

Student Name: Ahmed Raza
Project No. and Title: Podcast

Units Covered: 4.1, 4.2, 5.1, 5.2, 5.3, 7.1, 7.2, 7.3

Overall Grade:

Assessors: Kulvinder Reehal, Paul Holmes, Em Brogden,
Lewis Blofeld

Date: 23/01/2025

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:

Well done Ahmed, The work submitted meets meet all the assessment criteria and is of an excellent standard.

Context

You have an extensive understanding of the audience and subject matter of your podcast. You have looked into some depth into your subject matter and created a high-quality final result.

Research

Your research is very thorough and this has enabled you to develop your ideas and produce a compelling piece of work. Carry on with this level of engagement with research and this will enable you to continue at this high level.

Practical skills

The quality of your final recording is excellent. You really have made an effort to capture the audio in a suitable space that has very good acoustics. The choice of microphone and recording device makes the podcast sound professional. You have also edited the piece very well and selected the relevant segments to make your point appropriate.

Evaluation and Reflection

This area needs to be improved. You could have talked about the time you spent contacting the right people and that you had to adapt your ideas to finalise the piece. The evaluation is too short and needs to be more in depth.

Overall Conclusion

You have demonstrated that you can work at a high level and you must continue doing so for the up and coming projects. Please share with staff the evaluation aspect of your next project so you can get the very best grade. Very well done!