**Student Name: Leon Whiting**

**Project No. and Title:**  Project 3 YouTube

**Units Covered:**

Unit 3 introduction to professional practice in creative media production. Unit 6 investigating visual production and technology

**Overall Grade:**

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

**Date: 19/03/2024**

Unit 7 Investigating interactive production and technology

**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 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** | 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 the assessment criteria and is a Good Grade. **Context –** This is excellent, it is very clear that you understand the context of YouTube channels and the potential of monetization through them, it would be really beneficial to see how you have considered how you might monetize your videos in order to develop a career through YouTube. **Research** – Your research is good but there is still some work to do on your referencing, at points you use Harvard referencing but it is not consistent, please check you are using references in text but also provide a bibliography. This is essential for the higher grades. It would also be better to separate your pages, so it is clearer what is research and pre-production etc. You have provided evidence of research of monetization, but you have not incorporated it into your work, how might your channel make money from YouTube? **Practical skills –** Your preproduction is a bit vague, with a lot of the required information missing from the template. Please ensure this is complete as it demonstrates effect and detailed planning. It would have been beneficial to have had some shots from the production included in the evidence to see how and what you were shooting, even some clips from the video would have helped. The editing is good but you could have provided more detail into the various aspects of the edit. It is not clear what the technical issues with uploading was about? The vlog is ok but some of the filming is too close and lots of movement, it would be beneficial to use a gimbal to obtain steady shots as it was quite distracting. The vlog is also very long and becomes quite boring, you need to work on editing it down to the key sections rather than filming it all. **Evaluation and Reflection –** Your evaluation is good but only outlines the basic knowledge about your project, how many views and interaction have you had since the release. You need to explore your project in far more detail and analysing as you work through it. This could be evidenced more thoroughly through the pre-production/production/post-production**Overall Conclusion –** The context is very good, and this is a very suitable project for you. You need to develop better use of referencing and ensure you provide a bibliography, as this will have a significant impact on your grade for FMP if you don’t. Using separate DS pages will help you to illustrate your point. You need to provide far more detail and evidence during the pre/production/post stages and demonstrate WHY you have done what you did. This would help improve the evaluation and reflection of the project. You should also aim to compare your work to industry standard, how does it compare, is it good enough? What might you need to improve etc.  |