**Student Name: Finlay Lambert**

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

**Units Covered:**

Unit 4 Critical and contextual awareness in creative media production,

Unit 5 Investigating audio production and technology

**Overall Grade: Referral**

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

**Date: 02/02/2024**

**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 –** You have provided some context to your project that demonstrates the statistical information on racism in Bradford, but you haven’t explained how this impacts or how you will use it within your project, please make sure you incorporate your research into your project, explaining the context and its relationship to the work as well as your thoughts on it. The section on racism in Bradford College is better at presenting the context but this jumps around and is unclear, one moment you are discussing the college the next racial hate crimes in England and Wales, you need to try and use related information, for instance racist incidents in Bradford would have been far more relevant.  **Research –** It is evident you are trying to reference correctly but you are not providing the in-text citations to verify where the reference is from, please ask a tutor to show you how to do this as it is essential to level 3 work. The sources you have used at times are suitable but there is a lot of information that is clearly not your work but is not correctly referenced.  **Practical skills**  No evidence provided.  **Evaluation and Reflection**  No evidence provided.  **Overall Conclusion – please complete and upload all work before the deadline.** |