



Open
College
of the Arts

Formative feedback

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

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

Overall Comments

Overall your response has been very strong indeed, you are channeling your research into your practical work effectively, whilst still retaining your own artistic voice.

Project One: Publishing models

Research task 1: Book Fairs

Research book fairs online and explore the wide range of books by independent publishers, to gain a better understanding of the variety of books and publishing possibilities.

You have made a strong start to the final section of the course, with some great examples of book fairs collated here. It is a shame that the current climate has made physical book fairs near impossible, as they are great places to network and chat directly with the artists and publishers, however, as with the art car boot sale, I have hope that online markets will start popping up in 2021. Your book examples are most engaging, and you make some astute observations in regards to the function of collectives in supporting independent artists and publishers.

Exercise 1: What is your role?

Working with the outlined publishing models, identify the various roles you (and potentially others) will be undertaking for assignment five.

You have tackled this exercise methodically and it is clear that you have an idea of your particular publishing model, as well as your potential roles within that model. I would mention that you shouldn't feel like you have to take on the majority of the roles, and I would definitely encourage you to ask someone to proofread and edit your work before production, in fact this is good practice. I see you mention the use of a print company for production, and this is perfectly acceptable if you don't want to tackle a complex bind yourself.

Project Two: Workflow

Exercise 2: Planning your workflow

spend some time planning your workflow, using the notes in the handbook as a guide.

Again, your approach to this task has been methodical, and it is clear from your log that you are able to critically evaluate the structure of your own practice, and that you have a good understanding of the possible hurdles that you will need to conquer, as well as an idea of sensible time frames for completing the work. If I have any advice, it is to overestimate how much time you need, it is better to finish with time to spare rather than hit a snag at some point in the process with no allotted time to deal with it.

Project Three: The printing process

Exercise 3: On press

Consider which aspects of the print process might feed into your creative decision making process.

Some excellent detective work here in sourcing companies and resources that would meet your requirements under difficult circumstances, and it is great to see you take into account key considerations when working with a commercial printer, such as alignment, cropping etc. but it would have been good to see you addressing the range of possible binding methods in more detail, as this will determine the overall presentation of your book as well as dictate your initial design layouts to accommodate your binding method. Having said this, your approach to this task, in highlighting all key considerations, has been overall very thorough.

Exercise 4: Printing

In this exercise you can use any images created elsewhere in the course, to print onto the paper samples you collected earlier.

Great preparatory work here, you have chosen some interesting images to print onto your samples, and I think this would make an engaging artists' book, should you choose to go ahead and bind them together. I see from your log that this exercise was beneficial for you in testing the viability of certain paper types for printing onto, and this knowledge will prove invaluable in future projects.

Exercise 5: Reflective practice

Begin by reflecting upon the sorts of projects, exercises and assignments you have enjoyed most, and try to identify a specific topic within one of these subject areas that you are interested in and can look into with more detail.

You highlight areas of the course that you have enjoyed/not enjoyed very succinctly, and you have chosen some great examples to back up these observations. Conducting regular reflective assessments of your practice is a valuable tool at your disposal in the critical evaluation of your progress as an artist/designer/maker.

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 I suggest that you are likely to be successful in the assessment.

Feedback on Assignment Five: Your choice

Your final assignment asks you to draw on all the skills, insight and experience you have gained so far, by designing and producing a book of your choice.

Your research and preparatory work is very thorough, and you have collected a diverse range of references in preparation for the development of your book. You did set yourself quite a challenge with the sheer amount of content that you wanted to include, but you have managed to produce a highly complex book that showcases your skills, and is presented in a professional manner. I realise that one of the major functions of this project was to experiment with typography, and you have definitely achieved your aims in this regard, however, there are points where I think you have gone too far and some of the text is near impossible to decipher, which makes for a painful task for the reader, so I think a happy medium is needed here on specific pages (especially when you are using different or unfamiliar languages/words in combination). Your use of colour and masking is wonderfully engaging however, and there is an intriguing narrative emerging here.

Overall your response to this part of the course has been very thorough and methodical. There is evidence that you are taking creative risks in your image making, and the work you are producing is of a high standard. Your approach to the content of the course has shown a dedication to improving your skills, a willingness to critically evaluate your own work in an honest and objective way, and there is a real sense of enjoyment in your results.

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 research tasks.

Suggested viewing/reading

Take a look at Printed Matter, there are hundreds of examples of interesting small and artist publications on their website. Also, Vocal Type is making a significant name for themselves as a collective dedicated to typography.

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

<https://www.vocaltype.co/manifesto>

Well done! I wish you all the best of luck with your future studies.

Tutor name:	India Wilkins
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