**Assessment Feedback**

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| Assessment Key: | **R** = Referral (evidence not sufficient) **S** = Satisfactory (evidence supports Pass) **G** = Good (evidence of a good standard) **H**= High (evidence of a high standard). |

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| **Student name:**  Suhayb Ahmed | |
| **Brief:** Specialist study in Creative Media Production | |
| **Lecturers & Assessors:**  Casey Shaw, Thomas Duxbury | **Feedback provided by:**  Casey Shaw |

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| **UNIT** | **LO** | **CRITERIA** | **STANDARD (R/S/G/H)** |
| **12** | 1 | 1.1: Critically describe a range of contextual perspectives influencing a chosen discipline in creative media production. | Pass |
| 1.2: Apply knowledge of critical perspectives to inform own practice. | Good |
|  | 2 | 2.1: Identify a range of relevant academic and cultural sources for a personal research project. | Pass |
| 2.2: Critically evaluate information from a range of sources to inform ideas. | Good |
| 2.3: Assess the effectiveness of selected processes and skills in creative production | Pass |
|  | 3 | 3.1: Apply academic conventions in the production and presentation of ideas. | Pass |
| 3.2: Effectively communicate ideas in appropriate formats. | Good |

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| **Guide grade**  **Area of learning** | **Satisfactory** | **Good** | **High** |
| **Context** | Understanding of subject context used appropriately to make judgments, describe aims and clarify purpose. | Good understanding and  knowledge of subject context  used to make sound judgments,  articulate ambitions and clarify  purpose. | Comprehensive understanding  and knowledge of subject context  used to communicate complex  concepts, articulate ambitions  and clarify purpose. |
| **Research** | Sufficient relevant information  has been gathered, documented  and used in the development of  ideas. | Thorough and sustained  research and investigation of  relevant sources, interpretation  and synthesis of information  used to inform, support and  develop ideas. | Independently identified,  thorough and sustained research  and investigation of a range of  relevant sources, insightful  interpretation and synthesis of  information used to inform,  support and develop ideas. |
| **Problem Solving** | Sufficient exploration of  alternative ideas using  established approaches to  resolve practical and theoretical  problems. | Decisive demonstration of  initiative in effectively solving  problems, adapting to  unforeseen practical and  theoretical challenges to achieve  identified goals. | Decisive demonstration of initiative in effectively solving problems, autonomously implementing creative solutions and adapting to unforeseen practical and theoretical challenges to achieve identified goals. |
| **Planning & Production** | Evidence of effective planning and evaluation against aims that have contributed to a satisfactory completion of the task or tasks | Coherent and reasoned planning, subject engagement and commitment. Realistic evaluation against aims and efficient production against timescales. | Detailed and coherent self-directed planning and negotiation, subject engagement and commitment. Continuous evaluation against aims and efficient production against timescales. |
| **Practical Skills** | Adequate range of skills and knowledge demonstrated. Competent execution and application of techniques used to develop ideas. | Consistent and appropriate processes, skills and knowledge  applied to extend enquiry and  develop creative solutions. | In depth understanding and aesthetic awareness, imaginative and flexible processes, skills and knowledge applied in extensive enquiry to develop creative solutions |
| **Evaluation & Reflection** | Clearly communicated evidence of valid evaluation and realistic analysis independently used to inform and develop ideas. | Effective communication of analysis and interpretation, independent synthesis of information and application of reasoned decision making to inform development of ideas. | Accomplished and professional communication of perceptive analysis and interpretation, demonstrating clarity and sophistication in thinking and maturity in decision making to progress ideas. |
| **Presentation** | Competent communication and sufficient clarity and consistency in presentation of ideas appropriate to the intended audience. | Confident selection, organisation and communication of ideas. Consistent approach to presentation demonstrating a good understanding of conventions and standards | Confident selection, organisation and communication of ideas. Demonstrating autonomy, personal style and an ambitious use of available resources to communicate ideas effectively to an intended audience |

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| **FEEDBACK:** |
| Suhayb, you have submitted a specialist study explores Streaming Services replacing Television. This is a relevant and mature theme which builds on previous knowledge of distribution and audiences.  Your seminar has incorporated a range of primary and secondary research information and draws upon the perspectives of different audiences who engage with streaming services and digital broadcasts. collected and represented lots of qualitive research – you need to ensure that you are engaging with all of the information – even the data that you feel was less relevant.  Your study was professionally presented and demonstrated confident selection, organisation and communication of ideas.  Further analysis into audience demographics and psychographics, would have really strengthened your study and allowed you to pinpoint specific  Please always check that you are proof-reading work for spelling, punctuation and grammar before submission. All sources should be referenced accordingly.  I would love to see how this idea could be further developed throughout FMP and how you can continue to assess the effectiveness of online streaming sites In contrast to traditional TV and broadcasting.  Well done Suhayb! |