**Student Name: Amar Ali**

**Project No. and Title:**  Initial Task

**Units Covered:** n/a

**Overall Grade: Satisfactory**

**Assessors:**Tom Duxbury

**Date: 16/09/22**

**Exemplification for UAL Awarding Body Grade Criteria – Level 2v**

This guide is to be used in conjunction with the assessment and grading criteria for UAL Awarding Body qualifications at Level 2.

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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 |
| **Research** | Insufficient research and investigation evidenced. Little or no information from relevant sources used to inform ideas. | Sufficient research and investigation of relevant sources, information used to inform ideas. | Thorough research and investigation of relevant sources, coherent use of information used to inform and develop ideas. | Thorough and sustained research and investigation of relevant sources.  Accomplished and considered interpretation of information used to inform,  develop and extend ideas. |
| **Planning and production** | Ineffective or unrealistic planning and poor organisation. Task or tasks incomplete against timescale. | Realistic planning and organisation. Satisfactory production against timescales. | Effective planning, organisation and subject engagement evidenced. Efficient production against timescales. | Detailed and effective planning and organisation, commitment and subject engagement evidenced.  Substantial production against timescales. |
| **Practical skills and presentation** | Limited use of processes, application of skills or knowledge demonstrated, few or no alternative ideas and poor presentation. | Competent demonstration of processes and application of skills and knowledge used to develop and present creative solutions. | Considered and capable demonstration of processes, application of skills and knowledge used to develop ideas and present creative  solutions. | Accomplished demonstration of processes, skills and knowledge used to develop alternative ideas and present creative  solutions. |
| **Evaluation and reflection** | Inadequate evaluation or insufficient evidence of ongoing assessment of ideas limiting progress and development. | Sufficient evaluation with evidence of ongoing assessment of ideas used to inform progress and development. | Effective evaluation clearly communicated and applied to make reasoned decisions and inform the development of ideas. | Perceptive evaluation and interpretation, demonstrating clarity in thinking and decision making used to inform and  progress ideas. |

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| **Comments:**  These are the beginnings of a really good project, and you have completed this project to a satisfactory standard.  **Research**  You’ve provided very limited research for your induction task using just one image. You have some brilliant ideas, but these need evidence to be credible. Could you have researched the companies that put these events on and looked at how they branded their events? Research can exist as links to other websites, quotes, mood-boards, video recordings, interviews, audio clips etc. and can be easily added to your digital space.  **Planning and Production**  You created a script for your video which demonstrates brilliant planning. With more research you could have found a location which offered more insight to your project’s topic.  **Practical skills and Presentation**  Your footage is of high quality and being out in Bradford gives a great sense of place. If you had filmed hoardings, or existing advertisement, it may have put your argument into a better context for the issues being explored. The audio quality could have been better, at times it was hard to hear your voice.  **Evaluation and Reflection**  The level of reflection is very good. Your reflection was broken down into research, context, practical, and evaluation. This is a very good way to think about the individual parts that make up the creative process and to gain insight to your craft. You asked for feedback from peers, which helped gain some insight. To push things even further you could have created an action plan for your creative process, consolidating strengths and weaknesses and exploring the issues behind them so they can be developed through the next project.  **Overall Conclusion**  You’ve clearly thought about the issues surrounding Bradford’s image, and lack of advertisement for events. If this had been a longer project, I can imagine a really interesting outcome being created. The audio to your video could have been clearer, and the location could have included advertisement or related subject matter. You do have the ability to come up with relevant, self-directed ideas, which with more research, could have resulted in a stronger project. |