**Student Name:** Yousef Naseer

**Project No. and Title:**  Initial Task

**Units Covered:** n/a

**Overall Grade: Referral**

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

**Date: 16/09/22**

**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:**  The work submitted does not meet all the assessment criteria and is of a referral standard.  **Context**  You were able to clearly articulate your response to the brief and your aims for the video. To go further with this you could have added further comments after relating to the BD25 bid – further showing an understanding of the context of the task.  **Research**  You have not presented any evidence of any primary or secondary research being carried out in relation to your idea or the BD25 bid (there was a research task designed to get you to do this). Either you have not done the task or not made it available on your digital space, both would result in a referral.  **Practical skills**    I know that you made a good video which would have given you a satisfactory or higher grade for this element of the assessment – however it has not been attached to your digital space and therefore there is no evidence (for an examiner) that the task has been done. It is very important that you present your work on your digital space otherwise it cannot be graded.  **Evaluation and Reflection**  Your evaluation was short but quite good quality. To get higher marks for this you could go further in reflecting on how various processes or activities contributed to the final outcome of the task – and if you had done the BD25 research you could reflect on whether your video would be successful in the context of pitching to the BD25 committee – and how you might change it for that context or how it compares to other similar videos and ideas.  **Overall Conclusion**  A promising start however things to focus on going forward would be: Taking care to collect together all the work you do and present it on your digital space in time for deadlines, and making sure to complete all tasks to a good standard, because whichever task you have the least evidence for will end up being the one that determines your overall grade - so try and cover all bases! |