

STUDENT SELF EVALUATION FORM (UG)

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. 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:	Marie Wilkinson	Student P Number:	1702271
Programme:	BA/MDes Surface Pattern Design		
Module:	Professional Promotion		
Module Code:	ADAD6002	Contribution to Module:	100%
Assignment Title:	Professional Promotion		

Generic Assessment Criteria	% of Overall Mark	Level of Achievement – In Percentages %													
		Fail	MF	3 rd Satisfactory			2:2 Good			2:1 Very Good			1 st Exceptional		
		0-29%	30-39%	40-43%	44-46%	47-49%	50-53%	54-56%	57-59%	60-63%	64-66%	67-69%	70-79%	80-89%	90-100%
1. Engagement with Literature Skills	0%	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
2. Knowledge and Understanding Skills	15%	☐	☐	☐	☐	☐	☐	☐	☐	☐	x	☐	☐	☐	☐
3. Cognitive and Intellectual Skills	10%	☐	☐	☐	☐	☐	☐	☐	☐	☐	x	☐	☐	☐	☐
4. Practical Application Skills	25%	☐	☐	☐	☐	☐	☐	☐	☐	☐	x	☐	☐	☐	☐
5. Transferable Skills for life and Prof Prac.	50%	☐	☐	☐	☐	☐	☐	☐	☐	☐	x	☐	☐	☐	☐

Please comment on areas in which you feel that you have performed well:

I think my social media presence has been the strongest part of my professional promotion module as I became fully aware of my presence – what I was posting and when, and tracked my engagement, although my presence on LinkedIn could have been stronger. This is something I would like to carry going forward. I also liked the development of my website and how it looked upon outcome, although I would have liked to have a URL without 'wixsite' in it. I felt that my website included all that it needed to and links to relevant social medias, interlinking my presence across the internet.

Please comment on areas that you feel you need to develop:

I think my branding still needs work as it doesn't appear relevant against the work that I have recently produced, this is something I'd like to develop over the next year. I also feel the same about my business card – I like the visual concept but feel it still needs tweaking, specifically the side with my contact information.

Student Signature:	M.Wilkinson	Date:	12.5.20
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