**Student Name:** Bailey Haggan

**Project No. and Title:**  Project 2 Podcast

**Units Covered:**

Unit 4 Critical and contextual awareness in creative media production

Unit 5 Investigating audio production and technology

Unit 7 Investigating interactive production and technology

**Overall Grade: Satisfactory**

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

**Date: 09/01/2023**

**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 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. |
| **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 The work submitted meets the satisfactory grade of the assessment criteria and is of a satisfactory standard.  **Context -** The context of your work is good and it is clear that you understand the importance of graphic design and the related context. However, your research could provide greater depth and a more rounded, objective viewpoint for your podcast which seems very subjective. Not that podcasts can’t be in this format but it better to demonstrate that you can effectively research and use this information to inform your ideas and knowledge.  **Research -** You have successfully analysed two podcasts well with a good level of detail you have explored some areas of secondary research although there is no primary research evident. The proposal outlines the idea and theme of your work well, but it doesn’t support the research by provided secondary research on the topic of graphic design to ensure your work is formulated in an objective manner and not just based on subjective experience and knowledge.  The research for Microphones is ok but could have focused more on the use for Podcasts rather than music.  **Practical skills –**  The music for the final podcast is very loud in comparison to the dialogue. The voice is thin and quiet and could have been either recorded with a different microphone or could have been recorded closer to use the microphones proximity. The screenshots could be embedded in Digital space to make your work more readable and easier to understand your points.    **Evaluation and Reflection**  There is a huge amount of work explaining what you did, you do not need to do this as you have already done this in task 1-4. Instead, you need to focus on the evaluation and reflection of each task, what worked well, what didn’t work out so well, was the research useful in terms of the development of the script, did you use information from your research to inform you knowledge of graphic design. How did the recording of the podcast go, was it easy, did you have to redo recordings, did you spend a lot of time editing the audio and did this impact the final production?  **Overall Conclusion**  Overall the project was completed to a satisfactory standard, the context and research is ok but is not used effectively in the project, how have you designed your podcast around the audience type and desires? How have you used research to create a more detailed podcast based around industry facts and figures. A lot of what you discuss on the podcast is your views without any research to back up these as fact. The practical work is ok but lacks finesse and quality control and the evaluation doesn’t really evaluate the strengths and weaknesses of the project. |