**Student Name: Finlay Lambert**

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

**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: Referral**

**Assessors:** Kulvinder Reehal, Paul Holmes, Karl Sherwin, Lewis Blofeld

**Date: 23/11/2023**

**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:**  Finlay The work submitted does not meet all the assessment criteria and is of a referral standard.  **Context**  The context is relevant, and you have explored the wider world of stories but you could have explored storytelling and podcasts in more detail and with a concise approach. There is only just enough evidence to meet a satisfactory grade but this is very close to being a referral. At level 3 more quality and detailed work is expected, you will need to work harder to ensure you meet the higher grades at this level.  **Research**  You have provided a range of research, but the depth and analysis of this research are not great. You need to develop a more concise way of presenting your information to ensure you provide depth and detail in your research and analysis. You have provided a lot of research but there is not a lot of detail in this, this is the area you should seek to improve.  **Practical skills**  The spectrograph does not explain the audio editing process, the effects you used and how you bounced the final cut. There is very little evidence of the process of audio recording or editing for a podcast, this is expected.  The podcast is not presented in a professional manner, there is no introduction, and the audio is noisy and in mono on the right-hand speaker only. The quality and evidence you have provided are not to a satisfactory standard. You will need to resubmit your work with more evidence of editing, recording process and addition of introduction music. Your podcast is not told as a story, you are reading about what the topic is, instead of reading the script, why?  **Evaluation and Reflection**  The evaluation does not evaluate the process, it describes what you did. What were the strengths and weaknesses of the project, how would you improve it, and what would you do differently? The feedback is a good way of getting more assessment, but you could have provided more detailed feedback from each person.  **Overall Conclusion**  Your digital space is poorly laid out with pages in wrong orders and not linked to each task, please organise your DS to make it more easy to find your work in the correct pages and delete pages with nothing on. The contextual part of this project has only just been achieved, you must provide far more detail and depth at this level. Your research is very limited, it lacks depth and range. You don’t have to write pages but more concise and to the point. Your practical work requires far more effort and finesse, it does not seem like you have planned this project well, as your podcast is not told like a story or recorded well. Again you need to ask for help with the practical aspects of the project. Your evaluation does not evaluate the project, it describes what you did, which is not required in this section. |