**Student Name:** Azan Iqbal

**Project No. and Title:**  Project 1

**Units Covered:** n/a

**Overall Grade: Satisfactory**

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

**Date: 06/11/22**

**Exemplification for UAL Awarding Body Grade Criteria – Level 2**

This guide is to be used in conjunction with the assessment and grading criteria for UAL Awarding Body qualifications at Level 2.

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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 |
| **Research** | Insufficient research and investigation evidenced. Little or no information from relevant sources used to inform ideas. | Sufficient research and investigation of relevant sources, information used to inform ideas. | Thorough research and investigation of relevant sources, coherent use of information used to inform and develop ideas. | Thorough and sustained research and investigation of relevant sources.  Accomplished and considered interpretation of information used to inform,  develop and extend ideas. |
| **Planning and production** | Ineffective or unrealistic planning and poor organisation. Task or tasks incomplete against timescale. | Realistic planning and organisation. Satisfactory production against timescales. | Effective planning, organisation and subject engagement evidenced. Efficient production against timescales. | Detailed and effective planning and organisation, commitment and subject engagement evidenced.  Substantial production against timescales. |
| **Practical skills and presentation** | Limited use of processes, application of skills or knowledge demonstrated, few or no alternative ideas and poor presentation. | Competent demonstration of processes and application of skills and knowledge used to develop and present creative solutions. | Considered and capable demonstration of processes, application of skills and knowledge used to develop ideas and present creative  solutions. | Accomplished demonstration of processes, skills and knowledge used to develop alternative ideas and present creative  solutions. |
| **Evaluation and reflection** | Inadequate evaluation or insufficient evidence of ongoing assessment of ideas limiting progress and development. | Sufficient evaluation with evidence of ongoing assessment of ideas used to inform progress and development. | Effective evaluation clearly communicated and applied to make reasoned decisions and inform the development of ideas. | Perceptive evaluation and interpretation, demonstrating clarity in thinking and decision making used to inform and  progress ideas. |

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| **Comments:**  Well done Azan you have worked hard on this project and have mainly achieved good and is graded at a satisfactory standard. The work submitted needs to meet all the assessment criteria.  **Research:** Your research shows a good level of investigation into advertising with examples and reflection. You research reception theory and also the awareness of trends is good to see in your research as it gives you a deeper understanding of the subject.  **Planning and Production:**  You need to go further at the planning stage to develop the idea further and it would be useful to put a shot list together before you film.  **Practical skills and Presentation**  Your editing skills are at a good level and cutting shot to the soundtrack works very well. You could have improved the piece by exploring the typography further and work to a gridded structure to be more impactful. Look at typography and grids for layout.  **Evaluation and Reflection**  Your evaluation is at a good level and you have illuded to ways to improve your production in future projects which is commendable. The is successes in the editing to sound and this is an achievement.  **Overall Conclusion**  Practice and improve your production skills and this will dramatically enhance the final outcome. The piece does end abruptly so be aware of this and it would be simple to remedy this. See staff more in the development of your work to get feedback to help your process. |