**Student Name:** Henry Mulligan

**Project No. and Title:**

**Units Covered:**

**Overall Grade: GOOD**

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

**Date: 09/01/2023**

**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:**  Well done Henry, you have completed this project to a Good standard. The work submitted meets all the assessment criteria and is of a good standard.  **Research**  There is evidence of primary and secondary research and a proposal that outlines your intentions. The logo development is very good in this section and illustrates your development which is commendable.  **Planning and Production**  You submitted your microphone selection and editing techniques which is clear you understand the process of the production process, well done. The script you have developed is thorough and you have investigated some historic and current issues surrounding conspiracy theories.  **Practical skills and Presentation**  You have a very good level of technical skills that is demonstrated throughout your development and the application of your branding is very successful. Feeding forward, it would have been good to see the hazard tape graphic element should have been applied to the posters and Tote bag.  **Evaluation and Reflection**  Your evaluation is a very good document that you have recognised the elements you would like to improve such as less improvisation for instance. You have reflected on the issues of editing the voice over to eliminate mistakes etc, well done.  **Overall Conclusion**  Great intro music. The branding works very well and is on brand. Excellent podcast voice and good quality. Your delivery is very professional and work very well, well done. Nice musical interludes. Your research is thorough and it is clear and succinct. Well presented on the big screen. You talk to the listener well and involve them in the talk. Is the title spelt correctly? You explain your own vulnerability to believe them. A good range of conspiracy theories, well done. I like the relaxed chat style, it has humour doo which helps with the subject. |