**Student Name:** Usamn Iqbal

**Project No. and Title:**  Project 2 Podcast

**Units Covered:**

Unit 4 Critical and contextual awareness in creative media production

Unit 5 Investigating audio production and technology

Unit 7 Investigating interactive production and technology

**Overall Grade: Excellent**

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

**Date: 09/01/2023**

**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 Usman, the work submitted meets the Excellent grade of the assessment criteria and is of an excellent standard.  **Context –** Your contextual research is excellent, for both Podcasts you have presented a range of demographic and contextual facts that validate your ideas and opinions on the podcast series’ you have explored.You havedemonstrated a further contextual awareness of Podcasts as a format and explored these markets and audiences as a whole. This is excellent work.  **Research –** Your research is extensive and detailed with a selected range of appropriate sources that contextualise your understanding to an excellent standard. It would be good to see more primary research to back up some of the podcast themes but overall, this is excellent work. You have an excellent range of research on the ottoman empire, but the only improvement would be to seek academic sources, such as books and journals to validate the accuracy of the information you have researched.  **Practical skills –** The design and theme of your artwork is excellent and matches the expectations on this form of podcast. The only improvement is the resolution of the face could be higher to ensure a high-quality product. The recording of your podcast is good, it is clear and well balanced, and your dialogue is clear and you passion on the subject is evident. At time the podcast becomes a little unclear but for your first podcast it is still created to an excellent standard.  **Evaluation and Reflection –** You have explained in detail your experiences and the strengths and weaknesses of the project You have discussed the skills you have developed and related these with your creative decisions. You could be more focused on developing the weaknesses in future projects but overall, this is still an excellent evaluation.  **Overall Conclusion**  An excellent piece of work that demonstrates you can work to the highest levels required to meet the learning outcomes. You have demonstrated a passionate and dedicated approach to the Podcast, and this is evident across all the submitted work. Please take note of the areas of weakness identified in this feedback sheet. Well done this is excellent work you should be proud of, please continue to work to this standard. |