**Student Name:** Alex RIchardson

**Project No. and Title:**  Project 2 Preparing for Progression

**Units Covered:**

Unit 11 Preparing for Progression in creative media production

**Overall Grade: Referral**

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

**Date: 20/02/2023**

**Exemplification for UAL Awarding Body Grade Criteria – Level 3 Extended Diploma**

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. |
| **Problem solving** | Insufficient exploration of alternative ideas and processes. Problems unresolved. | Sufficient exploration of alternative ideas using established approaches to resolve practical and theoretical problems. | Decisive demonstration of initiative in effectively solving problems, adapting to unforeseen practical and theoretical challenges to achieve identified goals. | Decisive demonstration of initiative in effectively solving problems, autonomously implementing creative solutions and adapting to unforeseen practical and theoretical challenges to achieve identified goals. |
| **Planning and production** | Ineffective planning and little or no evaluation against aims. Task or tasks are incomplete. | Evidence of effective planning and evaluation against aims that have contributed to a satisfactory completion of the task or tasks. | Coherent and reasoned planning, subject engagement and commitment. Realistic evaluation against aims and efficient production against timescales. | Detailed and coherent self- directed planning and negotiation, subject engagement and commitment.  Continuous evaluation against aims and efficient production against timescales. |
| **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. |
| **Presentation** | Ineffective communication and presentation of ideas. Lack of clarity in structure, selection and organisation. | Competent communication and sufficient clarity and consistency in presentation of ideas appropriate to the intended audience. | Confident selection, organisation and communication of ideas. Consistent approach to presentation demonstrating a good understanding of conventions and standards. | Confident selection, organisation and communication of ideas. Demonstrating autonomy, personal style and an ambitious use of available resources to communicate ideas effectively to an intended audience. |

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| **Comments:**  Alex, the work submitted does not meet all the assessment criteria and is of a referral standard.  You have successfully researched and planned your potential progression routes from the LV3X diploma. You have researched, planned and written a personal statement although you have chosen not to apply for university, it would be good to consider your other options, but it seems most likely you will defer for a year.  Your portfolio is inaccessible, please make this public so I can mark the work developed.  Your CV is good with some good levels of detail on your knowledge, education, and experience. The layout could be a bit more spacious and the font sizes and bold more consistent but overall is suitable for job applications.  Overall, you have created a personal statement based on your previous experiences and employment, your CV is good with some minor improvements to be made but your portfolio is missing and needs adding. |