**Student Name:** Henry Mulligan

**Project No. and Title:**  Project 1

**Units Covered:** n/a

**Overall Grade: Satisfactory**

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

**Date: 06/11/22**

**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.o | 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 submitted a body of work that demonstrates research skills, you have chosen research that has informed your final outcome.  **Research:**  Your research is satisfactory overall and the presence of platform research is very good and will help you think about where the work should be placed. The two advertisements you chose were very good examples of social media advertising.  **Planning and Production:**  There is nothing uploaded on your planning page on digital space?  **Practical skills and Presentation**  Your final outcome is at a good level and the use of typography works very well in the final piece.  **Evaluation and Reflection**  Your reflection is in depth and the use of peer feedback is useful in giving you an opportunity to see where the improvements in the work can be.  **Overall Conclusion**  You have completed the project to a satisfactory level, continue developing your process for future projects. |