**Student Name:** Yousef Naseer

**Project No. and Title:**  Brief 2 – Podcast Production

**Units Covered:** 4, 5 and 7

**Overall Grade: Good**

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

**Date: 16/12/22**

**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.  **Context**  You have demonstrated a good understanding of podcast production through setting out in detail your ambitions and purpose. This understanding could have been solidified by relating your research to your decision making and identifying where your podcast might fit within the wider podcasting world.  **Research**  You should remember to provide references in Harvard style for the sources of your research, this is an important area to improve upon in future projects. Your demographics research is very thorough and relates to the task but you could be clearer about how this has been implemented to support and develop your own idea. I could not find evidence of ‘interpretation and synthesis’ of the extensive facts and figures you found for audience demographics. However, the research that has been done into Hip-Hop for your own podcast which is evidenced in your script and podcast production is of a very high quality and has been interpreted, synthesized and used to develop your podcast.  **Practical skills**  The practical skills evidenced in your journal and finished podcast are of an excellent standard resulting in a creative, imaginative and highly listenable and enjoyable piece of work.  **Evaluation and Reflection**  The communication could be more ‘Professional’, watch out for lower-case ‘i’ and try doing more planning and proof reading to improve clarity and focus. It could be made more ‘Accomplished’ by including ongoing evaluation throughout the other tasks and by evaluating your finished podcast comparatively against other successful productions. You could also have recorded and responded to peer, tutor and target demographic feedback within this.  **Overall Conclusion**  When conducting research – go for quality over quantity, including Harvard references, synthesis and interpretation alongside the facts. The extensive research you did into hip-hop could also have been mentioned somewhere in your write-up. This had the potential for the ‘Excellent’ grade if you had done these things and tightened up the evaluation. Great work overall, looking forward to seeing what you do with future projects. |