

## Expressive Arts: Interdisciplinary Project

### Proposal

<b>Candidate name</b>									
<b>SCN</b>									
<b>Centre name</b>									
<b>Assessor name</b>									
<b>Project title</b>	Why have Graphic Novels become popular over the last 10 years?								
<p><b>Project outline</b> (<i>what it is you want to do and how will you go about it</i>)</p> <p>My aim is to analyse the sudden growth of graphic novels over the last few years and the reasons behind this. Their sudden popularity has created a new social impact on people and more and more independent illustrators are being noticed in the industry. I wish to find out the reasons for this popularity, be it movies, youth culture, advertising etc.</p> <p>I shall communicate with readers of graphic novels and ask why they found them interesting; knowing how people got into graphic novels will be a key feature to a successful project.</p> <p>I will hand out surveys to people at comic book shops, comic conventions and online forums.</p> <p>Speaking with a variety of different people from different backgrounds, in school or out, who work in different jobs linked to graphic novel design will help me in my understanding of how and why they got into reading them.</p> <p>I will also contact local graphic novel printers who print and publish local comic illustrator's works. I can meet these people via the work that is sold in comic shops or via the stands they will have in the comic-cons that I already plan to attend in Glasgow in September.</p> <p>When meeting with companies, I will ask them about the following:</p> <ul style="list-style-type: none"> <li>• growth rate in graphic novel popularity over the years</li> <li>• who their main readers are</li> <li>• popular themes</li> <li>• the demand for new stories</li> </ul> <p>Speaking to local publishers will give me an understanding of how popular graphic novels have become within the local demographic in the area they work in.</p> <p>As comic-cons will be happening during my project I aim to attend them and speak to publishers of local comics but also free-lance artists for their input as well. I will give out questionnaires with my contact details so I can get their views and first hand information from them. If I do not get information from anyone via the comic-con's I will go to the locations of the publishers and speak to them directly to obtain information I require.</p> <p>I will aim to hand out and or speak to the other students at my school to get an understanding of different age interests in comics; 'do they read them, why?' 'If not is it</p>									

because there aren't enough comic shops?' Getting to know the main reason why people don't buy graphic novels may also be of impact to my question. Delving into contrasting views and opinions will strengthen my project. This will allow me to speak to the current readers and younger readers of graphic novels to get their opinions and experiences with getting comics.

Once I have obtained enough information I shall start processing it in a series of charts and diagrams, conducting statistical analysis of graphic novel sales.

**Reasons for choosing this project** *(eg personal interest, future plans, links to other subjects you are studying/ have studied)*

Last year I studied both Art and Design and Graphic Communication at Higher level. Enjoying both I took them to Advanced Higher level to learn more about both subjects. I have always had a personal interest in art and graphics and I found my main interest in graphics was designing magazine pages. Doing research into graphic and art related jobs I found illustration, a combination of the two.

Five years ago I found Marvel and Transformer movies; fascinated by both of them I researched them further and discovered that the films originated from comics. I was intrigued by these compacted panel by panel illustrated books and started to buy them regularly. I have attended comic-conventions in New York twice now and my joy for graphic novels has only soared. I noticed that graphic novels have suddenly developed an increase in popularity. Wanting to find out more, I picked this theme for my project as I wish to know why people have given graphic novels a chance and how we can promote them more.

I do wish when I leave school I wish to study illustration and become an illustrator for graphic novels or be a freelance artist for them, hence my interest in this area of study.

**The broad contexts this project will cover are**

☐ **Citizenship:**

**X Enterprise:** As I am looking into the selling rates of comics and the understanding of how certain publishers are popular than others, this gained knowledge will help me setting up my own comics to sell in later years. I will also have to liaise with a range of different people and conduct interviews to find out information that I need.

**X Employability:** With the knowledge I aim to gather with the research into comic selling's and popularity, it will definitely help me get a job in selling comics as I will know what sort of comics are selling but also into the illustrative business as I will find out what styles people like, plots and characters.

**X Economic development:** Gathered information can be used to understand the selling of comics in the time of my recording data and understand what was popular as well. It will help inform comic sellers in the overall popularity of comics in the last 10 years and see what publishers and genres are best to sell to make the best profit.

**X Sustainable development:** The information that I aim to gather can be passed down to the comic club which I help run to help inform them about comic selling rates and help them understand the market in which comics are sold in. It may also be useful for independent illustrators to help them understand the impact of things on selling rates.

**Learning environments I will access are**

Art & Design department in school – I spend most of my time there with a collection of other people interested in graphic novels, having a constant source of people with personal experience with graphic novels will be helpful. Also being in the department is a calming place for me where I can work in my comfort zone. I also have the 'Comic Club' in which I help run for the younger students to help them draw their favourite cartoon characters.

Comic Shops – I shall visit comic shops on a regular basis to speak to employees and customers and hand out questionnaires and surveys to them to get a public view on graphic novels and how often they are published and purchased.

Comic-Con – I shall be attending at least one, comic-con over my time where I will be able to speak to local graphic novel publishers and get their input on their growth in popularity. There I will also be able to speak to fans and other artists for more first-hand information on graphic novel sales and genres.

Local Graphic Novel Publishers – I will be able to get a better understanding of companies who create these comics but also their popularity, selling rates and demand.

### **How I will use my knowledge of expressive arts**

My knowledge in both Art and Design and Graphic Communication will be key to my project with the understanding of how art and graphics is needed in the makings of graphic novels. This personal information will help when communicating with companies as they will know that I understand what they say in terms of graphic novel publication. Speaking with artists I will be able to understand the time and patience it takes keeping up high standards of art to a constant monthly demand. Being able to understand where a person is coming from will be helpful in getting more information from them and showing them how dedicated and passionate I am about these subjects.

### **The skills I will develop and/or improve in the course of this project are:**

*(carry out a short analysis of your current strengths and weaknesses in the skills areas below and how you think your project will allow you to develop and/or improve these skills)*

- *application of subject knowledge and understanding*

With my project involving an understanding and communication with other artists my studies of Art and Design will come in effectively with knowing how an artist would work, what they would use and time to make things. I will gather small samples of artists and comic writers work by buying comics or keeping a collection of work found elsewhere. This will be useful in the comparison of popular styles of art. I will also log my actions I take and plan to take in a diary with notes and samples of my movement ideas and items achieved.

- *research skills – analysis and evaluation*

Research will require me looking into the first publications of comics and major publishers first coming out, DC and Marvel. I'll also look into the popularity of comics over a longer length of time, mainly from the 30's to present as research has showed rises and falls in comic popularity. I'll analysis comic shops and also publishers to look further into their sales but also popular genres. To evaluate everything I aim to create charts of recorded data and a clear finalised presentation.

- *interpersonal skills – negotiation and collaboration*

My project requires a high level of communication skill. I currently excel with already having my face in certain comic shops as they know I am a regular customer, this may help me in getting information from them. I aim to improve my interview and communication skills with either making close contacts with a comic illustrator to have a constant line of support and information. The same can be said with comic shops. I'll obtain the information from also websites that I may be suggested or even recorded data from them.

- *planning: time, resource and information management*

For this project to be successful and executed fully it will require effective planning and precise organisation. I feel I have well developed organisation skills allowing me to effectively plan my order to complete every aspect of my project. Deadline meeting will be the key to my success in this, just as essential as completing monthly projects, like graphic novel illustrators who must draw up a comic book by a month. Keeping track of information gathered will be important in keeping all my information clear, ready to be reproduced in a clear format in the end of my project.

- *independent learning – autonomy and challenge in own learning*

Though I will be seeking guidance from many sources, I am in charge of this project and will be taking responsibility for every aspect of it and most importantly my own education within this project. I am a determined person in wanting to know more and gather information in the graphic novel industries as this will greatly help my future plans of being an illustrator. For this project to be a total success I will have to stretch my determination in the completion of this project and stay committed, by developing my strengths and weaknesses without the constant support from others. Striving to gain more information this will lead me into new and challenging. All of this will be useful knowledge needed to help me in illustration in university.

- *problem solving – critical thinking: logical and creative approaches*

A creative mind is essential for this project to work out well. I must be able to use my knowledge from both Art and Graphics to step out with the normal boundary and sell myself to artists to gain their respect. This is an element I need in keeping close with an artist to keep useful contact sources information that is willing to help. My knowledge of Graphics will be highly important in the solving of recording information and publishing it in clear graphs and charts. The ability to plan out questions and work around problems that may arise, this ability will help in getting past tasks that may slow me down.

- *presentation skills*

By using my knowledge from individual components of subjects within my baccalaureate I will conclude my findings effectively. Using my knowledge of Graphics

I will be able to produce accurate graphs depicting the information I shall gather over my time. Meaning I shall be able to produce them in a unique and clear view for my final report. When communicating with people I shall grow more on the understandings of what is needed to be a graphic novel illustrator.

- *self evaluation – recognition of own skills development and future areas for development*

I personally always reflect on my art work and assess my pieces so this isn't a new concept to me, however this evaluation has not been for whole projects and personal skills before and after it. This will be a skill I shall grow and expand on during the completion of my project. Through monitoring my achievements, problems, active skills and overall progress in my diary it will be easy to reflect back at the end of my project to see my entire skills developed through it.

### Assessor feedback to candidate

Your excitement for this project is very clear as you have written so passionately about your love of the arts and your keen interest in Graphic Novel Design. It has come across well that you have a good foundation on which to begin your project, understanding the genres, illustrators and companies for a range of different graphic novel corporations. You clearly demonstrate your passion for the arts and having known you for the last 3 years, I know this to be true.

Your proposal speaks very clearly of the tasks you wish to undertake in order to gain the necessary research for your project and it is evident that you are eager to begin. It is impressive that you plan to speak to a range of individuals who perform different tasks within the graphic novel industry – publishers, illustrators, sales representatives. This will undoubtedly give you a plethora of information from different perspectives of the profession.

Your proposal theme is very much within your comfort zone, since you already have a lot of expertise as a collector, however I am pleased that you have challenged yourself with this project, pushing yourself as an introvert, into the public eye where you will have to take responsibility for approaching people and professionals unknown to you.

<b>Proposal approved</b>	√	<b>Further work required</b>	
<b>Candidate signature</b>	<b>Date</b>		
<b>Assessor signature</b>	<b>Date</b>		

## Expressive Arts: Interdisciplinary Project

### Plan

<b>Candidate name</b>									
<b>SCN</b>									
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<b>Assessor name</b>									
<b>Project title</b>	Why have Graphic Novels become popular over the last 10 years?								
<p><b>Is this a group project? No</b>  <b>If a group project my individual role or responsibilities will be:</b></p> <p><b>Timescales</b> (<i>this should be a detailed timeline and any separate spreadsheets or charts should be included as evidence</i>)</p> <p><b><u>August:</u></b>          Begin plan of what I wish to do and build up a range of people who I may contact with and make a list of people who I may talk to.          Begin speaking with teacher on what I must do and how to conduct my project to the best of my abilities.          Do research into events that may help with my project in my area and see if I may work with or contact them.</p> <p><b><u>September:</u></b>          Have attended comic-con to where I will have spoken with people and build up a contact list so that I can ask them questions regarding my project.          Work with information gathered from said people and build on that.          Begin contacting shops and local companies regarding what they do and what information may help me.          Have planning and proposals done.</p> <p><b><u>October:</u></b>          Remain in contact with people from comic-con to have access to information that I may wish to expand on from them, their selling rates and audience market.          Review information gathered from comic-con and evaluate and analyse it based on popularity and demand.</p> <p><b><u>November:</u></b>          Begin looking at selling statics as a whole and understand what genres were popular or what are the new popular genres and styles.          Record data of popularity and information.</p> <p><b><u>December:</u></b>          Have research into selling statics of comics completed.          Begin final conclusive result of work gathered over my project.          Look into my final evaluation of my project under going all of it.</p> <p><b><u>January:</u></b></p>									

Present findings – produce PowerPoint presentation and data information.  
Begin end evaluation with teachers and school.

### **February:**

Evaluation time.

### **Planning** (*how you are going to meet the agreed objectives of your project*)

Stage 1:

- Basic research into my project and what I want to achieve from it.
- Research into the Comic-Con event with the artists and publishers attending
- Create a list of people who I may speak to at Comic-Con
- Look into what information is needed from them, comic selling statistics, audience, publicity/advertising, films produced.
- Conduct some form of communicating what information I need from them, a letter most likely.
- Go to said Comic-Con and speak with researched people to gather the information I require from them

Stage 2:

- Work with gathered information that I will have gained from speaking to the people at comic-con.
- Speak to my peers and other pupils about their interests in comics.
- Have a communication set up with at least one of the artists or publishers to have a contact who I may speak to freely for support or help.
- Begin conducting questions to ask to the local comic shops
- Go and speak to said comic shops and gather information from them
- Evaluate information gathered from comic-con and shops, see if I can follow on from any of it.

Stage 3:

- Begin construction of final presentation of gathered information.
- Put information into bar and pie charts to record information gathered in a effective way to clearly show it all.
- Create a presentation to show gathered work
- Conclude work with presentation showing all my findings and gathered work.

### **Resources** (*eg people, materials, places*)

People and Places required:

- A variety of comic book stores that I can communicate with:
  - Forbidden Planet
  - A1 Comics
  - Geek-a-Boo
- Ability to speak to artists, comic producers and writers at a location. Comic-Con
- Communication with people online; art sites, blogs.
- Input from students in my school for information gathering their point of views
- Graphic Communication department on information on how to show my gathered end of research information

Materials needed to complete project:

- Access to IT to research on, to send and create emails and build a database of information gathered and access to SQA website to refresh myself on requirements needed for my assessment.
- Diary book to log my ideas, plans and movements
- A1 paper/card sheets to draw up my information in suitable graphs and charts.
- Pens, paints and other materials to make graphs eye-catching and interesting to look at.
- Series of graphic novel types for examples of created work by illustrators.
- Create a list of contacts of artists and publishers.

**Research methods** (*eg contacting companies, surveys, focus groups, experimentation*)

- I will have to establish a contact list of artists, designers and sellers of graphic novels to get an understanding of what they do and what they sell.
- I will have to research into websites that hold information about graphic novel sales and popularity.
- I shall also use some of my prior knowledge of graphic novels to help understand current popular genres.

**Presentation**

- **Who do I think will benefit from listening/reading/looking at my presentation of my project findings/product?**  
My ideal target audience is main publishers and producers of graphic novels, along with the artists. These people would benefit from my project in different ways; they will mostly be able to see a collective amount of information of the selling of different types of graphic novels and their popularity. This will give them all insight into the top major publishers but also competitive independent publishers. Though demonstrating my understanding of business sales and graphic novel publications, I will hopefully invite curiosity and positive relationships with companies, possibly lead to employment.
- **What methods are appropriate to my audience(s)** (*eg demonstration, presentation software, websites, oral, report, piece of theatre, dvd, wiki/blog or any combination*)  
I shall be presenting my information in an oral report with a PowerPoint presentation along with hand drawn graphs regarding numeric information. I shall also produce easy to read pie charts and display published charts showing competitive sales of graphic novels and surge sales in relation to film releases

**Dependencies** (*what is required for your project to go ahead ie reliance on other people or resources, steps in plan that must be completed before starting the next step*)

For this project to go ahead I must have contact with either some of the artists or publishers at the comic-con that I shall attend as they will give me a basis to start with. I shall be depending on them mainly for information on their selling statistics, main audience and what they think sells their work. The most important point out of



those is the selling rates as it will allow me a closer look at the popularity of certain comics and what at the leading brands in general. Graphic novel shop websites will also be a dependency also with data base websites that I might use.

### Contingencies

#### Any anticipated problems:

My main concern is not having a success at comic-con in gaining communication with publishers or artists for information. As if I don't have this then I personally believe I will be missing a large part of information and knowledge from them.

Another fear is communication in general as I struggle to speak to people and trying to speak to strangers about this project may be hard as I get so nervous.

#### My plans for overcoming the anticipated problems:

To overcome these issues I hope to be able to move on, even with certain bits of information missing, and start on my next stage of my project. I will effectively continue to try and make contact with people from the comic-con but may also research out with it to see if I can make contacts on a wider level.

With good planning prior to my main event in getting information, comic-con, I believe I can get information I aim to get.

For lack of confidence I must gather myself up and face my fear of speaking to strangers to get the important information required from them. As being too nervous may jeopardise my project.

#### Method for recording my skills development and future areas for improvement

I shall record everything within my diary but also on IT devices to log parts of information, mainly selling statistics, into excel sheets so I may clearly see the selling rates and popularity of different brands. Saving sent and received emails with contacts shall also be recorded into a PowerPoint and diary.

Areas of improvement may be better back up plans in case one fails to work and I don't get the information required. I should be better equipped with back up plans as I will definitely be pushed back.

#### Assessor feedback to candidate

This is a good plan with potential momentum. You have clear ideas and intentions for the execution of your project and since you already have a secure knowledge of

the ins and outs of the Comic-Con world and are a regular customer of local comic book shops, I am certain this will work to your advantage when approaching people to interview.

I understand that you find public speaking and approaching people a real struggle, but you seem determined to overcome this as one of your main skills development areas.

This is definitely an interesting and useful concept and it will be of great benefit to you in your future career as an illustrator or graphic novel designer, but will also be useful for prospective designers.

<b>Plan approved</b>	√	<b>Further work required</b>	
<b>Candidate signature</b>	<b>Date</b>		
<b>Assessor signature</b>	<b>Date</b>		

# Expressive Arts: Interdisciplinary Project

## Presentation of Project Findings/Product

<b>Candidate name</b>	
<b>SCN</b>	
<b>Centre name</b>	
<b>Assessor name</b>	
<b>Project title</b>	Why have Graphic Novels become popular over the last 10 years?

**How I presented my project findings** *(describe in detail how you presented your project findings and explain the choices you have made with regard to your presentation method(s) and audience(s))*

My final project was presented in a power point, I added a basic background and effects to everything to show action and that I thought it out. I wanted something that was clear to read, formal but was eye catching and drew attention to it. I was minimalistic in type on the power point as I spoke for the entirety of my presentation. All type on the presentation was summed up points of what I was saying. For emails I added screen shots of them to the power point and roughly broke down what they said and their main points.

For the showing the information about selling rates of comics, I gathered all the information in a excel spread sheet. When it came to my presentation I turned everything into pie and bar charts so that the information could be clearly seen with arrows and a key at the side to indicate what everything meant. This helped simplify everything that I was trying to show with popularity of publishers and comics. It made a lot of information look smaller and easier to see the true point.

I did hand out printed versions of my presentation to my audience so they may get a close read of the emails and charts I put on it, this allowed them to later on question me on such things about emails from publishers and ask about things I could have done.

I added smaller things to make the presentation interesting by using the actual logos from the comic shops to label the slides that I was talking about. This made the slides clear to understand what I was talking about and who I was referring to.

For this part I spoke clearly with no queue cards as I would just mess around with them and get distracted. I gave clear eye contact to the audience in front of me; this got their attention as they looked back at me and my presentation.

### Assessor feedback to candidate

I am very proud of your achievement in completing your presentation, despite your concerns over public speaking. You presented very clearly, professionally and maturely and your presentation was engaging and informative.

I particularly enjoyed viewing the statistics on the timing of increased sales in particular comics such as Marvel and DC, given the release of related Hollywood blockbuster films.

It was also very interesting to hear that there does not appear to be a specific reason or set of circumstances that lead to particular illustrators being noticed or employed by some of the bigger, more established companies...this may be something for future research?

It was evident that you had experienced some major setbacks during your project, having obtained very little information from Comic-con. Unfortunately, you did allow this to deter your progress for some time, but with some encouragement and self-reflection, you were able to pick up from where you left off and meet your end deadlines and timescale dates.

<b>Candidate signature</b>	<b>Date</b>	
<b>Assessor signature</b>	<b>Date</b>	

## Expressive Arts: Interdisciplinary Project

### Evaluation of project

<b>Candidate name</b>										
<b>SCN</b>										
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<b>Project title</b>	Why have Graphic Novels become popular over the last 10 years?									
<p><b>How successful has my project been overall?</b> <i>(consider the strengths, weaknesses and learning points of your planning, implementation and findings/outcomes giving examples to support your comments)</i></p> <p>My project overall was a success as it is completed but could have been conducted in a better manner. I started late with my project which gave me a disadvantage of being behind on dates and deadlines. This was all due to not picking a strong project that I could gather information and contact people quick enough. This slow start set me off in a staggered attempt and left my final result completed but weak. My planning, as stated, was late and this led to me not creating strong enough plans to follow with and at points making my plans a day before following them. Though I did get information, it was always not enough. For the comic convention I went to and planned out quite well, creating letters for people, researching main guests I could speak to and creating an eye catching graphic to draw attention, I didn't get the full result I wanted as I aimed for at least half the people I contacted to reply but I got under a quarter. This was the main drawback and let down for me as I relied upon the information gathered from the Comic-Con too much that it lead to me struggling to find a new route for information. Even with contacting every artist again via email, I still only got a few other replies. A few months after that I did visit into local comic stores and spoke to them, all but one were able to reply to me. The information they gave me was useful but limited, as I had nothing to back it up solidly in some points.</p> <p>My final results of my project could have done with some backing up with other relatable sources to prove the points in my results and draw better conclusions. I tend to lean heavily on words of support from my teacher to keep me going with my project, to push me on. After the unsuccessful result from comic con it pulled down a whole plan, meaning I had to start a new plan.</p> <p>Though my collecting of information may have been staggered I have grown in my strength of communication with people as I now feel more confident with talking to people on the spot now. I no longer get nervous or flustered as I can easily walk up to people and ask questions. I have regarded this as a personal achievement to myself with this new developed skill. My citizenship has increased and grown with speaking to people in the public and communicating with them. This allowed me to speak to people in an area of work I would like to be in, a freelance illustrator. This gave me a chance to see the steps needed to get into that type of employability and self-ran job. Getting to speak first hand to these people made me quite confident with my own work and idea of progression in life, seeing what is needed to get there.</p>										
<p><b>How effective were my communication methods throughout the project?</b></p>										

There were definitely a good few faults in my project and I could have solved them with taking better steps to my project. My main aspect that could have been taken further could have been contacting local comic publishers, even though I met most at comic con, speaking to them in their firm or speaking to an actual advisor of the company would have helped. I could have also contacted comic publishers like DC, Marvel and Image to get information or even to try to get some help. If I did get the information from the comic con artists my plan was to then contact other larger publishers and artists from comics for information on how new artists may be demanded due to an increase in comics and what styles and designs are liked. I would have still contacted the comic shops but also tried to contact more shops and actually try and get records of sales from a shop and not rely upon websites for this information.

**Is there any aspect of my project that could be taken further? What might my next steps be?**

Further aspects might have been giving my information to smaller independent publishers and illustrators so they may see what genres are popular at the moment, brands that people are into and characters. This would help them sell more with the knowledge of what brands are selling most with certain comic types. I could also have looked at the selling of comics in certain parts of the world. As the Diamond Shipping website I used was of a global selling rate of everything. I could look into comics being sold in America or in Eastern Asia, this would allow me to see the popularity of comics in certain parts of the world and understand what part holds the biggest contribution to comic being sold.

Another aspect I could have looked into would be what comics come after a movie as noted the movies fuel the comics in a way. If I look at an example movie of Batman, would there be an increase in only his current new comics being sold, people collecting older comics of his first or just looking at different characters from DC. To do this I would have to follow a comic based movie from before its release to after it.

<b>Candidate signature</b>	<b>Date</b>	
<b>Assessor signature</b>	<b>Date</b>	

## Expressive Arts: Interdisciplinary Project

### Self evaluation of generic and cognitive skills development

<b>Candidate name</b>										
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*In evaluating your skills consider the skills analysis which you carried out at the Proposal stage and how you said you would develop and improve these skills. Now refer to your reflective diary/log/blog and feedback you have received and evaluate how you have developed and/or improved these skills through the work on your Interdisciplinary Project.*

#### Application of subject knowledge and understanding

*(Think about practical uses for the expressive arts you have learned. How did you use your knowledge of expressive arts effectively to help you carry out various aspects of your project and how it related to your chosen broad context(s)?)*

My knowledge of art helped me in the ways of understanding the artists when I spoke to them. I understood the hours that must go into making their comics and work, the editing and creating of these projects. When they spoke about these tasks I understood what I shall be putting myself through and realised the true amount of work needed. When speaking with them I felt confident to talk to a fellow artist as I could understand the skill that is needed to do any of their work and I could appreciate it at its fullest.

My artistic skills I already have gave me an advantage when creating an image for my envelopes. When a few artists saw them they admired the small artwork and spoke to me about them, saying the dark and cute design was very in-style. As I helped run the 'Comic Club' in my school it helped me show the younger students in my year popular shows that have been influenced by comics and get them to notice the art in them.

My knowledge about all the different comic publishing brands, from DC and Marvel to the smaller brands of Dark Horse and IDW, has helped me understand the big league comics from the smaller ones. But also knowing the differences in the characters and understand who if the most popular of that issue of comic or brand helped indicate why people might be growing more drawn to the comics.

#### Research skills – analysis and evaluation

*(Think about the research process. How did you plan, carry out, analyse and evaluate your research? You should evaluate your research methodologies, tools, resources and contacts, data recording and referencing, reliability and usefulness of data.)*

For my research I started off with looking for local areas that could yield me sources of information that I could work from. When I found out the comic-con in Glasgow

was going to have an artists alley I began researching into the people going there, creating a list of artists I could give letters to or speak to and made a contact list for them all after the comic con. I was able to do this on the comic con website as they had a link to all the people attending, from there I looked up each person online, found their websites and figured out if they were worth talking to. As I was there I was able to pick up cards from some of these people which gave me the chance to keep trying to contact them. Unfortunately that didn't work out too well due to the lack of information gained from my experience there. Though I believe this was the most successful with planning for the event and after it with contacts and lists of people I should talk to who related most to my projects question.

Due to not getting the reply I was intending from artists I was slow on creating a new plan or any other plan after that, which lead me to more rushed and unprepared plans on speaking to my next source of information, the comic shops. Even though I gained enough information I could have planned more for speaking to them and had an after plan, due to the information given could have been backed up more with other sources. I gained the information about how comics are being popular again with the popularity of movies inspired by comic heroes. I was also told that there are published characters who are always on comic book shop shelves as they are always popular with everyone. They also told me of a series called 'Saga' that is extremely popular but most people don't think about it as it's not a 'super-hero' based comic. The comic shop employee said that people always assume that comics mean super heroes when they are actually wrong as there is a lot out there than just heroes. I was also told about libraries and more basic stores stocking comics for sales now, making access to them a lot easier than having to trek into a big city to get a monthly or weekly comic. Access has made sales of them a lot bigger.

When recording my data that I gathered I recorded most in my diary or on my laptop, keeping everything clear and easy to access for my final review of my project. When it came to using the diamond comic shipping website, something I wished I didn't rely upon so heavily, I used spread sheets at first to sort out and record the data needed. Then when sorted I would make them into a pie chart or bar graph to allow easy and quicker reading of popularity of comic brands.

### **Interpersonal skills – negotiate and collaborate**

*(Think about how you considered other peoples' views/feedback, discussed issues of concern, reached a solution where needed, adjusted your approach in response to a situation/environment, showed positive self belief and had the confidence to offer and ask for support.)*

When I first began speaking to people, mainly in the comic con, I was very nervous and hesitant. I decided to make up a list of questions to ask straight away but also put them into a formal letter encase they were busy and couldn't speak to me on the spot. The letter had contact details for me. This helped me calm down a bit when they read the letter first before speaking as the letter clearly explained things to them. Though when I knew what I was saying and how to calmly approach them, the artists saw me as a young artist wanting to get somewhere and needing help. This helped me succeed in talking to them confidently. There were, of course, a few people who were quick to dismiss my questions and letter but I didn't let them knock me back from my task.



When composing emails to people I used the same formal tone as my letters I gave to people. Though this yielded me one other response I believe the people may have been busy or thought of me as irrelevant. Whatever it was this held me back from gathering information. I could have gotten around this by trying to ask them all my questions on the spot and get an automatic reply upon what they had to say. This would have resulted in my questions being answered quicker, helping me a lot. When speaking to the people in the comic stores I was confident enough to calmly talk to them without stopping or stuttering. This may have been due to the fact that go to these shops regularly and I see most of the people I spoke to so I didn't feel so threatened or worried. Though I do believe I could have composed better questions and or arranged times to speak to the people in the shops as I may have gotten a better response or more detailed questions. I could have spoken with my teacher or peers for help with composing better questions that may have yielded me a better response for the publishers and artists.

### **Planning – time, resource and information management**

*(Think about your time management. How did you set targets, monitor/record progress, consider any probable barriers to achievement and take steps to minimise them?)*

With the start of my project I was late into making it happen due to not being able to pick a question that would yield me enough answers and get information quickly. This late start was mostly a draw back as it made some of my planning and completion of planning sheets late or of not a high enough standard. This also made my targets of completing certain tasks like research, contacting people by certain date and other small targets hard to complete. If I had organised my question before the summer holiday in June then I believe during the summer I could have visited more places further to gain more information, along with trying to speak to people online to get a wider information and research.

I recorded all my planning and events in my diary and in my laptop, this allowed me to constantly see if I was on task or not and allowed me to change plans.

My main barrier arose from the failure of gaining enough information and responses from artists and publishers at the comic-con. This became a downfall because I put too much trust on this plan working that my backup plan didn't come around to being any use. Putting my trust in one place for a majority of information was a risky act that came with bad consequences. My planning for my other task, speaking to the comic shops, could have been planned out more effectively with arranging times and dates before going and creating a set of better questions. I could have after that planned to back up my new information but due to poor timing and other events happening I was unable to do so.

To have avoided a lot of my problems with planning I should have begun at an earlier date, organised events better and not relied upon places for information so much and to have a strong back up plan for it.

### **Independent learning – autonomy and challenge in own learning**

*(Think about how you used your skills to make things happen, took the initiative to establish links with other learning environments/opportunities and looked for challenges rather than taking the easy option.)*

When it came to thinking on my own I truthfully think I was very shaky at times, mainly after my main plan initially failed, and clung too close to getting people to push me on.

For my main plan of the comic-con I was very independent in searching up all the people, seeing who would be the best people to talk to, creating a strong letter with questions but also deciding that a bare envelope would be easily misplaced, so by myself I created a small graphic to stick to the envelopes. This got commented on by some people. Then when it came to not getting responses I found my collected list of people I spoke to, removed the people who answered me, and emailed the others.

When speaking to the comic shops I did take the easy option of not pre-arranging anything with speaking to them. Because of this I may have not gathered enough information from some places.

After speaking with everyone I ended up sorting out my gathered information into a presentable format for my presentation. Doing this allowed me to look at everything and see how much information I had and could work with. It gave me time to work with the information from the statistic website and sort out everything I had gathered from there.

### **Problem solving – creative approaches; critical thinking; logical approaches**

*(Think about your problem solving skills. How did you generate and explore ideas, use logical and creative approaches, analyse source materials in order to support findings, reflect on problems and possible contributory factors and think critically about possible actions/changes?)*

My main use of problem solving was creating an icon for my envelopes that held questions to the artists and publishers at comic-con. I first noticed that I was giving a letter that they could easily shove in their bag and it would never see the light of day again. I drummed up a creative solution by designing a small icon to go on the front, to show to whoever given it would question what is inside it and open it again. I hoped and believed that this would make more people reply to me as they had a clear example of me showing knowledge and thought to creative industry. When I was there and handing letters out a few people commented on the drawings and saying how unique there were. From the few replies I got, most were people who commented on my design. Unfortunately I didn't get the full set of replies but at least I got some replies and people remembered me for my work I did.

When the comic-con had long passed I decided to contact all the artists, this was made easy due to the fact that I made a list of artists I spoke to and I also gathered a small collection of business cards from them. As I had just picked the cards up as reference to speaking to these people it made contacting them very easy. But I still didn't get a full response.

### **Presentation skills**

*(Think about how you presented your findings. Evaluate your presentation method(s), choice of audience(s), layout, structure, degree of formality and choice of content. Did your presentation include information/ideas/reflections with supporting detail in a logical order and reach a reasoned conclusion?)*

For my presentation I created it all on a Power Point so I may clearly show my stages of work in a large and clear format that I may present. I used very little text on the Power Point as it may have looked too dull and boring; this allowed me to

speaking aloud and expand on what I had written on the slide using visuals. It also gave my presentation a formal look by doing this. The formal look was upheld with my pie and bar charts being very simplistic and labelled clearly, this made looking at them easy and clearly showed my findings. My presentation went through chronological order of the events and actions I took, clearly showing the points that I fell at but also succeeded in. I reached a final and conclusive review of my project as a whole, going through the points I took where I failed and succeeded, along with my final collective selling statistics. With my presentation I didn't need cards or a sheet as I spoke very freely and clearly about my project as I confidently knew what to say with little worry.

These pie charts for comic sold within certain months so the most popular publishers, clearly showing the constant battle between Marvel and DC the two leading publishers. The bar chart showing top ten yearly comics shows the competitive battle between the two publishers but also what may have affected them in that year with mainly a new movie coming out with one of the publisher's characters. This notably from both statistics and with speaking with people that they said movies defiantly influence the selling rates of comics.

### **Self evaluation – recognition of own skills development and future areas for development**

*(Think about how you have developed throughout your project. How did you deal with feedback, praise, setbacks and criticism and their impact on your own development of knowledge, skills and understanding? To what extent did you ask for feedback, learn from experiences and how will you use these to inform future progress?)*

Though this project has personally been extremely stressful, challenging at times and has had some very low points I believe I have learned a lot from it. Not just the information on graphic novels and comics, about seeing how popular they really are now and their climb to success, but the whole project itself as I have never taken on a roll like this before, managing such a personal project by myself.

I underestimated myself a lot, and sometimes with good reason. But through it all I made it to the end with my question answered. Though it may not have been to the best of my ability, I was able to do something on my own and see it through to the end.

This experience also gave me the chance to actually speak to the artists at the comic-con and understand what they must go through at times to succeed.

Researching the artists gave me the indications on what is needed to be where they are with the constant climb to be seen and recognised for who you are. This small viewing of life with art made me realise that what I want to become in life shall be hard and I must accept it if I want to go far.

I am a strong leader by helping set up the 'Comic Club' in my school to help the younger students learn to draw and partake in the creative arts more. Doing this helped me show them the intriguing world of comic and show them work from comic artists, inspiring them to be more creative.

My effective and creative problem solving has helped me get through small problems and helped me get answers from artists. The ability to look at things from a different perspective has led me to work around my problems with a strong determination to complete my project with a solid answer in the end.

I did have a lot of setbacks during my project, not getting enough replies, weak planning and sources not being backed up. All of these were main issues for me but with it all I still made it to the end. I could defiantly have made my answer better with more effective planning and organising my project ahead of time. With my constant falls after getting information, the knowledge of being more effective at sorting everything out was a huge thing I learned and a skill I have now developed for any task now.

*This section is not mandatory. It has been included to allow you the opportunity to undertake an overall reflection of your project.*

**Reflection on my experiences throughout this project** *(eg things you feel you have achieved, things you have done that you feel particularly proud of, anything you would do differently were you to do something similar in future)*

**Skills that I have used in this project that I would like to develop further** *(eg using skills in even more challenging situations, more working on your own, more team working)*

## Expressive Arts: Interdisciplinary Project

### Assessor Report

Candidate name \_\_\_\_\_

Candidate number \_\_\_\_\_

Centre \_\_\_\_\_

Project proposal	Tick as appropriate
<b>Grade C criteria</b>	
The title and aims of the project.	✓
Clear aims and reasoned arguments to support the relevance and practicability of the project.	✓
Identification of opportunities for:	
• own skills development	✓
• collaborative working	✓
• accessing less familiar learning environments	✓
• application of subject knowledge in a broad context	✓
• use of knowledge and skills across different disciplines	✓
• making connections between subject knowledge and the wider world	✓
Evidence of the ability to communicate clearly and concisely in advocating the proposal.	✓
<b>Grade A criteria, includes all of above plus</b>	
Well conceived proposal which sets creative and challenging goals which are at the same time realistic, achievable and practicable.	✓
Robust and carefully argued justification of the proposal.	✓
Substantial links and understanding of possible connections across disciplines contributing to the project.	✓
<b>Comments</b>	
<p>A very interesting proposal which is a personal interest and life goal of the candidate. The candidate already has extensive knowledge and understanding of this area of design, but has demonstrated that she wishes to further expand this by experiencing the challenging business side of graphic novel design. Being a highly creative person, the business aspects and mathematical data that she wishes to collate will be challenging, but this candidate is particularly determined to succeed and will therefore work hard to overcome this. The candidate is a very shy and introverted individual who admittedly struggles with communicating with unknown people; her project aims reflect her willingness to work outside her comfort zone and develop her communication skills and assertiveness.</p>	

Project plan	Tick as appropriate
<b>Grade C criteria</b>	
Development of clear project objectives in line with the project proposal.	✓
Relevant and detailed planning strands to enable the project to be implemented, monitored, presented and evaluated.	✓
Realistic timescales and achievable milestones for each stage of the project.	✓
Clear identification of resources needed, research methodologies to be used, opportunities for support and feedback.	✓
<b>Grade A criteria, includes all of above plus</b>	
Careful selection and effective use of research/investigation techniques.	
Anticipation of probable and possible factors which may impact on the project.	
Clear identification of dependencies or reliance on the success of other strands of work and of necessary adjustments to the plan.	✓
Outline the process for achieving own identified development needs.	✓
<b>Comments</b>	
<p>This is a thorough plan which demonstrates that the candidate is aware of the work involved in her chosen project. The candidate clearly understands that she will be required to spend a significant amount of time collecting research and collating, analysing and evaluating it for presentation purposes.</p> <p>The contingencies are a little vague and although the candidate is well aware that she might not receive all of the information she requires at the Comic-Con, she has rested a great deal of faith on this as her main source of research. Some clearer and more specific contingencies might be of value at this stage, to ensure the project does not hit a dead end.</p> <p>The candidate has again recognised her personality as being a cause for concern when speaking to professionals, however she has shown great determination to conquer this fear and develop her confidence.</p>	

Presentation of project findings/product	Tick as appropriate
<b>Grade C criteria</b>	
Evidence of effective and critical use of — resources, research methodologies, information and time management, prioritisation, problem solving approach to reach objectives, feedback, collaborative approaches, self-monitoring.	✓
Application of specialist and interdisciplinary subject knowledge to establish meaningful connections within the broad context.	✓
Clear presentation of main findings/outcomes.	✓
<b>Grade A criteria, includes all of above plus</b>	
Critical thinking, analysis and reflection used at key stages in the project to construct rigorous arguments, draw convincing, well supported conclusions, identify and resolve issues.	
Skilful and creative use of resources, including people, information and learning context to progress the project.	
Accurate and deepening of understanding through application of subject knowledge in the chosen context, with meaningful connections well established.	✓
<b>Comments</b>	
<p>An impressive presentation from the candidate, given the main skill she wished to advance. The presentation showed clear links between the release of blockbuster movies and the rise in related comic books. Clear data was shown displaying the increase and decrease in popularity of the different comic company sales and the competitive industry in which two companies rival one another – DC and Marvel.</p> <p>It was disappointing to see that the local comic shops were unable to provide information to the candidate regarding their sales records, however the website used by the candidate gave a good holistic picture of this, but didn't take into account some of the independent publishers and illustrators as a different category of competitive sales. Given that this was the only source of data used by the candidate, realistic and accurate conclusions were unable to be drawn. This would be an area worth exploring, particularly considering the candidate's interest in independent and freelance graphic novelists and artists.</p>	

Evaluation of project	Tick as appropriate
<b>Grade C criteria</b>	
A critical and justified evaluation of all stages of the project process — planning, implementation and findings/outcomes in terms of strengths, weaknesses and learning points.	✓
Effective use of chosen communication method(s).	✓
<b>Grade A criteria, includes all of above plus</b>	
Incisive, well balanced evaluation of the project outcome against project aims, supported convincingly by well selected evidence.	
Careful choice and skilful use of communication and presentation methods(s).	✓
<b>Comments</b>	
<p>The candidate reflected on all aspects of the process consistently well in her log book, taking into account some of the major setbacks at the beginning of her project.</p> <p>There is much negativity throughout the evaluation of the project, however it is commendable that the candidate shows the necessary insight to understand the process of her project and the areas where she could or should have made alterations to her plan.</p> <p>The candidate admittedly spent little time organising questions to ask some of her interviewees due to a lack of time towards the end of her project, but did overcome some of this through bettering her communication skills and being more motivated in her research.</p> <p>Unfortunately, the project aims were not fully met due to issues obtaining information and making contacts early in the project, however the candidate was still able to draw a generalised conclusion based on the evidence she had gathered.</p> <p>Within the presentation, the candidate evidenced some of her email communication with illustrators from the Comic-Con which provided only minimal information for her to work with.</p> <p>The candidate did eventually become more persistent in her bid to gain contacts and has excellent self-awareness, having recognised the growth in her confidence, communication skills and autonomy when undertaking a self-directed project.</p>	



Self evaluation of generic/cognitive skills development	Tick as appropriate
<b>Grade C criteria</b>	
A critical evaluation of own skills development against the list of specified generic/cognitive skills.	✓
A reasoned evaluation of own strengths and key goals for development in the specified list of generic/cognitive skills, which takes account of feedback sought and evidenced from others throughout the project.	✓
<b>Grade A criteria, includes all of above plus</b>	
Insightful, balanced and well structured self evaluation of own development.	
Assertive and justified use of feedback from others in evaluation and identification of development areas.	
<b>Comments</b>	
<p>There is evidence of consistent evaluation regarding the progress of this candidate. She used log books, journals and discussion to reflect on her performance at each stage. The candidate was very aware of the aspects of her project which let her down and was able to substantiate this with evidence of her attempts to make contacts with professionals. The candidate began her project with a slow start, struggling to find an appropriate project to suit her future plans; she admitted that this affected her ability to complete tasks on time. The candidate has definitely flourished with her confidence and has taken this further by establishing and leading a comic club for younger school pupils. This has been very successful and she has again developed increased confidence via her teaching within the club.</p> <p>The candidate unfortunately did not receive a range of feedback from the individuals involved in her project specifically, however she has had very good feedback regarding her leadership of the comic club. There were struggles at times to motivate the candidate to try new approaches to obtaining the information from contacts that she required and this impacted on the overall result of her project.</p>	

The overall grade will be:

- A indicative of a highly competent performance which meets the additional Grade A criteria and consistently demonstrated a high degree of autonomy, initiative and effective information management across the five pieces
- B indicative of a competent Grade C performance across the five pieces, but with some aspects of work meeting the criteria for highly competent performance (as outlined by the Grade A criteria)
- C indicative of a competent performance across the five pieces, with all aspects of the work meeting the criteria identified for Grade C performance

<b>Overall Grade Awarded</b>	<b>B</b>
<b>Additional Comments/Overview</b> <p>This candidate has most definitely developed her confidence through the course of the project. She began the year as a shy, introverted individual who struggled with communication. Since completing the project, she is now confidently able to approach people unknown to her, speak clearly when presenting in front of an audience and has shown strong leadership skills in her running of the comic club for younger pupils in her school. The candidate openly admits that she struggled in particular areas, especially when information was not flowing freely to her, but this has led her to undertake some serious reflection of her work and practice – a very important skill that she will undoubtedly use in her further education studies.</p>	

**Assessor signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**Internal verifier signature** \_\_\_\_\_ **Date** \_\_\_\_\_