**Student Name:** Finlay Lambert

**Project No. and Title:**

**Units Covered:**

**Overall Grade: GOOD**

**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 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 |
| **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 creative  solutions. | Accomplished demonstration of processes, skills and knowledge used to develop alternative ideas and present creative  solutions. |
| **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 and  progress ideas. |

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| **Comments:**  Well done you have completed this project to a Good standard. The work submitted meets all the assessment criteria and is of a good standard.  **Research**    Your research is very thorough Finlay and you have drafted a very good proposal and you have evidenced the relevant points that you wish to apply to your script. There is evidence of podcast statistics from many areas of interest and you have become aware of the landscape where the contemporary podcast sits.  **Planning and Production**  You have submitted an outline for your script on your digital space, however, this is a general outline of your themes, so it seems like the sections were ad libbed. On the final podcast there is an element of repetitiveness and this is because you hadn’t thought about breaking each section into bullet points which would have improved the flow. Check your podcast idea page the text ends abruptly?  **Practical skills and Presentation**  The audio recording aspect is of good quality and your passion and delivery style is engaging. Your sound editing skills are very good and utilised the appropriate software, well done. As said above feeding forward, create a crib sheet or bullet points for the sections of the podcast and this would have improved the piece of work. You have evidenced the use of microphones and recording in the television studio which has added to the quality of the work. The ending could have been thought about as is ended to quickly.  **Evaluation and Reflection**  Your reflection is very good in the fact you have acknowledged you didn’t have time to finish the script. This can be improved in future by good time management and getting advice from staff when you think you have an issue. You have added the feedback from peers which is a very important part of your development in each project. Well done.  **Overall Conclusion**  The quality of the audio is very good. The branding is good and fit for purpose. Interesting delivery, and natural tone. There is a bit of repeating. Using a personal story is useful to tell. There is evidence of sound/music being used. You have edited the piece well. Abrupt ending. You need to had the link to the podcast on your digital space. |