**Student Name:** Azan Iqbal

**Project No. and Title:**

**Units Covered:**

**Overall Grade: Referral**

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

**Date: 09/01/2023**

**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 isof 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 creativesolutions. | Accomplished demonstration of processes, skills and knowledge used to develop alternative ideas and present creativesolutions. |
| **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 andprogress ideas. |

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| **Comments:**You would have achieved a good grade if you had have completed your evaluation and reflection. This needs to completed. The work submitted meets all the assessment criteria and is of a referral standard. **Research** There isevidence of research, from mind mapping to investigating relevant facts and figures that have informed your podcast. You have evidenced the source of your information which is from Stonewall, therefore the facts are informed from a credible organisation. This has given you a framework of issues that has informed your piece.**Planning and Production**It is clear from the script that you have developed, that you have formed a very good introduction and planned the section appropriately for the points you wish to convey. The script is well written and you have thoroughly gathered your information and sourced each point within the script which informs the listener of each aspect of the topics that are covered.**Practical skills and Presentation** You have successfully recorded and edited your podcast using the appropriate recording facility and editing software. You have some examples of ‘sound design’ however, this is royalty free and you have evidenced the source of these intros. The overall sound quality is very good, well done. You have also created your branding and have examples of your inspirations. You have also applied your designs, to a bus stop advertisement board, Totebag and online elements, very good.**Evaluation and Reflection** I cannot find on your digital space any evaluation and reflection? I thought you had done this?**Overall Conclusion** You have chosen a very good subject to investigate, well done for tackling this issue. Your delivery is a little fast at the beginning. The branding you have designed is on brand for the theme that you are looking at. You make very good points in the podcast that is positive and well researched. I see you have added the link on your digital space so the viewer can make comments, well done. |