**Student Name:** Usman Iqbal

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

**Units Covered: Unit 1 Introduction to media processes and technical skills**

**Unit 2 Introduction to design and research skills in creative media production**

**Overall Grade: Good**

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

**Date: 13/11/22**

**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.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **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. |

|  |
| --- |
| **Comments:**  Well done Usman you have completed this project to a Good standard. The work submitted meets all the assessment criteria and is of a Good.  **Context & Research**  The research on the two adverts is excellent with a clear understanding of the target audiences, please put your work on the same page, so it is clear where the comparisons are. It is essential that you provide references to verify what is your work and what is referenced, so it is clear what is your work. The research for comparisons of social media platforms is ok but there is no real comparison of these sites, their demographics and trends, this is a shame as your ad research is excellent.  **Practical skills.**  The pre-production is good, with some clear details on the production plan. You could have provided more detail in terms of what exactly you had planned and how you intended to articulate it. Unfortunately, there are no details on the production of the ad, you should provide photos and explanations on how you filmed it and shot the different parts for your ad. Please ensure you add these details in future projects**.** The editing section is excellent, and this is how the production part of your assignment should have looked. The advert is self as a final project is excellent and demonstrates your skill at creating visual and audio advert that suits the target market.  **Evaluation and Reflection**  The evaluation is excellent, it is clear and identifies most areas of weakness, although you could have provided more detail on why the production was not captured and there is no write up on the process.  **Overall Conclusion**  There are some excellent parts of work in this project, but these have been undermined by weaker sections for instance the lack of social media platforms research and production diary. This is a shame as your grade could be significantly closer to excellent if you had provided more detail in these areas. In future, please ensure all work is completed to the highest standard. |