

**Student Name: Oliver Wright**  
**Project No. and Title: 1 – Event Production**  
**Units Covered:** Unit 9. Developing music performance and production

**Overall Grade: SATISFACTORY**  
**Assessor: Nicolas Sykes**  
**Date: 17/11/22**

**Exemplification for UAL Awarding Body Grade Criteria – Level 3X**

This guide is to be used in conjunction with the assessment and grading criteria for UAL Awarding Body qualifications at Level 3X.

	<b>Referral</b> Work submitted fails to meet one or more of the assessment criteria and is of a poor standard	<b>Satisfactory</b> Work submitted meets all of the assessment criteria and is of a satisfactory standard	<b>Good</b> Work submitted meets all assessment criteria and is of a high standard	<b>Excellent</b> Work submitted meets all assessment criteria and is of a very high standard
<b>Context</b>	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.
<b>Research</b>	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.
<b>Problem solving</b>	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.

<b>Planning and production</b>	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.
<b>Practical skills</b>	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.
<b>Evaluation and reflection</b>	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.
<b>Presentation</b>	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.

**Comments:**

Well done Oliver, you have completed this project to a satisfactory standard. The work submitted meets all the assessment criteria and is of a satisfactory standard. You have shown you are able to get involved with projects immediately and have an impact, after being involved in the project for only a couple of weeks.

Context - You show understanding of context throughout the portfolio, including the introduction, event safety and involvement with promotion. You also demonstrated context through your front of house role and were key at managing other students.

Research – This was sufficient but lacking a detailed and expansive exploration into the subject matter ensuring a broad range of resources have been implemented. You must look to implement research from a wider range of sources and reference carefully in order to reach a higher grade.

Problem Solving – You successfully demonstrated the ability to solve problems as and when required with effective and decisive means. Your role as promoter and front of house manager required problem solving and enabled you to show your skills in this area. You should try to develop this within your evaluation to demonstrate further understanding and evaluation of your problem-solving skills, it is not about just solving problems but developing your methods and understanding of solving them.

Planning and Production – Your planning and production skills were evident throughout your roles - You planned your script and how you would engage the crowd – this worked excellently. You contributed in event meetings and completed any activities assigned to you effectively. You should make sure you include more evidence of this planning process in future.

Practical Skills – Whilst you did not perform on bass, you demonstrated your ability as a performer, engaging with the crowd and appearing of BCB Radio where you came across professionally. You have really developed as a performer over the past year and your confidence on stage has improved significantly.

Evaluation and Reflection – Evaluative and analysis is well written at the end of the project with some reflections throughout the project. You should include more ongoing evaluations in the future.

Presentation - You have structured and presented your work effectively. Your work is well written, easy to read and easy to follow. Continue this approach for future projects! You also presented yourself well on BCB Radio.

Well done Oliver, you worked very hard to get involved in the project and your presence made a big impact. You really developed your confidence in your performing skills throughout this project and your final performance showed how you can engage a crowd. You were vital in helping Leoni as event manager and overseeing the front of house car parking attendants. With more time in college for the next project, you are capable of an excellent grade.