

Student Name: Aine McKee
Project No. and Title: Social Media Advert
Units Covered: 1 & 2

Overall Grade:
Assessors: Kulvinder Reehal, Paul Holmes, Emily Brogden, Lewis Blofeld
Date: 12/11/2024

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.

	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.

Comments:

Aine, the work submitted meets the referral standard. It has not met the assessment criteria.

Context

You have identified a product that can be advertised through social media and to advertise the homeware section that is less marketed. You have moved onto a different idea to advertise a specific album by Rage Against the Machine. The target audience has not been discussed in another detail and linked to your new idea. This needs to be looked at further

Research

Your initial research is clear to follow and there are some satisfactory examples of advertisements, however there is a lack of analysis. This needs to be looked at further.

Practical skills

There is not enough evidence of the practical skills you have developed during this project. The final exported video has not been included on your Digital Space.

Evaluation and Reflection

The evaluation has not been completed on Digital Space.

Overall Conclusion

You have not passed this project, the final exported project and the evaluation needs adding to your digital space. Further research and context need to be examined within Digital Space.