



Open
College
of the Arts

Formative feedback

Student name	Daniel Sutton	Student number	516636
Course/Unit	Book Design 1 - Creative Book Design	Assignment number	Four
Type of tutorial	Written		

<https://danielsuttonbookdesign1.design.blog>

Overall Comments

Part Four focused on the physical form of the book, and how design choices around materials can help to construct meanings for the reader.

Overall your response has been good, you have persevered despite technical difficulties, and you are channeling your research into your practical work very effectively. With more attention to the finer details when presenting your work as a finished product, your work has great potential.

Project One: Altered books

Exercise 1: Paper/ephemera

Building on the previous paper sample exercise from Part Two, you were asked to collect a wide range of unprinted papers for use in your next few exercises.

A good start to the fourth installment of the course, it is clear that you have gotten into a habit of collecting promising materials, and that you see the potential for the reuse of items which would otherwise be discarded. This resourceful approach is useful and may well open up new avenues for experimental image making, but it is worth being a bit selective too so that you're not keeping hold of masses of material that won't end up adding anything of note to your work or that wouldn't be practical.

Research Task 1: Exploring artists' books

You were asked to find two artists' books that you feel demonstrate an interesting relationship between their form and content through the materials that the artist has chosen to use.

Some fascinating examples collated here in regards to the blurring of the intersection between literature, art, and books as art objects in themselves, the work of Suze Woolf is particularly fascinating.

Exercise 2: Concrete poetry

This exercise was split into two tasks, a critical writing task, where you were asked to identify an example of concrete poetry and write a short critique of the content, design and the relationship between the content and form, and a visual task to use one typeface to create a playful design for the *Tango with Cows*, 1914, by Russian Futurist Vasily Kamensky. This was a tough exercise and you made a valiant effort in response to it. The examples found are great and your critique of them is perceptive, and your practical examples use the text and related imagery to form an image which communicates the content effectively. Great work.

Project 2: Narrative and structure

Exercise 3: Sequencing images

In this exercise you were asked to create images which you'll then print onto the papers you collected in the first exercise. Using your interpretation of the poem *Tango with Cows* as a starting point, you were asked to develop a set of images that could be sequenced into a narrative.

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Exercise 4: Collating and binding

Having printed your images from the previous exercise, you were tasked with taking the opportunity to view all of the pages, reflect on them and evaluate before moving on to the next step of collating and binding the pages together.

Strong results for these exercises, your use of digital collage is very well considered and effective in communicating the content of the poem. Your preparatory work, the development of the artwork, and your research into binding, shows how much effort you put into developing your booklet, and whilst the mockup is rather rough and ready, the overall concept and execution is of a high standard. Great work.

Assessment potential

I understand that you plan to submit your work for assessment at the end of this course. From the work you have shown in this assignment, and providing you commit yourself to the course, I suggest that you are likely to be successful in the assessment.

Feedback on Assignment Four: Altered book

The brief: Using a found book, significantly alter the appearance of the pages to create a new volume that is personal to you. This can be any kind of book that is of interest to you. For example, a fiction book, a non-fiction book, a picture book or a photo book.

This assignment essentially forced you to respond to a readymade object, the physicality of it, as well as its content, and I see from your notes that this was a difficult project for you and that you weren't happy with the outcome, and this does show in your results. I think you set yourself too complex a task here and as a result, spread yourself rather thin. A better approach may have been to focus on one theme, rather than multiple, and interact with the text a bit more (like in "Tree of Codes", or Jill Magid's screen prints for "The Spy Project") rather than introducing lots of extra elements that just overwhelm and muddy the message. Despite the technical difficulties, you made a valiant effort to produce an engaging book, and your layered windows and use of colour has great potential, so I wouldn't feel too disheartened that the result wasn't quite what you hoped for.

Overall your response to this part of the course has been very good, it is clear that you are revisiting work and altering your approach if the results aren't communicating in the way that you want, which shows perseverance and dedication. With a bit more focus on tidying up your presentation, your work has great potential.

Learning Log / Blogs

As usual, your log is clear and easy to navigate. You have pulled research from a great range of sources for the exercises, and your experiments with bookbinding have prepared you well.

Suggested viewing/reading

Take a look at Printed Matter, there are hundreds of examples of interesting small and artist publications on their website. Also take a look at The Spy Series by Jill Magid (as mentioned in your assignment feedback) in relation to redacted text.

<https://www.printedmatter.org/>

<http://www.jillmagid.com/projects/article-12-the-spy-series-2>

Pointers for the next assignment

- Reflect on this feedback in your learning log
- Spend more time crafting and tidying up the presentation of your work

Part five focuses on production, this is an opportunity to put all the knowledge gained from the previous sections to good use. Well done, I look forward to receiving your next assignment.

Tutor name:	India Wilkins
Date:	29/01/21
Next assignment due:	01/04/21