**Student Name:** Meher Ali Shah

**Project No. and Title:**  Brief 2 – Podcast Production

**Units Covered:** 4, 5 and 7

**Overall Grade: Excellent**

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

**Date: 16/12/22**

**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 an excellent standard.  **Context**  You have demonstrated an excellent understanding of podcast production through setting out in detail your ambitions and purpose, relating your research to your decision making and identifying where your podcast might fit within the wider podcasting world.  **Research**  You should remember to provide references in Harvard style for the sources of your research for future projects. You have independently identified a range of relevant sources for your research into podcast audiences and the topic of your podcast, it is clear where you have sourced this information and clear how you have used this information to support and develop your own idea, for example by targeting your podcast at young adults.  **Practical skills**  The practical skills evidenced in your journal and finished podcast are of an excellent standard. You have demonstrated these through the production of your podcast, design of your logo and through your journal which is full of in-depth information about audio editing and microphone types. Your finished podcast is of a high quality and very listenable.  **Evaluation and Reflection**  Your evaluation and reflection is clearly written and makes many valid points. You have responded to feedback professionally and perceptively evaluated your podcast to find areas for improvement. Throughout your portfolio you have demonstrated mature, sophisticated decision making.  **Overall Conclusion**  An excellent project which satisfies all aspects of the brief. To maintain and improve on this high standard try and get used to referencing your research sources in Harvard style and having a dedicated reference list. Also start including ongoing evaluation and reflection more throughout all tasks as this will be something we move towards for the FMP. |