**Student Name: Jessica Spencer**

**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 Jessica, you have successfully completed the sound design unit, combining the context, research, a completed sound design clip and evaluation.  Context – Your portfolio explains the wider context of sound design and foley artists, you have provided detail on why these roles are important, what they do and how they do this. There is clear evidence that you understand these aspects, but you could provide a greater depth of understanding through more thorough analysis.  Research – You research is good with a range of references applied effectively in the analysis of sound design and foley art. You have effectively and accurately applied Harvard Referencing throughout, although you do not need to add source 1, 2, 3 etc. Again, you could provide a greater level of depth to fully articulate the techniques and methods of sound design and foley, but this is something you can work towards in future projects.  Practical skills – Your practical work is good with a clear sense of characterization and effective use of syncronisation to enhance the quality of the clip. There are a couple of missing sounds for the head turns but overall, the clip is effectively produced and works well with balance and feeling. Each sound suits the application, and it is clear you have considered each sound effect well.  Evaluation and Reflection – The evaluation is very reflective and demonstrates the journey that you went through to complete this, it is very honest and valuable to future projects. You have explained the processes, describing them in detail and then providing evaluation on each section, with clear identification of strengths and weaknesses.  Overall, this is an excellent piece of work, you have overcome some difficulties, but you have maintained a strong approach to the work throughout. This is an excellent start ad you should take note of the points above to ensure that you maintain this level of work. Well done excellent work. |