**Student Name: Billy Reidy**

**Project No. and Title: 1: Sound Design - Bots**

**Units Covered:** Unit 5 Investigating audio production & technology

**Overall Grade: Excellent**

**Assessor(s):** Lewis Blofeld

**Date:** 01/01/21

**Exemplification for UAL Awarding Body Grade Criteria – Level 3**

This guide is to be used in conjunction with the assessment and grading criteria for UAL Awarding Body qualifications at Level 3.

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|  | **Referral**  Work submitted fails to meet one or more of the assessment criteria and is of a poor standard | **Satisfactory**  Work submitted meets all of the assessment criteria and is of a satisfactory standard | **Good**  Work submitted meets all assessment criteria and is of a high standard | **Excellent**  Work submitted meets all assessment criteria and is of a very high standard |
| **Context** | Limited understanding of subject context, lacking clarity in aims and purpose. | 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** | Little or no evidence presented or information does not relate sufficiently to task. | 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. |
| **Practical skills** | Limited range of processes demonstrated, judgement and execution of techniques is poor. | Adequate range of processes, 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 and reflection** | Insufficient evidence of ongoing evaluation, lack of or only basic analysis and little or no justification for ideas. | 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. |

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| **Comments:**  Well done Billy, you have successfully completed the first project, creating sound design for a robot clip.  Context – Your portfolio demonstrates evidence of context throughout the research section. There is clear understanding of the role of sound design and foley for the moving image and you have demonstrated this well. You could have provided more detail on the wider field of sound design and foley, for instance who do they work with and how might they do this?  Research – You research is good, and you explore a range of references well, Harvard formatting is used effectively but could be tidied up in the bibliography. The research demonstrates your understanding of the topic and the techniques and methods applied to create successful foley work. You could provide more detail as how these examples could be used in your project as this would provide excellent evidence of how you have learnt and applied research in an active manner.  Practical skills – Your practical work is outstanding, your ability to work as part of a group to record sounds was well managed and enthusiastic and your sound design video clip is outstanding. The choice of sounds is excellent with careful consideration of each sound for each effect required. The syncronisation is perfect, there are no missing sections at all. The balance of levels is well considered and set, and the use of automation and effects is very effective. The only slight improvement would be to try to create more characterization with the sounds to make Wall E seem more alive, the anthropomorphism is one of the key aspects of creating a ‘real’ cartoon character.  Evaluation and Reflection – The evaluation is good with detailed exploration in all aspects of the project. There is a recognition of all the strength and weaknesses of the project and how it would be improved if repeated. There could be more detail and more thoroughness to the evaluation. There is a lot of description which is useful but not as valuable as the evaluation and reflection.  Overall, the research and context could be more detailed, the evaluation could be more thorough, but the project overall is a success and the practical work shines above the rest as outstanding. The final grade is very close but there is enough evidence to push it up to an excellent grade overall. The improvements that need to be made are essential to achieve a distinction on most units and this will be even more critical on the final project, so make sure you improve these before then to ensure a high grade. Well done excellent work. |