**Student Name: Asia Abdur Begum**

**Project No. and Title:**  Social Media Advert

**Units Covered:** 1 & 2

**Overall Grade: Good**

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

**Date: 16/09/22**

**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. | 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 Asia, you have completed this project to a good standard. The work submitted meets all the assessment criteria and is of a good standard overall.  **Research**  You have presented good research, exploring audience and formats, but your idea generation could have been explored further. If you had presented a mood board or mind map demonstrating your initial thought process, you would have pushed your project further. What has helped however, was the creation and design of a logo for your social media advert. This exploration demonstrates key ideas generation and is good work and is one of your key strengths in this project.  **Planning and Production**  Your production documents demonstrate key planning and presentation, helping you to think about how the final video will be captured. Keep up this good preparation in future projects.  **Practical skills and Presentation**  Your final advert demonstrates imaginative, playful, and considered approaches to media production. You have clearly thought about engaging your audience through a diverse range of shots, alongside an appropriate soundtrack. You make links between the product and the culture it belongs to. More time spent in software would have helped add interesting effects and transitions which would have pushed your advert even further.  **Evaluation and Reflection**  In your evaluation you’ve identified many interesting strengths and weaknesses. You have good awareness of the challenges faced in production, such as selecting and editing shots. You’ve attached a peer assessment document, but not shared any responses from your peers. This would have pushed your reflection further and you should include these responses in your next project.  **Overall Conclusion**  Overall this is a very promising project, demonstrating key creative abilities, such as imaginative-thinking and a good awareness of aesthetic values. In future projects make sure you explore and present many ideas before settling on a final one, and that you include peer assessment in your evaluations. |