



## METHODS OF TRANSLATING FINAL CRIT FEEDBACK

- The connecting thread of colour, the fashion space and the alphabetical order is informative and direct.
- Could more be said? For example, could the footage be arranged in time, showing the story evolving in history, in relation to the relationship between fashion and the colour.
- Maybe there could be a contact sheet with all the elements in the video which could create visual connections.
- Perhaps adding a conclusion or adding a contextual image that shows all the pieces will put everything in context.
- Thinking about the cultural implications of wearing pink? Perhaps not focusing just on shocking pink.
- The video has clarity and visually satisfying. But if we saw this video on the internet it would leave us wondering, what is the purpose, what do you want us to know or do?
- It might need something in terms of the narrative. Going back to the idea of the timeline.

### ↑ WHAT'S WORKING WELL?

- The rhythm of your video is great, i personally love it. And also, it really tells a story about pink and how it relates to fashion. The last scene is quite elevated and fun.
- I like the way you have curated the footage and present it in a way that is straight to the point, understandable and engaging. I particularly like the links you make to the past and the history of the colour in the last part of the video.
- The film catalogues a set of examples that convey the social / cultural use of pink. There are elements of an organisational system in the film / approach to labelling. The way that the footage is edited together visually and sonically works well to the extent of where the film is in its initial stages...
- I think the idea of visual research is interesting. And gathering each letter of shocking pink works makes looks like a small Encyclopaedia of this colour.
- I like the Pantone style of you guide. I think it really takes the focus of the article you picked and re-formats and re-configures it into something else. From an article to a A-Z guide of the colour "Shocking pink". I liked the frames from the video where the video is going beyond the chip style alphabet and name, but I could see why you had to scale some videos down because of the quality. It was a non-narrative video essay. Reminds me to update my wardrobe with some of that shocking pink, I guess.
- It shows the "expensive life" with pink colour and made me think of more meanings these pink colours can represent. I also like the graphics in the video and it make you focus on the colour, which works well.



### ↔ WHAT CAN BE IMPROVED/DEVELOPED FURTHER?

- I recognize that you have the scene arranged alphabetically? I wonder if you can arrange each clip of video according to time as well. It could also become a video that tells how fashion and the colour pink have evolved and interpret over time.
- I think we are left wondering about the message of this piece, aside of its pink focus. You are exploring pink as a territory and the different elements of it, but it needs some kind of narrative or organisational system...
- I think adding the context pieces worked well, I wonder if in another iteration you could potentially look at exploring a timeline of the use of the colour to see an evolution on the applications.
- It would be really good to watch Alan Warburton's film Goodbye Uncanny Valley which uses appropriated footage to say something of the landscape of CGI graphics: <https://alanwarburton.co.uk/goodbye-uncanny-valley>
- Maybe make your intentions more clear?

### ↓ WHAT IS NOT WORKING?

- I think a narrative or context for this work needs some thought.