;

The work of Mar Arza.

<http://www.mararza.com/index.php?/2009/statement-series/>

Tom Phillips' A Humument. This is an altered book that he started work on in 1966 where he highlights particular words to recreate a narrative.

<http://www.tomphillips.co.uk/humument>

Jonathan Safran Foer's Tree of Codes is a brilliantly cut up version of Bruno Schulz's The Street of Crocodiles.

<https://www.theguardian.com/books/2010/dec/18/tree-codes-safran-foer-review>

If you haven't already done so you may want to look at the **WeAreOCA** blog at <http://www.weareoca.com/> or browse through other students work on the OCA Student Site <http://oca-student.com/>. You may want to post your own work for critique or join some of the forum debates that often contain links to relevant reading and viewing.

### Pointers for the next assignment

- Reflect on this feedback in your learning log
- Conduct independent drawing/material experimentation in your sketchbook

Tutor name:	India Wilkins
Date:	16/04/20
Next assignment due:	01/07/20