



Student Name	Madison Coyle	Overall Grade	Excellent
Project Title	Project 4: Editorial/Fashion/Bridal	Assessor	Asiea Hussain
Units Covered	Unit 7: preparation for specialist study	Date	13/03/24

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.	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 and Presentation	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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Context

Well done, I can see you have shown clear understanding and knowledge of subject context used to communicate complex concepts, articulating ambitions and clarifying purpose. Images used on your progress and learning different techniques and critically analysing your work using this to help to achieve your final look.

Research

Independently researched and investigated a range of relevant sources, using PowerPoints and handouts, however more research from credible sources online would have been insightful, however I can see you have supported and developed ideas on your final look for this project.

Practical and presentation

A thorough completed week by week, showing regular critical analysis on own work as well as showing consistent comparisons to hair and textured hair on both fashion, editorial and bridal hairstyles, Well done was very informative.

Evaluation and reflection

A good understanding and evaluation are evident throughout your work as well as decision making and critical analysis on the completed chosen look. Work produced was at a professional standard, well done.

Areas for development;

Targets:

- Use credible sources for research referencing/ reference throughout your work.
- Use more professional industry examples, and images and to cross link and compare their work against your own

Student Signature: Date:

Staff Signature: A.Hussain Date: 13/03/24