

**Student Name:** Carys Marshall  
**Project No. and Title:** 1 – Event Production  
**Units Covered:** Unit 9. Developing music performance and production

**Overall Grade:** **EXCELLENT**  
**Assessor:** Nicolas Sykes  
**Date:** 20/11/21

### Exemplification for UAL Awarding Body Grade Criteria – Level 3X

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

	<b>Referral</b> Work submitted fails to meet one or more of the assessment criteria and is of a poor standard	<b>Satisfactory</b> Work submitted meets all of the assessment criteria and is of a satisfactory standard	<b>Good</b> Work submitted meets all assessment criteria and is of a high standard	<b>Excellent</b> Work submitted meets all assessment criteria and is of a very high standard
<b>Context</b>	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.
<b>Research</b>	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.
<b>Problem solving</b>	Insufficient exploration of alternative ideas and processes. Problems unresolved.	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.

<b>Planning and production</b>	Ineffective planning and little or no evaluation against aims. Task or tasks are incomplete.	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.
<b>Practical skills</b>	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.
<b>Evaluation and reflection</b>	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.
<b>Presentation</b>	Ineffective communication and presentation of ideas. Lack of clarity in structure, selection and organisation.	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.

**Comments:**

Well done Carys, you have completed this project to an excellent standard. The work submitted meets all the assessment criteria and is of a very high standard. You have shown your skills in event management throughout this project, combined with a very strong work ethic. The final performance and video would not have been such a high standard without your input and drive – well done!

Context - You have provided a strong introduction that clarifies your aims and purpose with some examples from the music industry. You show understanding of context throughout the performance you managed.

Research – This was excellent, including research into different management techniques. You must also implemented research from a wider range of sources and referenced carefully.

Problem Solving – You successfully demonstrated the ability to solve problems as and when required with effective and decisive means. Your job role required extensive problem solving though out and enabled you to show your skills in this area.

Planning and Production – Your planning and production skills enabled you to get this demanding project completed on time. You remained organised throughout the whole process – even when under considerable stress.

Practical Skills – Your performance skills were good and your event management skills developed to become excellent. You demonstrated a professional approach to event management role with your peers respecting your role as event manager. Your video editing skills developed tremendously, and the final video would not have been possible without you!

Evaluation and Reflection – Evaluative and analysis is well written throughout the project and at the end of the project.

Presentation - You have structured and presented your work effectively, showing that you have an eye for organisation. The final video looks great and your presenting skills on camera add to this final product.

Well done Carys, the final video would not have been possible without your commitment to this project. The final video is very professional and you should be proud of it! Keep up the excellent work!