

FORMATIVE FEEDBACK

CARDIFF
SCHOOL of ART & DESIGN

Student Name: *Aidan Murphy*

Programme: **Graphic Communication**

Module Number: **ADZ4442**

Year/Level: **Level 4**

Module Title: **Graphic Comm. in Context**

Project: **Changing Faces / Editorial Design**

Advice on how you could improve this work in preparation for the final module assessment:

Format & Detailing

- ☒ Appropriate Format
- ☒ Positive Use of White Space *paper texture doesn't add anything...*
- ☒ Strong Hierarchy visualised *ok*
- ☒ Appropriate Use of Grid System *check.*
- ☒ Appropriate Margins *default*
- ☒ Columns
- ☒ Headings *indents used throughout. needs revisiting as not in paragraph...*
- ☒ Subheadings
- ☒ Callouts *utilise the neon more!*
- ☒ Standfirst
- ☒ M&N Dashes *lots of issues with line breaks + spaces also*
- ☒ Rag check / turn hyphenation off
- ☒ Point Size *why Minion?! (default)*
- ☒ Leading *default*
- ☒ Ligatures
- ☒ Folios (if needed) *+ runningheads x*
- ☒ Widows & Orphans checked
- ☒ Typeface choice appropriate *minion doesn't feel right*
- ☒ Pace of the outcome *feels a little repetitive - push it!*

Files

- ☒ All images CMYK and 300 dpi
 - ☒ Linked images placed into Indesign
 - ☒ Crop Marks on PDF
 - ☒ Bleed on File / PDF
 - ☒ PDF saved as spreads
- needed for print...*

General Comments

→ why are spreads separated into 3 different documents? → should be in 1 for consistency...

Excellent final reflective post on your Learning Journal Aidan. Well done. You are correct however; there aren't much other ideas explored which you need to get into the habit of doing - they don't have to be totally refined but it is important to explore alternative visualisations. Very limited also on L:) in terms of documentation of your process + NO RESEARCH evidenced. You need to explore practice beyond your own!

The outcome has a positive and consistent visual language & I feel that there are too many ideas here. The neon type works on its own. The idea is diluted by the paper. Use shape + the neon solely to celebrate the content... Lots of detailed issues that need to be refined & developed...

FAIL			BASIC			SATISFACTORY			GOOD			EXCELLENT		

This is advice not an assessment % mark

Staff Name: David Wrenne

Date: