

Student Name: Kaitlyn Ashworth
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 Kaitlyn, 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 event management and promotion throughout this project, combined with very good practical skills when performing as part of a group on the guitar

Context - You show understanding of context throughout the performance you managed and all the different areas of research, including an analysis of promotion. You have also demonstrated your understanding through the written work in the various strands of your project – event manager and performer. You have provided an introduction that ties your project together and clarifies your aims and purpose. You could also look at some examples from the music industry, such as other local gigs/performances and event management roles.

Research – You have researched and referenced all areas of the project appropriately. You could have also included research into different management techniques. You must also implemented research from a wider range of sources and reference carefully.

Problem Solving – You successfully demonstrated the ability to solve problems as and when required with effective and decisive means. Your job role required extensive problem solving though out and enabled you to show your skills in this area.

Planning and Production – Your planning and production skills enabled you to get this demanding project completed on time. You remained organised throughout the whole process – even when under stress.

Practical Skills – Your performance skills were very good and you managed to perform difficult guitar parts in an ensemble in new styles. Your event management and promotion skills developed throughout the project, working with lots of different people. You demonstrated a professional approach to your promotional role.

Evaluation and Reflection – Evaluative and analysis is detailed and well written throughout the project and at the end of the project. You could explore using a reflective cycle or other ways to document this such as audio and video.

Presentation - You have structured and presented your work effectively, showing that you have an eye for organisation. The order of your tabs is logical and neat. The final gig looked excellent and you presented yourself appropriately to the audience.

Well done Kaitlyn, the final performance would not have been possible without your commitment to this project. Your performances were excellent and you should be proud of them! This project is very well documented throughout this portfolio - keep up the excellent work!