

SUMMATIVE ASSESSMENT & STUDENT FEEDBACK (UG)

Student Name:	Kieran Pope	Student P Number:	
Programme:	Illustration		
Module:	Media and Techniques	Module Level (4, 5, 6):	4
Module Code:	M4X02139	Contribution to Module:	50%
Assignment Title:	The Contemporary Postcard experimenting with media		

Common Assessment Criteria Applied	Level of Achievement																
	Outright Fail				MF	3 Satisfactory			2:2 Good			2:1 Very Good			1 st Exceptional		
	F				E	D			C			B			A		
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
	0-15%	16-30%	31-34%	35-39%	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. Research & Analysis					x												
2. Development						x											
3. Technical Skill													x				
4. Subject Knowledge				x													
5. Presentation & Communication								x									
6. Personal Learning & Development						x											
7. Professional Practice						x											

Assessment Component – Lecturer insert here e.g. 50%: Coursework – Project Portfolio.

Additional specific details of the work assessed (as per assignment specification) may be inserted here e.g. Portfolio of design research and development drawings, including photographs of models and test samples.

49%

Comments:

- Research & Analysis-No real research here in this project at all. No first hand referencing i.e. no looking at foxes from life. Where did you get your reference from for the foxes? You must work on your research because it is dragging your mark down.
- Development/Experimentation with Media- your sketch book is full of character design in pencil then you go into some composition studies and then straight into the final pieces with a few fox studies. The overall work is erratic but you definitely have an individual style. Love the little fox studies in the sketch book on all sorts of surfaces they are really charming. No real experimental pieces in different media which was the main focus of the project. There is not enough back up work overall. You must address this in future. It feels as if the finals were done at the last minute and credit to you they work quite well, so if you can do work that quickly it is an asset
 Artbook –what can I say about your art book another indication of your individuality.
 Crayons -?
 Pastels –You did do some pastel experiments but what were they of?? I have made a note of your lovely fox studies.
 Watercolour experiments?
 Oil -?
 Acrylic –Glaze and acrylic dry brush. Again here in the acrylic dry brush work it had a similar colour palette to the final pieces.

Own Choice -?

Digital –some interesting digital experiments, like the ‘blob’ man. Developed your skills within photoshop significantly during the workshops. Particularly within digital painting.

Print –Really like your screen print, the washes with just a small area of line in the bottom right hand corner. It doesn’t seem to have been printed very well but actually that is its charm which seems to be by accident rather than by design. Could not find the etching.

3. Technical skill- The final pieces work really well together there is something really quirky about your colour scheme it is very unusual and individual to you. Also your final compositions are strong and I am not sure whether you are aware of this or if it is a natural tendency that you have. Really good final set of postcards.
4. Subject Knowledge- this is related to research it is about in depth research where you reevaluate the knowledge you have on your project and redevelop and reflect on your ideas and working practice. This needs addressing in future.
5. Presentation & Communication- Final printouts good quality and they do have a lovely fairytale, story book, narrative, essence which works well with your unusual colour scheme.
6. Personal Learning & Development- this relates to your self-evaluation form which I could not read. Your marks are actually very divergent and need to be more balanced you need to be aware of this in future projects.
7. Professional practice- You need to manage your time better so that you have the time to fully realise your potential. Not all of the requirements of the brief were met in the project. In future read the brief carefully.

Overall you are quite a quirky illustrator who has quite an individual quality. You could in the future get some very good grades but you need to be more organized and follow through with coherent working practices. Your research and lack of workshop sheets cut your mark right down. I really look forward to future work from you the mark does not reflect your abilities.

These marks and comments are provided to give feedback on your performance and level of achievement for the assessed module component.

They are subject to ratification at the Examination Board and are for guidance only until they are confirmed.

Late Submission Penalties (tick if appropriate)

Up to one week late – max. 40%

Over for weeks late – max. 0%

Assessed by:	Tracy Thompson Chris Harrendence	Verified by:	Jonathan Williams	Date:	20 Jan 2018
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MODULE LEARNING OUTCOMES

1. Insert here

COMMON ASSESSMENT AND MARKING CRITERIA

ASSESSMENT CRITERIA	OUTRIGHT FAIL	MARGINAL FAIL	SATISFACTORY	GOOD	VERY GOOD	EXCEPTIONAL	
	0-34%	35-39%	40-49%	50-59%	60-69%	70-79%	80-100%
1. Research & Analysis Systematic exploration and selection of sources; effective interpretation and evaluation of findings.	Limited or no material presented with limited or no evidence of critical enquiry.	Material presented indicates a basic degree of insight and is of limited relevance to the task.	Material presented is adequate and relevant demonstrating the application of standard research techniques.	Material presented shows a good range of sources, is well organised and interpreted in a manner relevant to the task.	Connections have been made between sources and qualitative judgements have been made in the interpretation of these findings.	Research is extensive, well documented and critically evaluated with new personal judgements made and applied.	Research and exploration is impressive both in extent and depth and the level of interpretation and critical insight is highly advanced.
2. Development Formulation of innovative and effective concepts through appropriate application of problem solving, creative experimentation and testing methods.	Limited or no engagement with the practical and creative processes of ideation.	Basic proposals have been made but limited in scope and lacking in considered and focused development processes.	Proposals are adequate and are delivered within a familiar and well established framework of methods.	Proposed concepts are formulated with a good degree of detail through the use of a variety of systematic and exploratory methods.	Concepts display innovative ideas within established territories, which are well resolved through sound practical and creative processes.	Proposals respond effectively to unfamiliar or new conceptual territories and expand perceptions of process and/or product.	Proposals both challenge and extend the conceptual territory and set new benchmarks for innovation and effectiveness within the field.
3. Technical Skill Effective utilisation of appropriate materials, tools and techniques and the level of skill demonstrated in their application to the realisation process.	Limited or no awareness and utilisation of tools and techniques are demonstrated.	Rudimentary processes may have been applied but without consideration and competence.	Skills demonstrated display adequate awareness and appropriate application of standard materials and methods.	Controlled application of a range of materials and methods with good standards of finishing evident.	Communication of intent is fully executed demonstrating diversity of process and effective technique.	Extensive and highly advanced technical skills in established processes demonstrating sensitivity and excellence in idea realisation.	Outstanding levels of technical skill in all aspects of the realisation process demonstrating the assimilation and development of cutting edge processes and techniques.
4. Subject Knowledge Understanding and application of concepts and underlying principles associated with the discipline and the specific context of study.	Unable to grasp or communicate key principles or knowledge.	Limited understanding and communication of key principles or knowledge.	Evidence of basic understanding of the relevant concepts and underlying principles.	Knowledge is accurate and effectively applied in relation to the specific context.	Knowledge is extensive and the understanding of the context exhibits awareness of the breadth and depth of established views.	Knowledge has been assimilated and individual and personal perspectives have been formulated and debated with effectiveness.	Discipline and context specific knowledge are substantive and a highly advanced synthesis of these elements creates new or expanded perspectives.
5. Presentation & Communication Clarity and effectiveness in the deployment of appropriate media to communicate a message relevant to specialist and non-specialist audiences.	Appropriate media for communication have not been identified or applied effectively.	Limited awareness of the audience and a lack of clarity and organisation are demonstrated.	Basic awareness of the audience and clarity of message is demonstrated in deployment of standard communication forms.	Selection and application of media and conventions show good understanding of the audience and context.	Communication media have been selected and deployed to maximise impact for the selected audience and context.	Individual stylistic approaches have been implemented to communicate to a diverse range of audiences in a highly compelling and effective way.	Presentation and communication methods employed are not only highly individual, compelling and effective but also combine media in an innovative way.
6. Personal Learning & Development Personal responsibility demonstrated in managing own learning through programme engagement, self-directed study and reflective practice.	Little or no responsibility taken for own learning demonstrated by poor attendance, engagement and reflection.	Inconsistency in programme engagement and poor awareness of personal learning and development needs.	Evidence of some reflective practice contributing to appropriate effort and engagement to further personal development.	Evidence of regular reflective practice and awareness of individual strengths and weaknesses demonstrable in core learning and self directed study.	Reflective practice and individual development is extended beyond core learning, is well managed and documented.	Full responsibility for own learning and development is evidenced in detail demonstrating critical appraisal of purpose, progress and future direction.	Outstanding level of engagement with all elements of the programme enhanced by the personal drive and passion to extend learning beyond established parameters and into new domains.
7. Professional Practice Demonstrates those attributes expected in professional practice including individual initiative, project management, collaborative working and inter-personal skills.	No demonstrable understanding of professional expectations and does not work effectively as an individual or with others.	Poor level of productivity as an individual or in a collaborative context, ineffective management and little understanding of professional life.	Demonstrates awareness of the relevant attributes for professional practice and delivers work to the minimum requirements as an individual and/or in collaboration.	Works to the relevant standards and meets most requirements as stipulated in both individual and team working scenarios.	Meets most or all of the relevant standards and in some areas exceeds the requirements as stipulated, taking control of some aspects of project management.	Often works above the relevant standards and exceeds the requirements as a team member, leader or individual in a variety of working scenarios	Always works well above the relevant standards and demonstrates outstanding individual and collaborative professional attributes in every working scenario encountered.