# Student Name: Leon Whiting

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

**Units Covered:**

**Unit 1 Introduction to media processes and technical skills   
Unit 2 Introduction to design and research skills in creative media production**

**Overall Grade: Satisfactory**

**Assessors:** Kulvinder Reehal, Paul Holmes, Karl Sherwin, Lewis Blofeld

**Date: 05/12/2023**

**Exemplification for UAL Awarding Body Grade Criteria – Level 3**

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

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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 |
| **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,s 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. |
| **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. |

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| **Comments:**  Well done Leon, the work submitted meets all the assessment criteria and is of a satisfactory standard.  **Context**  The context is good, with a range of subjects and your interest is demonstrated effectively. There is, however, a lack of explanation for the demographics and audience that you expect to watch and engage with your short film. This is a crucial part of your process as it enables you to focus your attention on what they expect and how you might enhance their experience.  **Research**  The research for your project is good but there is no evidence of referencing to demonstrate what is your work and what is cited. Please ensure you Harvard reference all work to demonstrate what is your own words. The range of research is good and covers a wide range of subjects. It does not however explain the wider context of the project in terms of audience and demographics. These are areas to improve on and please ensure you follow the brief so you can achieve higher grades.  **Practical skills**  The pre-production lacks depth and detail, at this stage, you should have risk assessments, location scouting images and documents, and equipment lists with details of settings. You need to add far more detail into your preproduction to ensure the success of the production. The post-production is very limited, how was it edited, what effects did you use, what cuts did you make, sound edits? There is no evidence of this. The drafts are helpful, but you should have photos of the set-up and shoot, demonstrating where you shot and the position of the camera, the lighting setup, the mic positioning etc. You should also highlight which is the finished short film.  **Evaluation and Reflection**  Your evaluation is very brief, it does very little to articulate the process and development of your project, at level 3 a much higher level of evaluation is expected, how could the project have been enhanced and improved from start to finish, especially the post-production,  **Overall Conclusion -**  There is some good work here but there is a lack of detail in most areas, the expectations at Level 3 are much higher and the documentation you provide should reflect this. The research lacks referencing to demonstrate what is your work and what has been copied. Please use Harvard references in future. The practical skills is very lacking in pre, production and post, where is the evidence of how you planned, shot and edited the work? The evaluation lacks depth and thought, far more is required on this. |