**Student Name: Henry Mulligan**

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

**Units Covered:**

**Unit 1 Introduction to media processes and technical skills   
Unit 2 Introduction to design and research skills in creative media production**

**Overall Grade: Referral**

**Assessors:** Kulvinder Reehal, Paul Holmes, Karl Sherwin, Lewis Blofeld

**Date: 24/11/2023**

**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.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **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,s 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. |

|  |
| --- |
| **Comments:**  Henry, the work submitted does not meet all the assessment criteria and is of a referral standard.  **Context**  The context is highly relevant, you demonstrate a clear understanding of the context of your story and how it fits within the professional industry. You have explored the context concisely and considered how this fits against your project and story. You could have provided more detail in the consideration of conflict/resolution etc as this would have enhanced your ideas and the clarity of the story's purpose.  **Research**  You have provided a brief research on an episode of The Office, this analysis is good but there is little additional research into storytelling as a whole. The brief sets out the requirement for research into the potential audience, this is expected to meet the higher criteria in this project. You also do not explain any methods to enhance the audience's experience.  **Practical skills**  The pre-production is very brief, there is little evidence of location scouting, equipment list is very basic, did you consider lighting? Only one mic? Not any lapel mics? Detailed planning will help you to achieve a higher standard of production, this is a key aspect to develop to ensure your project meets the excellent criteria. There is no evidence of any production, no photos of the filming, no screen shots of editing, no explanation for sound or editing and no final submission, this is really not acceptable at this level and also risks you failing the course as you only have one resubmission.  **Evaluation and Reflection**  No evaluation or reflection is provided, again this is not acceptable at this level and shows a lack of application and time management.  **Overall Conclusion**  As only half the work has been produced this is a very poor submission that lacks the final product as well as evidence of the creative and production process. A real shame, please ensure you complete all work within the deadline. |