**Assessment Feedback**

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| Assessment Key:  | **R** = Referral (evidence not sufficient) **S** = Satisfactory (evidence supports Pass) **G** = Good (evidence of a good standard) **H**= High (evidence of a high standard).  |

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| **Student name:**  Max Myers |
| **Brief:** Specialist study in Creative Media Production |
| **Lecturers & Assessors:**Casey Shaw, Thomas Duxbury | **Feedback provided by:** Casey Shaw |

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| **UNIT** | **LO** | **CRITERIA** | **STANDARD (R/S/G/H)** |
| **12** | 1 | 1.1: Critically describe a range of contextual perspectives influencing a chosen discipline in creative media production. | High |
| 1.2: Apply knowledge of critical perspectives to inform own practice. | High |
|  | 2 | 2.1: Identify a range of relevant academic and cultural sources for a personal research project. | Good |
| 2.2: Critically evaluate information from a range of sources to inform ideas. | High |
| 2.3: Assess the effectiveness of selected processes and skills in creative production | Good |
|  | 3 | 3.1: Apply academic conventions in the production and presentation of ideas. | High |
| 3.2: Effectively communicate ideas in appropriate formats. | High |

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| **Guide grade** **Area of learning**  | **Satisfactory** | **Good** | **High** |
| **Context** | Understanding of subject context used appropriately to make judgments, describe aims and clarify purpose. | Good understanding andknowledge of subject contextused to make sound judgments,articulate ambitions and clarifypurpose. | Comprehensive understandingand knowledge of subject contextused to communicate complexconcepts, articulate ambitionsand clarify purpose. |
| **Research** | Sufficient relevant informationhas been gathered, documentedand used in the development ofideas. | Thorough and sustainedresearch and investigation ofrelevant sources, interpretationand synthesis of informationused to inform, support anddevelop ideas. | Independently identified,thorough and sustained researchand investigation of a range ofrelevant sources, insightfulinterpretation and synthesis ofinformation used to inform,support and develop ideas. |
| **Problem Solving** | Sufficient exploration ofalternative ideas usingestablished approaches toresolve practical and theoreticalproblems. |  Decisive demonstration ofinitiative in effectively solvingproblems, adapting tounforeseen practical andtheoretical challenges to achieveidentified goals.  | Decisive demonstration of initiative in effectively solving problems, autonomously implementing creative solutions and adapting to unforeseen practical and theoretical challenges to achieve identified goals. |
| **Planning & Production** | Evidence of effective planning and evaluation against aims that have contributed to a satisfactory completion of the task or tasks | Coherent and reasoned planning, subject engagement and commitment. Realistic evaluation against aims and efficient production against timescales. | Detailed and coherent self-directed planning and negotiation, subject engagement and commitment. Continuous evaluation against aims and efficient production against timescales. |
| **Practical Skills** | Adequate range of skills and knowledge demonstrated. Competent execution and application of techniques used to develop ideas. | Consistent and appropriate processes, skills and knowledgeapplied to extend enquiry anddevelop creative solutions. | In depth understanding and aesthetic awareness, imaginative and flexible processes, skills and knowledge applied in extensive enquiry to develop creative solutions |
| **Evaluation & Reflection** | 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. |
| **Presentation** | Competent communication and sufficient clarity and consistency in presentation of ideas appropriate to the intended audience. | Confident selection, organisation and communication of ideas. Consistent approach to presentation demonstrating a good understanding of conventions and standards | Confident selection, organisation and communication of ideas. Demonstrating autonomy, personal style and an ambitious use of available resources to communicate ideas effectively to an intended audience |

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| **FEEDBACK:** |
| Max, you have presented a Specialist Study which explores the idea of ‘Why some Games Companies are hated?’ you explore ethical, political and legal implications surrounding consumerism in the games industry. You have chosen a mature theme and really appear to have engaged with the research sources and information, documented throughout your investigation. Consider how primary research methods may have provided you with qualitative information that informs your understanding of this context – as you progress onto FMP, I would like to see you apply more primary research methodologies as you progress onto your FMP to really inform the development of your ideas and support decision making. Your Digital Space is presented professionally with consideration of the investigation and subject aims and your seminar effectively discusses and addresses the theme. You provided case-studies on notable games companies and identified the response to these. Further research into the frameworks of ‘reception theory’ and other academic theories, would have allowed you to communicate more complex concepts and clarify purpose within your research activities. Overall, you have evidenced a strong understanding and knowledge of subject contexts surrounding the gaming industry and audience responses and use research to form sound judgments and articulate ambitions within your seminar. I would like to see how this research informs your FMP and provides a basis for you to build further knowledge surrounding audience / demographics and ethical concerns in gaming. Well done Max!  |