Formative Feedback

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<th>Student name</th>
<th>Judith Back</th>
<th>Student number</th>
<th>492829</th>
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<tr>
<td>Unit</td>
<td>Digital Image &amp; Culture</td>
<td>Assignment number</td>
<td>AS03</td>
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<td>Type of tutorial</td>
<td>Written with Annotated Essay</td>
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**Overall Comments:**

Your ‘Critical Essay on vernacular photography in the ‘Post-Photographic’ era, has been received well; it is mature, engaging and is supported by some insightful sources. Overall, the body of the essay is strong, but it would be good to structure a clear introduction, where you form a focused objective. Technically, there are quite a few grammatical errors throughout, I have commented on the majority; however, it is recommended to get your essay proof read, before you submit it for the formal assessment.

**Feedback:**

The other PDF, that accompanied this tutor report is your essay, which has been annotated with some suggestions. These annotations cover the rewording of sections, but they also provide guidance on direction. Take these under consideration for the possible rework of your essay.

There are certain sections that require further comment; such as the passage on the Abu Ghraib images. The point you have made is valid and that these do contribute to the vernacular genre. You could strengthen the notion, that soldiers consider themselves a family and these were images to be shared privately amongst themselves. Yet the act itself goes beyond the everyday minutia that is captured in a typical social setting. These images were shot with the intention of being war trophies. I have suggested to drop this passage, as it distracts from the overall focus.

The flow of the body does jump slightly when you present the examples of how the family album is changing; from John Clang’s ‘Being Together’ to Louis Quail’s ‘Before They Were Fallen’. These short examples are very interesting, but it is the jump from your previous chapter. Perhaps a contents page, where a clear indication of chapters may help; if these examples do form another chapter then a smaller introductory passage would guide the reader as to their pertinence. Also, consider dropping the passage on ‘Operation Photo Rescue’, as this and ‘Salvage Memory’ deal with the same topic.

You have discussed the contexts of the images, more specifically how these contexts could change based upon appropriation. Terry Barrett’s ‘Teaching About Photography: Photographs and Contexts’ would make a good reference, in this essay he writes about the three stages/versions of contexts that can be applied to an image. See: https://goo.gl/puwWM5
There are some engaging entries in your learning log; one of which was the post, ‘Rethinking photojournalism 1: The citizen journalist’. This struck me, as I recall the images being sent to my students via social media and picture messaging as it was happening; It was just how quick and instantaneous this news was, that made it almost feel unreal.

Something to consider is your investigation into the missing persons images. Whilst conducting some corroborative research on other sites; I began to notice how more and more ‘selfies’, were being used for the identification. This could make for an interesting study, where I could imagine a shift in the style of imagery used by such organisations would be revealing. It would be logical, that the most recent image of a missing person, particularly a child/teenager, would have been taken by themselves and posted on social media; as opposed to perhaps 10 years ago, where the most recent image of a child would most likely be their school portrait.

**Suggested reading/viewing:**
The subject of image appropriation is very topical at the moment, as many photographers are being found to have misappropriated other photographers’ images as their own. See the following two articles for an idea:

https://goo.gl/QOyQVB

https://goo.gl/uZTrD1

As you stated in your essay, ‘...following family and pets, photos are the next most cherished possession,...’ That statement holds true; a recent story highlights this through the rescue of an elderly woman’s family photos following the aftermath of Hurricane Harvey. See:

https://goo.gl/RRLFoU

**Pointers for the next assignment:**
Assignment 04 explores Digital Identities; the follow-on from this essay is good, as you may be able to visually investigate and develop one of the themes you explored. Take note, that Assignment 04 is not intended to be a fully realised and completed project, in a way it is a draft/working project, that once feedback is provided it then develops and concludes into Assignment 05.

By combining these two assignments into one project, it does provide you with a lot of time; so, take your time in brainstorming and the initial development, as there will be a chance to refine it further based upon the feedback.