

Student Name: Isobel McEvoy
Project No. and Title: 1 – Event Production
Units Covered: Unit 9. Developing music performance and production

Overall Grade: GOOD
Assessor: Nicolas Sykes
Date: 10/11/23

Exemplification for UAL Awarding Body Grade Criteria – Level 3X

This guide is to be used in conjunction with the assessment and grading criteria for UAL Awarding Body qualifications at Level 3X.

	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.
Problem solving	Insufficient exploration of alternative ideas and processes. Problems unresolved.	Sufficient exploration of alternative ideas using established approaches to resolve practical and theoretical problems.	Decisive demonstration of initiative in effectively solving problems, adapting to unforeseen practical and theoretical challenges to achieve identified goals.	Decisive demonstration of initiative in effectively solving problems, autonomously implementing creative solutions and adapting to unforeseen practical and theoretical challenges to achieve identified goals.

Planning and production	Ineffective planning and little or no evaluation against aims. Task or tasks are incomplete.	Evidence of effective planning and evaluation against aims that have contributed to a satisfactory completion of the task or tasks.	Coherent and reasoned planning, subject engagement and commitment. Realistic evaluation against aims and efficient production against timescales.	Detailed and coherent self-directed planning and negotiation, subject engagement and commitment. Continuous evaluation against aims and efficient production against timescales.
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.
Presentation	Ineffective communication and presentation of ideas. Lack of clarity in structure, selection and organisation.	Competent communication and sufficient clarity and consistency in presentation of ideas appropriate to the intended audience.	Confident selection, organisation and communication of ideas. Consistent approach to presentation demonstrating a good understanding of conventions and standards.	Confident selection, organisation and communication of ideas. Demonstrating autonomy, personal style and an ambitious use of available resources to communicate ideas effectively to an intended audience.

Comments:

Well done Isobel, you have completed this project to a good standard. The work submitted meets all the assessment criteria and is of a high standard. You have shown your skills in promotion and performance throughout this project, combined with a very strong work ethic - some glimpses of excellent work here Isobel!

Context - You have shown a strong understanding of context throughout the promotion of the performance that you researched. You have also shown a good understanding of what it means to be a performer. You clearly have an excellent awareness of live performance.

Research – This was good, including research into different types of promotional posters. You must look to implement research from a wider range of sources and reference carefully to reach a higher grade for future projects, such as different promotional techniques and methods.

Problem Solving – You successfully demonstrated the ability to solve problems as and when required with effective and decisive means. Your job role required problem solving though out and enabled you to show your skills in this area. You were excellent at solving practical problems such as creation of content, often helping other class members and groups.

Planning and Production – Your planning and production skills enabled you to get this demanding project completed on time. In future projects you could include the resources you require to complete each task and create a production plan to check whether you are on track as the project progresses.

Practical Skills – Your performance skills were excellent and you have really developed as a guitarist, learning some technically difficult parts. You demonstrated a professional approach to the rehearsals, allowing for the professional performance you delivered. Your promotional skills developed tremendously, and the final performance would not have been sold out without your work! I look forward to seeing you develop as a guitarist and performer this year.

Evaluation and Reflection – Evaluative and analysis is well written throughout the project and at the end of the project. There is scope to add more detail to evaluations as projects unfold.

Presentation - You have structured and presented your work effectively, showing that you have an eye for presentation. The promotional content looked very professional!

Well done Isobel, the final performance would not have been possible without your commitment to this project. The final performance was very engaging and shows you have talent as an event manager and performer. There are some areas of the matrix to consider for improvement in future projects but this is a very good project submission overall – well done!