

**Student Name:** Ahmed Raza  
**Project No. and Title:** Social Media Advertisement  
**Units Covered:** 1 & 2

**Overall Grade:**  
**Assessors:** Kulvinder Reehal, Paul Holmes, Emily Brogden, Lewis Blofeld  
**Date:** 04/02/2025

### 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.

	<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>Context</b>	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.
<b>Research</b>	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.
<b>Practical skills</b>	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.
<b>Evaluation and reflection</b>	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 a good standard.

**Context**

You have identified an area of interest in the product you have chosen and have backed this up with appropriate research that illustrates the area of interest and the nature of the target audience.

**Research**

You have research this project very extensively and there are some very good examples of advertisements in the same field. You have supplied many examples that underpin your findings. You have understood the target audience and also looked deeper into the psychology of advertising and market placement. You have also have evidence of script development and the addition of a very good storyboard. It is good to see that you did location scouting, as well as problem solving with your choice of actors.

**Practical skills**

This project has showcased your improving skill set and you have worked independently taking guidance when required. You have also navigated your way through potential problems and resolved them in the process, very well done.

**Evaluation and Reflection**

You have written up a good evaluation and have identified the issues that you have overcome, it is great to see this. You have even broke it down to all the individual elements. You should aim to do this for all future projects.

**Overall Conclusion**

You have turned a corner on this project and demonstrated a very good strategy in the completion of a project, very well done Ahmed!