



Formative Feedback

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Tutor name:	Garry Clarkson		
Degree pathway:	Photography	Student number:	514516
Course unit:	Photography Sustaining Your Practice: Assignment Three: Photography Industry	Assignment No.:	PH6SRO-3
Feedback format:	Written to sum up in end of course VIDEO (summarizing and organizing feedback written below): Saturday, 9 November 12:30 – 13:30	Date:	08.11.2024
Critical Reflective Summary padlet https://oca.padlet.org/garryclarksonoca/nicola-south-sustaining-your-practice-critical-reflective-sum-xqy8kwdpwt07vuvv			

Feedback Summary

A summary to 'make sense' of the work and course for a new 'cold' reader. Kind of theoretical in a sense as I have already fed back on assignment 5 summary which is sound (just needs judicial edit). Simply make this clear to the assessor. I've made annotations in all the documents submitted to serve as feedback for this stage retrospectively. We can talk about this and summarize in Video Chat on **9th November:**

Annotations here:

<https://docs.google.com/document/d/1lkdqX-GmNjnk0yNiu8pTxuvODrDx0Kmm/edit>

Assignment Three: 2,000-word analytical text that discusses a particular role, either one of those discussed in Part Three or another role related to the photographic industry. This task should be informed by primary research (i.e. direct contact with practitioners) as well as other resources.

- **Overall**, a sound account of self-publishing and its pleasures and pitfalls. Very detailed with excellent research and bibliography
- **Contemporary research sources**: Could have led in with the main 'authority' on self-publishing from a practitioner's perspective Bruno Ceschel with his *Self Publish Be Happy* (see references). It might just need a quote at the top with a short explanation of what self-publishing is ostensibly.
- **Word Count**: good. Shave a little of the intro and get straight into the research question and you will shave off 100 words to bring the word count to the appropriate amount.
- **Show and explain what you're found**. This is great you have done mostly. Do lead in and say that you conducted primary research (see appendix) so that readers understand the summary. It's all good and nice appendix summary of findings of this in summary form. This will be useful at the end when you have to really summarise in a short document what you have 'learnt' as you can use this table!
- **Bullet point**: Overall, sound. I would write the main point (as you have done) then simply let's bullet point the findings. Makes it easier for the general reader and shows that you have reflected on secondary sources, defined the question and summarized the primary research and explained it for the general reader.
- For example, 'When asked publishers if self-published photobooks are impacting on their publishing pool, they seemed surprising unconcerned, probably as they have more to publish than they are able:
 - Brown Owl Press acknowledged they receive less submissions and publish less first titles than a decade ago (Palmer, 2024: appendix 2).
 - Lesley Martin from Aperture acknowledges that whilst 'indie', handmade and self-published book makers are raising the bar creatively "we are awash with photobooks" (Aperture Foundation and LensCulture, 2024).
 - Lewis comments, whilst it's good driving expectations up it becomes "increasingly impossible for many of them to ever get any of their money back" (Blaustein, 2015).

Action Points

- Keep it below **2172**. There is plenty of scope to simplify summarise.
- Summarise more of 'what you have found' a perennial student issue in the old scheme of too much time spent recounting 'what you did'. Reverse engineer starting

with your OUTPUT and then how you have used advice/rejection from professional placement etc to market your own work. In this assignment its very good - but bullet points would aid readability.

- Link the summaries of 'what you have found' in the final reflection for assessment (a short document that goes into box 4).

References:

Cashell, Bruno, Self Publish Be Happy. [online] available at:

<https://selfpublishbehappy.com/>

<p>Assignment Schedule</p> <p>The following schedule sets out a pace of study that suits you, and within the overall timeframe of your course end date. These dates can be negotiated with your tutor.</p> <p>Contact <i>Learner Support</i> learnersupport@oca.ac.uk if any personal or health issues begin to impact on your ability to study, or <i>Student Advice</i> studentadvice@oca.ac.uk for queries about study resources, time frames, finance and funding, or any general enquiries.</p>	
Assignment One	01.07.2024 ✓ (Jayne Taylor)
Assignment Two	10.09.2024 ✓ (Jayne Taylor)
Assignment Three	08.11.2024 ✓ (Garry Clarkson)
Assignment Four	
Assignment Five	
Assignment Six	
Course end date	
Summative Assessment	Deadline: Wednesday 22 January 2025 (12pm GMT)