



Open  
College  
of the Arts

## Formative feedback

Student name	<b>Michael Millmore</b>	Student number	<b>497132</b>
Course/Unit	<b>3: Body of Work</b>	Assignment number	<b>1</b>
Type of tutorial	AV		

### Overall Comments

A decent start. Useful time was spent in research, exploring ideas and working this first submission up to a presentable standard. A plan for future working has resulted.

### Feedback on assignment

**Demonstration of technical and Visual Skills, Quality of Outcome,  
Demonstration of Creativity**

Notes from, and in addition to, our video tutorial, my comments in [blue](#) -

#### Overview:

Productive and motivating tutorial, feel like a lot of ground was covered, conversation was free flowing with lots to digest and take away - feel invigorated to push on with the course. I was pleased that the assignment was received favourably and that my ideas for development BoW were felt to have potential.

[Good to hear Michael. I really like your resolved submission.](#)

#### **Problems getting to this point/could anything have been done differently?:**

As I had acknowledged in my assignment self assessment, I had struggled to find my direction with BoW. So, I was not surprised to be asked about this in the tutorial. What did surprise me however was the question could anything

have been done differently? This is something I have reflected on since and I stand by my belief that for me this period of thinking about the themes I wanted to pursue was a necessary process. The pressure of having a free reign to make whatever work I want has certainly been the stumbling block for me, combined with the fact that at this point in the degree process things are starting to very much get real. Rather than being overly concerned about how I got to where I am now (after all, there is nothing I can do to change this) it is worth considering if I need to do anything differently going forward.

I think that we can take this submission as successful. It meets the brief, says what you want it say, responds to your references, has developed your practice and is exhibitable. You need to spot where in your process you did something [new] that potentially helped you overcome obstacles.

### **Ideas:**

- Agree deadlines for assignment submissions.
- Email links to my blog as I post project development updates.
- Check in with a progress report - perhaps once a month.

This will stop me worrying :)

### **Thoughts on A1:**

I was pleased that my intentions for A1 came across in the work and that it was felt to be a successful project. Although I think that text is going to be an important part of my BoW, at this point I do not intend to replicate what I have done here. Perhaps I should not be so quick to discount this approach though, particularly as there is an immediacy to the work that grabs the attention and would work well in a public art context which is one of the ideas I have for the final output.

A couple of points I noted that resonated with me -

- I liked the phrase Les used "how easily have you forgotten this?" which encapsulates my initial idea of using personal memory as a way into the stories I have featured.
- "How useful is the camera for showing/communicating what you want to show?" This followed a discussion about using a film camera for this project and my intention to do this again for A2. Certainly, there is a particular aesthetic quality that I think is attractive in these images and fits with themes of nostalgia in the project. There is also how shooting film changes my workflow that is an important consideration.

On aesthetic this is where Willie Doherty resonated with me. The use of text transcends art photography – these look like memes. The public aspect of this work could/should be looked into, worth some analysis of Led By Donkeys and Cold War Steve (they come from different places in terms of cultural/social capital). The big question on, "How useful is the camera for showing/communicating what you want to show?" is a big question. But you (and I, because it's a constant in my practice) can concentrate on how it specifically applies to you, finding those references that can help.

### **Questions:**

- Any recommended artists (particularly contemporary ones) that explore themes of consumerism/consumption?
- Any thoughts on ways of working going forward e.g. Contact times, level of communication?
- Is the self assessment ok? Should I be using the OCA criteria? (Knowledge, understanding, application)

Particularly think it's useful to build on the, useful, historical references Burgin, Kippin, Rosler, Sekula etc. and add more contemporary practitioners. So Ben Roberts (already 2012!), Valerie Berlin, Olivier Richon, Dawn Woolley, Laura Letinsky, and although very old, Atget's shop windows as promoted by Berenice Abbott followed more recently by Sarah Dobai. Writers: Bauman's *Consuming Life*, Bourriaud, Debord.

### **Looking forward to A2 and beyond:**

- Approach for A2 - empty/closed down retail premises shot on Holga.
  - Plan to complete quickly - personal deadline end October/early November.
  - Incorporate this with spending some time in local retail areas as a source of inspiration.

Agree with this.

- Ideas beyond A2:
  - Symbols of consumerism e.g. branding, advertising.
  - Study of local independent businesses -
    - Perhaps interviewing owners.
  - Something personal about my job as a retail manager -
    - Not sure how I would do this visually.
    - Accompanying text could be diaristic taking in things like challenges of Covid, pressure on operating costs, product shortages.

- The changing nature of retail -
  - Decline of the high street.
  - Bricks vs clicks.
    - E.g. effect of Amazon and other online retailers.
  - Move towards retail experiences/growing importance of leisure combined with retail.
  - Decline of large stores and shopping malls.
  - Effect of technology and automation.
  - Environmental concerns - the unsustainable nature of constant economic growth.

- Thinking about final output:

- Important to consider how I want to present the work in the end (SYP). This will depend on the subject/theme I eventually choose to pursue. I am interested in how to present work to a non art audience and showing locally will be especially important if I make work that is made in the local area.

Audience may (will in my experience) affect how and what you make.

**Do next:**

- Research - Willie Doherty
- Research - Ben Roberts (Amazon project)
- Develop portfolio website:
  - When I enrolled on L3 I decide to self host my blog and registered a web address for myself. I have not put anything on there yet and need to push myself to do so, this project could be the first item to present.
- Stick to my deadline for A2!

Very thorough notes. There is a plan here for moving forward. Continue with the level of experimentation in your process. You have a swathe of ideas to examine that require a multiplicity of approaches.

**Coursework**

**Demonstration of technical and Visual Skills, Demonstration of Creativity**

Decent evidence of work on your blog.

**Research**

**Context, reflective thinking, critical thinking, analysis**

Lots of decent writing and reflections on your blog. Work to situate your practice within a context of photographers and artists.

## Learning Log

**Context, reflective thinking, critical thinking, analysis**

Easy to read and well linked.

## Suggested reading/viewing

**Context**

As well as above, it's worth looking at those consumer aspects/Marxist readings within John Berger: "Ways of Seeing"

Put any reflections or reviews on your blog.

<b>Strengths</b>	<b>Areas for development</b>
<ul style="list-style-type: none"><li>• Well worked images</li><li>• Useful research</li><li>• Useful reflection</li></ul>	<ul style="list-style-type: none"><li>• Some thoughts on presenting this work to audiences</li><li>• Further contextualise where you think your work sits within contemporary practice</li><li>• Continued engagement with subject</li></ul>

Tutor name	Les Monaghan
Date	01/10/21
Next assignment due	01/01/22