**Student Name:** Bailey Haggan

**Project No. and Title:**  Project 1

**Units Covered: Unit 1 Introduction to media processes and technical skills**

**Unit 2 Introduction to design and research skills in creative media production**

**Overall Grade: SATISFACTORY**

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

**Date: 13/11/22**

**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 isof 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 Bailey you have completed this project to a Satisfactory standard. The work submitted meets all the assessment criteria and is of a Satisfactory. **Context & Research** The research you have provided for the project is overall quite good but there are some issues to how you have presented it. First of all the work should all be on digital space as a readable document rather than downloads, you can create multiple pages and upload these to DS but they should be created as pages rather than uploading word documents, this means the information is far easier to find and in the right place. The other issue is the lack of referencing, it is unclear what work is your own words and what work is copied from the internet, as there is no referencing it is impossible to tell. Please reference your work. Its unclear why you have chosen fan made adverts to analyse as these are not professional adverts that have been developed with a marketing strategy, it would have been far more suitable to choose professional adverts. It would have been beneficial to choose adverts relevant to your product as this would have helped with the inspiration. The analysis of these chosen adverts should provide details on modes of address, reception theory etc but you have added these as separate documents that share no relevance with your analysis. Please follow the brief more closely to ensure you are meeting the requirements. **Practical skills** There is very limited information on the preproduction of your project, the template you have used is suitable but lacks detail and further information on how you will articulate the process of creating your advert. Your work on the actual production is much better, again it would be easier to see your work if you uploaded it all to digital space as text rather than word documents. The final advert is good with some weaknesses. The voice over works well but the quality is fine and undefined, it would be good for you to use our recording microphones in future. The music works ok but is a bit sad and downbeat, it would have been to picked it up a bit as it is a toy for children. The animation at the end is excellent and works really well and makes the product seem more exciting. In future it would be good to research adverts similar to what you are going to produce as this will help you to prepare your advert to suit the right audience. **Evaluation and Reflection** The evaluation for your project is ok but there are some confusing elements. First you say you could have filmed more shots and used greenscreen more and then you contradict yourself by saying the filming and production had no issues? You highlight some areas of weakness like the planning but it isn’t clear what exactly was wrong with the planning? Was it that you didn’t know what you were planning to film? Or didn’t have a clear idea of the shots? The evaluation should really pinpoint the issues and potential solutions for future projects. **Overall Conclusion** Overall, there is some good work here, it is vital that you order your DS clearly and don’t upload word documents, instead copy and paste these to DS. To improve you should spend more time ensuring you develop the quality of your work. Referencing for the research, detail in the pre-production, developing a range of shots to edit with, applying research knowledge to create a relevant and suitable product for the target audience and explaining all the weaknesses in detail with potential solutions. You have produced a large amount of work for this project and it demonstrates your ability to create content, you just need to make sure you follow the brief more closely and spend more time developing the quality of your work.  |