**Student Name:** Henry Mulligan

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

**Units Covered:** n/a

**Overall Grade: SATISFACTORY**

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

**Date: 16/09/22**

**Exemplification for UAL Awarding Body Grade Criteria – Level 2**

This guide is to be used in conjunction with the assessment and grading criteria for UAL Awarding Body qualifications at Level 2.

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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 |
| **Research** | Insufficient research and investigation evidenced. Little or no information from relevant sources used to inform ideas. | Sufficient research and investigation of relevant sources, information used to inform ideas. | Thorough research and investigation of relevant sources, coherent use of information used to inform and develop ideas. | Thorough and sustained research and investigation of relevant sources.  Accomplished and considered interpretation of information used to inform,  develop and extend ideas. |
| **Planning and production** | Ineffective or unrealistic planning and poor organisation. Task or tasks incomplete against timescale. | Realistic planning and organisation. Satisfactory production against timescales. | Effective planning, organisation and subject engagement evidenced. Efficient production against timescales. | Detailed and effective planning and organisation, commitment and subject engagement evidenced.  Substantial production against timescales. |
| **Practical skills and presentation** | Limited use of processes, application of skills or knowledge demonstrated, few or no alternative ideas and poor presentation. | Competent demonstration of processes and application of skills and knowledge used to develop and present creative solutions. | Considered and capable demonstration of processes, application of skills and knowledge used to develop ideas and present creative  solutions. | Accomplished demonstration of processes, skills and knowledge used to develop alternative ideas and present creative  solutions. |
| **Evaluation and reflection** | Inadequate evaluation or insufficient evidence of ongoing assessment of ideas limiting progress and development. | Sufficient evaluation with evidence of ongoing assessment of ideas used to inform progress and development. | Effective evaluation clearly communicated and applied to make reasoned decisions and inform the development of ideas. | Perceptive evaluation and interpretation, demonstrating clarity in thinking and decision making used to inform and  progress ideas. |

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| **Comments:**  Henry, you have completed this project to a Satisfactory standard.  **Research**  You could have improved your primary research by including some actual facts and figure from Bradford Council and other neighboring cities to have a clearer picture of how the money is distributed to such schemes that you have highlighted.  **Planning and Production**  We would like to see more evidence of you planning the script and the details of the actual shoot.  **Practical skills and Presentation**  You have achieved a better result in this area, the sound was in fact very good and the positioning of your camera and your overall delivery on screen was at a very good level, well done.  **Evaluation and Reflection**  Your evaluation could be more robust and with deeper research the links and reflection could go much deeper.  **Overall Conclusion**  Henry, you are a very capable content creator and this is a real strength in your submission. Develop your research skills and use primary research for your projects to support your secondary research. This is a great start to the year, well done Henry! |