

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

Overall Grade: GOOD
Assessor: Nicolas Sykes
Date: 17/11/22

Exemplification for UAL Awarding Body Grade Criteria – Level 3 Ex

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

	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.
Problem solving	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.

Planning and production	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.
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.
Presentation	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 Leoni, you have completed this project to an excellent standard. The work submitted meets all the assessment criteria and is of a high standard. You have shown your skills in event management throughout this project, combined with a very strong work ethic. The final performance and event 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. However, you could have given some examples from the music industry. You show understanding of context throughout the performance you managed.

Research – This was good but most of the research you completed was implied. You definitely applied research directly to your project, looking at previous events (although that was only one college event – could have been more) and looking at gig posters. You can clearly see how the Shawn Mendes poster influenced your colour scheme. You could have included research into different management techniques. You must also implement research from a wider range of sources and reference 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. You successfully organised ticketing and car parking for the event – well done!

Practical Skills – Your performance skills were excellent, 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 performance skills also developed tremendously, and you practiced consistently to tackle some challenging pieces!

Evaluation and Reflection – Evaluation and analysis is well written throughout the project and at the end of the project. Your targets are clear although you may be able to make them more 'SMART' in the future. You could also look at reflective cycles for the final project. You could have evaluated rehearsals more but there is ample video documentation for this.

Presentation - You have structured and presented your work effectively, showing that you have an eye for organisation. The final performance looked great and your promotional materials were well designed and effective, including the programme.

Well done Leoni, the event would not have been possible without your commitment to this project. The amplified showcase was very professionally produced and you should be proud of it! Keep up the excellent work!