

**Student Name: Samuel Jones**

**Project No. and Title: 3 – Artist development**

**Units Covered:** Unit 6 Music performance skills and practice  
Unit 7 Music production skills and practice

**Overall Grade: GOOD**

**Assessor: Eric Hayes**

**Date: 09/02/2024**

**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.

	<b>Referral</b> Work submitted fails to meet one or more of the assessment criteria and is of a poor standard	<b>Satisfactory</b> Work submitted meets all of the assessment criteria and is of a satisfactory standard	<b>Good</b> Work submitted meets all assessment criteria and is of a high standard	<b>Excellent</b> Work submitted meets all assessment criteria and is of a very high standard
<b>Research</b>	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.
<b>Planning and production</b>	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.
<b>Practical skills and presentation</b>	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.
<b>Evaluation and reflection</b>	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.

### **Comments:**

Well done Sam, you have completed this project to a Good standard. The work submitted meets all the assessment criteria and is of a high standard.

**Research - Good:** Sam, you have shown a commendable effort in exploring all the major social media platforms, which is a solid foundation for your project. However, the depth of your research was somewhat brief. To enhance your research quality, consider delving deeper into each platform's unique features, audience demographics, and successful case studies within the music industry. This more nuanced understanding can inform your strategy, helping you tailor your content more effectively to each platform's strengths and your target audience's preferences.

**Planning and Production - Excellent:** Your week-by-week plan showcases a highly organized approach to content creation, which is great. The level of detail you've provided indicates foresight and the ability to structure a complex project. To elevate your planning further, consider using visual aids like tables or charts. These tools can help clarify your plan's layout, making it easier to follow and assess both for yourself and others. Incorporating these could also enhance the professionalism of your presentation and make it easier to adjust your plan as needed.

**Practical Skills - Good:** Your musicianship has indeed come a long way, Sam. The strength of your first performance highlights your potential and skill development. It's understandable that confidence can fluctuate, especially when tackling more challenging pieces. Focusing on your voice, as you've suggested, could be a beneficial direction for your future development. Additionally, continuing to push your boundaries with the guitar while also focusing on vocal techniques might provide a more balanced skill set. Regular practice sessions that include performance simulations might help build your confidence across varied repertoire.

**Evaluation and Reflection - Good:** You've identified key areas for future development, which is a crucial step in your growth as a musician and a professional. To deepen your reflection, try to incorporate more detailed analysis of both your successes and the challenges you faced. Consider using specific examples from your performances to illustrate your points. Reflecting on how your audience's reaction might inform your future work could also add valuable insights. Employing a variety of evaluation methods, such as peer feedback, self-recording, or audience surveys, can provide a broader perspective on your work and areas for improvement.

Sam, your progress and dedication to this project are commendable. Your ability to plan, produce, and reflect on your work lays a strong foundation for future growth. You should evaluate and reflect in more depth, taking into account your own areas for improvement. You should concentrate on the areas of the matrix that require improvement for the next project. Keep pushing your boundaries, and continue to leverage your strengths while addressing areas where you can grow.