**Student Name:** Yousef Naseer - 10662936

**Project No. and Title:**  Brief 1 – Social Media Advert

**Units Covered:** Units 1 and 2

**Overall Grade: Good**

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

**Date: 07/11/22**

**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:**  Well done Yousef, the work submitted meets all the assessment criteria and is of a good standard overall.  **Context**  Your work demonstrates a sound understanding of the brief and the decisions you have made are wholly appropriate. You have explained the context of the work and shown an understanding of some quite complex techniques used within Social media adverts such as audience targeting and visual communication.  **Research**  Brilliant research here which is thorough and sustained. It goes well beyond the minimum as you have selected a wide range of sources and analysed them in depth. You have gone on to incorporate some of the insights from your research into the development of your own ideas. Through the synthesis of multiple sources you have built up and insightful interpretation.  **Practical skills**  This work demonstrates a variety of practical skills which have been used effectively in the production of your social media advert. The only thing stopping this from being ‘Excellent’ was the practical demonstration of aesthetic awareness. As we develop your camerawork and editing skills we should help you to achieve this in future assessments.  **Evaluation and Reflection**  Your evaluation was of an excellent standard as you have effectively communicated your decision-making throughout the project and evaluated the end result of your work very honestly including creating action plans for yourself going forward. Being critical - it could have benefited from another read through and re-draft to make it clearer, but all the content was there.  **Overall Conclusion**  Very good work and as such we should be aiming for a full ‘Excellent’ grade in future work in order to prepare for a Distinction in the final major project. Just keep improving the quality particularly with practical skills, although I do expect these to improve with further practice. Also when writing annotations and evaluations consider making rough notes and bullet points first in order to organize your thoughts, then when writing you can focus on making it as clear as possible. |