

STUDENT FEEDBACK FORM

This section details the *extent* to which the assessment criteria are demonstrated by you, which in turn determines your mark. The marks available for each category of skill are shown. Lecturers will use the space provided to comment on the achievement of the task(s), including those areas in which you have performed well and areas that would benefit from development/improvement.

Student Name:	HANNAH MAE WILLIAMS	Student P Number:	
Programme:	MA Computer Animation		
Module:	Pre-Production		
Module Code:	ADGD7006	Contribution to Module:	100%
Assignment Title:	Pitch 1 - & - Pitch 2 presentations		

PITCH #1 (50%)		Level of Achievement – In Percentages %													
		Outright Fail				MF	Pass			Merit			Distinction		
		0-9%	10-19%	20-29%	30-39%	40-49%	50-53%	54-56%	57-59%	60-63%	64-66%	67-69%	70-79%	80-89%	90-100%
ENGAGEMENT	10%	☐	☐	☐	☐	☐	☐	☐	☐	☒	☐	☐	☐	☐	☐
COG & INTELLECT.	30%	☐	☐	☐	☐	☐	☐	☐	☐	☐	☒	☐	☐	☐	☐
KNOW & UNDERSTAND	30%	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☒	☐	☐	☐
PRACTICAL	20%	☐	☐	☐	☐	☐	☐	☐	☐	☐	☒	☐	☐	☐	☐
TRANSFERABLE.	10%	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☒	☐	☐
														66%	

PITCH #2 (50%)		Level of Achievement – In Percentages %													
		Outright Fail				MF	Pass			Merit			Distinction		
		0-9%	10-19%	20-29%	30-39%	40-49%	50-53%	54-56%	57-59%	60-63%	64-66%	67-69%	70-79%	80-89%	90-100%
ENGAGEMENT	10%	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
COG & INTELLECT.	30%	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
KNOW & UNDERSTAND	10%	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
PRACTICAL	30%	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
TRANSFERABLE.	20%	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

Tutor comments

Good to see the title-poster, at the start. A sense of ownership and purpose, that comes across immediately. Clear opening (on the day) that was direct / concise. I would re-consider reading text, word for word, from the page, in any future pitch ~ presentation. It has a tendency to lose the engagement, and is prone to a constant delivery (verbally). Well composed / written, nevertheless. All the relevant features are present and you demonstrate a strong grasp of pre-production stages and directing principles. Storyboards show potential, with some dynamism in the strokes – but looking more closely (in TEAMS) – they could be stronger / bolder / more professional. Likeable characters and alliteration (to the names) works well. Good breakdowns (games-like), with endearing character traits. It would suit a young children's target age. The animatic wasn't included in the presentation, but was uploaded. Again, the potential is there and it does the job – but ensure, by PP#2 / start of MAJ PROJ - you strengthen the narrative design within the look, the setting, the principal characters + complimentary elements (props, staging, etc.). To reach a quality that you would be happy to watch and spend some time enjoying, on screen. Final points; I noticed, when going through it all, that there was a colour palette from *Midsommar*. A strange, inconsistent film, but with unsettling piqued-interest touches, especially in some of the subliminal visuals. When it comes to the next stage you will want to ensure *your* sequence flows as well as it can, and that it has shots that resonate. Whatever intentions you have, please provide regular updates to your supervisor (for MAJ PROJ). A good submission for PP#1 – and some of your best work (that I've assessed). Keep it up!

Assessed by:	Phil Organ	Date:	April 2024
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