**Student Name: Leon Whiting**

**Project No. and Title:**  Project 2 Journalism

**Units Covered:**

Unit 4 Critical and contextual awareness in creative media production,

Unit 5 Investigating audio production and technology

**Overall Grade: Good**

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

**Date: 16/02/2024**

**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, 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:**  Leon, the work submitted meets all the assessment criteria and is of a good standard.  **Context –** Some really good examples of the context within your research page, the exploration of bias between different news articles is great, more detail on this would provide a greater demonstration of your understanding of bias and more importantly its impact. Your topic is an excellent choice, and you have explained the exploration between myth and facts, this sets up the project in a well-organised and clear way, helping you to complete it effectively. It is effective how you have started your research with bias and then incorporated this into your own work, this demonstrates excellent research and context skills.  **Research –** Your use of Harvard referencing is improving but please use the bibliography at the end of the document, rather than the end of each article, you should use citations within your work to demonstrate where the reference is from i.e. (author, date) rather than the full bibliography. There is a good range of research here but you could improve how you use it to shape the interviews and the structure of the article.  **Practical skills –** The practice interviews are substandard, and the quality at level 3 is expected to be much higher, even in a practice state. The interviews are recorded at extremely low-quality settings, the audio is terrible and the framing of the interview subjects requires considerate improvement. It is essential that you check all your settings and quality before filming anything, this should be a standard procedure for any filming production. However, it is good that you have seen this as a developmental process and have taken note of what not to do in future. It would have been beneficial to have spent more time developing the questions in pre-production, what exactly were you asking from each question and how would this help frame your report? The sound quality is ok, but there is a lot of background noise, sometimes this is unavoidable but it seems like it may have been easy to prevent it, moving the mic so the side faced away from the background noise would have helped, utilising the microphones super-cardioid polar pattern rejection. It would have also been good to have a mic on you asking questions or overdub this later. The use of titles helped to illustrate the questions was good and helped to clarify what you were asking. The overall interviews are good, but they lack effective integration into the article, what did you find from these interviews? Did it change the perception of what is myth and fact? Effective planning would help you to ask the right questions that will then help you incorporate them into your article, making the article more interesting, realistic, and less biased.  **Evaluation and Reflection – Y**ou have effectively evaluated the process to a good standard, it is clear you understand the factors that impacted your production and your solutions worked and enabled you to complete the project. More evaluation on the pre-production and planning would be welcome as this seems to be an area that you need to develop more. The quality of your filming and audio could be improved, using effective shots and editing down the interview to get the key points is an area to consider as well. The sound is a vital part of the interview technique, so make sure you not only set up the audio to reject noise but also use multiple mics to ensure a clear audio take.  **Overall Conclusion** A good concept, production and outcome overall, there are areas to improve as mentioned above, these are really important to consider to ensure progression and development for the next project. |