

**Student Name: Bradley Eccles**

**Project No. and Title: 3 – Artist development**

**Units Covered:** Unit 6 Music performance skills and practice  
Unit 7 Music production skills and practice

**Overall Grade: EXCELLENT**

**Assessor: Eric Hayes**

**Date: 20/02/2025**

**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.

	<b>Referral</b> Work submitted fails to meet one or more of the assessment criteria and is of a poor standard	<b>Satisfactory</b> Work submitted meets all of the assessment criteria and is of a satisfactory standard	<b>Good</b> Work submitted meets all assessment criteria and is of a high standard	<b>Excellent</b> Work submitted meets all assessment criteria and is of a very high standard
<b>Research</b>	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.
<b>Planning and production</b>	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.
<b>Practical skills and presentation</b>	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 creative solutions.	Accomplished demonstration of processes, skills and knowledge used to develop alternative ideas and present creative solutions.
<b>Evaluation and reflection</b>	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 and progress ideas.

**Comments:**

Well done, Bradley, you have completed this project to an Excellent standard. The work submitted meets all assessment criteria and is of a very high standard.

**Research - Excellent**

You have conducted in-depth research into Ren and Paul Weller, demonstrating a strong understanding of their social media presence and how they effectively engage with their audience. Your use of images and links enhances your research, making it both visually engaging and informative. You have also provided thoughtful and critical analysis of what makes these artists successful and which platforms they utilise best. This level of detail is excellent—continue to explore a variety of artists to broaden your understanding of how different musicians market themselves.

**Planning and Production - Excellent**

Your documentation of your practices with Mikey was well-structured and thorough, showing a clear development of your project. However, including your actual plans, such as initial ideas, content schedules, or any structured approaches you considered, would have made this even stronger. This would not only help showcase your working process more clearly but also serve as a useful reference for you in future projects. Consider keeping a more detailed log of your planning stages to fully map out your progression.

**Practical Skills and Presentation - Excellent**

You have written a well-crafted song that pushes your skills, demonstrating strong musicianship. The piece was well-rehearsed and performed to a high standard, showing clear preparation and confidence in execution. Your ability to incorporate input from other students is a valuable skill that will benefit you in collaborative settings moving forward. Keep challenging yourself musically and refining your performance skills to continue growing.

**Evaluation and Reflection - Excellent**

Your evaluation is thorough and critically engaged, with insightful discussions about areas where you feel improvements could be made. You have effectively reflected on what went well and what you will do differently in the future, showing a strong understanding of how to develop your work further. Keep up this level of reflection, and consider experimenting with different evaluation formats such as video reflections or structured self-assessments to gain even more insight into your progress.

You should evaluate and reflect in more depth, taking into account your own areas for improvement. You should concentrate on the areas of the matrix that require improvement for the next project.