**Student Name: Amar Ali**

**Project No. and Title: Social Media Advert**

**Units Covered:** 1 & 2

**Overall Grade: Good**

**Assessors:**Tom Duxbury, Paul Holmes, Karl Sherwin, Lewis Blofeld

**Date: 16/11/22**

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

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:**  Well done Amar, you have completed this project to a Good standard. The work submitted meets all the assessment criteria and is of a good standard.  **Research**  You present insightful research through advert comparisons, which discuss modes of address, audience, formats, and design choices. The effects of your detailed research can be seen in your idea generation, which clearly incorporates how you have chosen to communicate and interact with your audience.  **Planning and Production**  You make use of excellent planning and production techniques, from detailed storyboarding, mood boards, and mind maps, to evolve and push your project into interesting territory. You clearly discuss and reflect upon equipment choice and the benefits of using certain technology over another.  **Practical skills and Presentation**  Your final advert is outstanding, demonstrating imaginative and creative vision. The use of sound was a particular highlight, along with the interesting and enigmatic voiceover. The transitions between shots were fun, and the final scene in space added a playful and humorous ending. You clearly have excellent software skills and can use different types of software to produce work of a high standard.  **Evaluation and Reflection**  Had you included a peer assessment, or a more in-depth evaluation, your project would have hit the ‘excellent’ grade boundary. Make sure in future projects to put as much effort into your evaluations as you have for the rest of your project.  **Overall Conclusion**  What a fantastic project, it was a joy to review each stage. You clearly demonstrate excellent creative media skills. Do make sure your evaluations are more detailed, so that you don’t miss out on achieving the high grade you deserve. |