**Student Name: Ibraheem Afzal**

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

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

**Overall Grade: Good**

**Assessor(s):** Lewis Blofeld

**Date:** 01/01/2

**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 Ibraheem, this is an excellent first project with a combination of written and practical work achieved to a high standard.  Context – Your portfolio demonstrates a wide array and understanding of the subject and its wider context, there is a range of research presented and a clear understanding of its relation to the subject areas. You have explained what foley is, why it is important and how it achieved. You could have provided more detail on the job role and its relation to other roles in the industry, who they may liaise with or work with to achieve the best possible sound.  Research – You research explores a wide range of good sources that help to contextualise your ideas and relationship to the robot’s project. The research is well documented and Harvard referencing is used effectively throughout. It is clear that the research has helped you to develop your understanding of the role of foley in sound design and how effective it can be. You could extend your research to provide more depth of understanding and context. You could also use a more varied range of resources including journals.  Practical skills – Your practical work is to a high level, you worked effectively as a team member and helped in the recording process. The range of sounds you acquired were good but could have more considered and appropriate for the video, this is something that will be developed through experience. The creation of your sound design to Wall-e is good and on the whole syncronises well with the scene. There are some missing sounds for instance the winking eyes and also sounds that help to create a character rather than just add sound effects. There are some sounds which fall a little out of sync (the tracks) and some sounds could be synchronized tighter to the scene.  Evaluation and Reflection – The evaluation covers all aspects of the process of the practical work and is explained well. The processes are described well with a clear understanding of each aspect and its importance. The evaluation of the project is lacking in detail, there are a lot of opportunities to explain how each process could have been improved but there is not much detail in this. This is an area to work on to ensure that future grades are achieved.  Overall, some minor issues in the practical and the evaluation. The evaluation is a section that should be detailed to ensure that you will achieve a higher grade overall and this is something to consider in future. The practical could have been more attentive, with more consideration to the detail of each sounds, as this is a new process to you, you still managed to complete the task well, but consider your use of time more carefully in future projects. Research and context were both good but could be more detailed and more extensive in range and resource. Overall a very good first project well done. |