**Student Name: Max Myers**

**Project No. and Title: 1: Sound Design - Bots**

**Units Covered:** Unit 5 Investigating audio production & technology

**Overall Grade: Good**

**Assessor(s):** Lewis Blofeld

**Date:** 01/01/21

**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 Max, this is an outstanding piece of work, you clearly have a great skill in creative media, and this is an excellent first project.  Context – Your portfolio is extensive and detailed. There is very clear evidence that you understand the wider context of sound design and foley and this has been illustrated with skill. The context you have provided is varied and precise and this is an excellent example of work.  Research – You research is also extensive and features a large range of sources that are applied with accuracy and focus. You clearly develop your ideas and display how this converted from research into your own ideas and thoughts. The only areas of improvement are the referencing which includes a hyperlink and more on how the research was implemented in the thought process of the sound design, although this will have been greatly impacted on from your absence in the first sessions before you transferred courses.  Practical skills – Your practical work is outstanding. The choice of sounds is excellent and effective at creating a character for Wall E. The syncronisation is excellent and creates a very real feel to the video. The only issues are during the vacuum blow up section where the vacuum seems to be the only sound even though there is a lot going on behind that, movement etc. The wave at the beginning is also a little quiet in relation to the other sounds. The biggest disappointment is that you missed out on the recording of sounds, meaning that you cannot achieve the full grade for this work as you didn’t complete that part, this is a real shame but does not affect your final grade.  Evaluation and Reflection – The evaluation is excellent and detailed throughout. There is a clear sense of understanding on the strengths and weaknesses of the project and your understanding of each of the processes. Again, excellent work that demonstrates your skill.  Overall, this is an outstanding piece of work that really demonstrates your ability both practically and academically. It is a shame about the practical section as you didn’t start the course until later but overall, this a project you should be very proud of, please continue to work at this level. |