**Student Name:** Meher Ali Shah - 10630774

**Project No. and Title:**  Brief 1 – Social Media Advert

**Units Covered:** Units 1 and 2

**Overall Grade: Good**

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

**Date: 07/11/22**

**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 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 Meher, the work submitted meets all the assessment criteria and is of a good standard overall.  **Context**  Your work demonstrates an understanding of the brief and the decisions you have made are appropriate. In your research you have looked at some of the complex techniques used in social media advertising such as targeting and visual communication but you could be clearer about how these apply to your own work or where your work would fit in to the social media landscape.  **Research**  The research you have done is relevant and you have used it to support your work. You have analysed some good examples of adverts and platforms. The research could be described as thorough and sustained as you have kept it up throughout the whole process. You have synthesized research in order to come to some conclusions about where to target your work. The presentation of your research could be improved to make it clearer and more readable - and to more clearly show where the information has come from.  **Practical skills**  This work demonstrates a variety of practical skills which have been used effectively in the production of your social media advert which is of a very strong standard. Screenshots and annotations are used effectively to explain how practical skills were used to achieve this.  **Evaluation and Reflection**  Your evaluation was of a good standard. You have sought out peer feedback and reflected on this. The final evaluation is fairly comprehensive and you have some evidence of ongoing evaluation through annotations. One way you could improve further is to evaluate the research sources you look at – to say how useful they were for you. You could also take some more time in drafting your writing and checking spelling and grammar to make it more professional.  **Overall Conclusion**  This project shows a massive improvement since the completion of your initial assessment. You are now on track to succeed in your level 3. With continued improvement you can be aiming for an ‘Excellent’ and Distinction grade in the FMP. The main areas to focus on would be presentation and making the whole project ‘read’ more like a journey. Think about the person looking at the project and ask yourself ‘does this clearly show my journey from A to B to C?’ Take the time to sum up in writing where you are and where you are heading after completing each task within a project. How has the task moved you forward towards the end goal? |