**Student Name: Henry Mulligan**

**Project No. and Title:**  Project 2 Journalism

**Units Covered:**

Unit 4 Critical and contextual awareness in creative media production,

Unit 5 Investigating audio production and technology

**Overall Grade: Referral**

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

**Date: 05/02/2024**

**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:**  Henry, the work submitted does not meet all the assessment criteria and is of a referral standard.  **Context –** Your context is relevant and appropriate but there is a lack of research on your chosen area, which means that the context feels unsupported, there is a lack of foundation knowledge of the decline in radio, even though the interview is excellent.  **Research –** Your research is presented well but it is unclear what is your own work and what is referenced. Job roles are most likely paraphrased so please reference these correctly, if you are unsure how to please ask for help. The graphs you have selected are highly appropriate but again are not referenced correctly. There is research on the decline of radio but this is quite minimal out of the whole section of research and could have been more relevant to the context of the locality of Bradford.  **Practical skills –** The presentation of the article is excellent and demonstrates your flair for creativity and presentation. The creation of your own website is excellent and again demonstrates your skills and abilities in design. The interviews are well-shot and edited, with a clear narration and well-suited questions for the project.The only issues are, only one interview and the audio, which is quite reverberant and a little unclear, some low-cut would have helped and lavel mics to help pick up more direct sound. The B-Roll is good and demonstrates your understanding of how it is incorporated into interviews to maintain focus and interest. The music is also so low it seems more like background noise than intended music.  **Evaluation and Reflection**  No Final evaluation or evidence of evaluation and reflection throughout the process, which is a great shame.  **Overall Conclusion –** The practical work is excellent and demonstrates your great skills but you need to ensure the research you provide is relevant and explore the context of the project to provide a frame work. The research is suitable but needs to be referenced accurately to ensure higher grades. The evaluation needs to be completed. |