



Open
College
of the Arts

Tutor report

Student name	Keith Greenough	Student number	416177
Course/Module	YoP	Assignment number	4

Overall Comments

Thanks Keith for this assignment which you have worked hard on once again and made encouraging headway with being selected for Photomonth. Great!

OK – I think this project is working very well and the images are starkly beautiful. BUT I just realised I have been very lenient on you and not asked for prints up until now. I can't believe I did that! Please can you send me some prints?!

(Or show me some at OCATV.) They look good in pics on your floor / desk but I'd like to look closely please 😊

I think this work has the potential to wow me but I'm not wowed looking at them onscreen even though I can appreciate the detail and quality of the images. How do you plan to submit this work for assessment?

I need to have more of a sense of the tangible nature of this work. I think it's going to make a difference.

Assessment potential

I understand your aim is to go for the Photography Degree and 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

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

IMAGES

Love the light and colour and compositions.

Love the selection. (Sorry, am I allowed to use such superlative language?!)

BOOK

I like the cover. The simple single image you have chosen gives a recognisable sense of East London and as markets are so associated with the place it is a good starting point for the viewer. Have you made this book? Or are planning to? Will you have a hard cover? ...with a dust jacket?

Choice of font is good as it links well with old texts from the period. Why grey not black?

Your introduction is much more clear than ever and sets the tone for the work well. You don't over describe what your images are doing like you did before and I think you have hit the right amount of information to leave me wanting to delve in. Nice that it is in the first person and makes you a relevant participant in the story you are telling rather than a passive observer. (If that isn't a contradiction in terms – you know what I mean!)

Image and text pairings

First – like Chloe DM I like how you put the text on the right. Showing you are not afraid that we will read the words first emphasizes the need to 'search' for the image. A nice technique which almost twists the dominance of the image back to central stage.

The texts themselves are very powerful and I think you have done well to keep with very visual imagery which emphasizes an emotional affect on the viewer especially when imbued upon your 'empty' images.

The more I looked at the book the more I got a sense of two voices speaking with each other across the pages. One is from the past and one from today yet still having a coherent conversation despite the passage of time. It's also as though your choice of language is the image whereas his was the written word but because his language is so descriptive in some places it could almost be a photographic comparison because the imagery is so vivid.

I think all the pairings are working well. I'm not sure about ending on the Bow Road one. What impact do you want to give the viewer at the end of the book? I'm left trying to make a mental connection between the garage and the girls. I felt that was distracting. I think a better way to finish would be a philosophical point or where the issues in Booth's text are powerfully evident in today's East end is imperative for the final page. A stronger and more impacting finish I think is required. Apart from that I think the work itself is done and for the next assignment it's really about installation and presentation. I'm looking forward to it!

Learning Logs or Blogs/Critical essays

Context

Excellent, thorough and detailed analysis of your intentions and the outcomes of them demonstrated throughout all stages of this assignment.

Your influences are all cited specifically and relate well to the direction of your own work and decisions. This shows a strong awareness of contextualizing your own work in relation to the wider photography world. You explain your decision making in detail, showing your various options and why you decided upon a particular strategy – ie text and image, open or closed, documentary and conceptualism etc. This shows the depth of the work and helps us see your processing which is very important at assessment.

Suggested reading/viewing

Context

At this point I don't really have anything to add to your reading or photography influences – you are finding them fine by yourself and referencing them well.

What I recommend you consider intensively on is presentation. I know you are already thinking about it but here are some tips:

Visit lots of galleries and take your notebook. As well as looking at the work and understanding the purpose of it try to match the presentation decisions with those intentions. Get inside the mind of the curator / artist. Why did they do things that certain way? What does the presentation convey? Does it add or take away from the work? Were there other ways to do it? Why do you think they avoided them?

And yes, perhaps budget is a valid answer. As you currently commented – the ideas must be realistic and achievable.

Once you have done this spend some time writing and thinking about 4 or 5 different ways of presenting your series and what they would bring to the work and the reception of it. Could you make this work and bring an audience to it? (I see you have started doing this but if you can think of your top choices and go into them in more detail as well as taking steps to make this actually happen wherever possible.)

This is a majorly important culmination of your studies.

No pressure!!

Pointers for the next assignment

Congratulations again on Photomonth – do provide some installation shots and include it on your blog as this is a great thing to add to your research (I'm sure you will!). Try to include a critical reflection of this time – how did the work fit in a group show? What did you learn? How can you apply this knowledge for your own exhibition at the end of this course?

Tutor name	Sharon Boothroyd
Date	5.11.14
Next assignment due	5.02.15