**Student Name:** Leon Whiting

**Project No. and Title:**  Project 1

**Units Covered: Unit 1 Introduction to media methods and skills,**

**Unit 2 Introduction to production techniques in creative media**

**Overall Grade: SATISFACTORY**

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

**Date: 13/11/22**

**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 isof 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** | 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. |
| **Research** | 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**  | 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 creativesolutions. | Accomplished demonstration of processes, skills and knowledge used to develop alternative ideas and present creativesolutions. |
| **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 andprogress ideas. |

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| **Comments:**Well done Leon, you have completed this project to an satisfactory standard. The work submitted meets all the assessment criteria and is of a satisfactory. **Research** The research on social media platforms is good, with lots of detail and a clear understanding of the differences in the platforms. The problem is there is no reason on comparisons of two different adverts, that are relevant to your project. You should have compared two examples of adverts and how these are marketed towards specific markets. This is a real shame as it limits your grade to a satisfactory rather than good or excellent. Please follow the brief and ensure you meet all the criteria. **Planning and Production**Your planning and production is ok but could be far more detailed. The template document is brief and doesn’t prepare you much for the shoot. In future spend more time thinking carefully about your ideas and how you might execute them**Practical skills and Presentation** Your final advert is outstanding, it is short but the quality, detail and effectiveness are outstanding. The advert would be suitable for professional release, you should be very proud of the quality of your work and the spookiness of the advert. The music works really well and sets an emotional background, this combined with the glitchy effects creates a very effective advert that meets the target audience to an excellent level. **Evaluation and Reflection** Your evaluation is very honest and highlights the main weaknesses, you could have identified the lack of detail in the pre-production section but overall this is a good evaluation. There could have been more detail to provide further analysis of the lack of research, what exactly was missing and again the lack of depth in the pre-production. **Overall Conclusion** The advert is an excellent piece of work, it would have been even better if you had produced all the visuals yourself, e.g. the witch shots but the use of these visuals has created a stunning piece of work. In future try to create all the content yourself, with maybe exception for the music. The lack of research on the two comparisons is a shame and the detail lacking in the pre-production have all had a significant impact on your grade. In future please ensure all these areas are excellent to ensure the highest possible grade.  |