

MARKING CRITERIA and STUDENT FEEDBACK

This section details the assessment criteria. The *extent* to which these are demonstrated by you determines your mark. The marks available for each criterion 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.

Common Assessment Criteria Applied		Marks Available	Marks Awarded
General Comments			
Your presentation lacked engagement with external literature and independent source retrieval, despite discussing key game design concepts. However, you demonstrated a strong understanding of product design principles, showcasing solid analytical skills and practical application in game development. Your effective collaboration, personal responsibility, and innovative problem-solving highlight your potential, but focusing on proper referencing, delegation, and integrating current trends will further enhance your work and professional growth.		100	54
1. Engagement with Literature Skills			
Your presentation had a poor engagement with no literature and showed no ability to independently retrieve sources. While you discussed key concepts of game design and the product you need to support this with external literature.		20	6
2. Knowledge and Understanding Skills			
Your submission demonstrated very good knowledge of product design concepts and principles, providing a solid foundation for further exploration and innovation. To enhance your work, apply this knowledge to more complex challenges, explore innovative solutions, and integrate current trends and technologies for continued success		15	10
3. Cognitive and Intellectual Skills			
Your thorough evaluation of game design concepts and principles, along with your proficiency in interpreting data, showcases strong analytical skills crucial for creating engaging gaming experiences. Continue refining your design judgments and argumentation, ensuring every decision is well-justified, and explore innovative solutions and trends in the gaming industry for further excellence.		15	10
4. Practical Application Skills			
You demonstrated good practical skills in applying various basic methods, materials, tools, and techniques in game development, with a nuanced understanding of game design principles to enhance user experience. Your impressive problem-solving abilities and creative mindset highlight your potential to innovate and tackle complex challenges in game design; continue refining and expanding these approaches for further growth.		20	13
5. Transferable Skills for Life and Professional Practice			
Your work in game design has been impressively accurate, coherent, fluent, well-structured, and organised, showcasing your dedication and professionalism. Your effective collaboration in team settings, alongside your ability to work independently, highlights your versatility and significant contribution to group projects. This balance is essential in the dynamic field of game design, where projects benefit from diverse skills and collaborative synergy. You've demonstrated very good employment skills by taking personal responsibility in your work, vital in the rapidly evolving game design industry. Though there are occasional minor weaknesses, your performance signals strong		30	15
Assignment Mark (Assessment marks are subject to ratification at the Exam Board. These comments and marks are to give feedback on module work and are for guidance only until they are confirmed.)		Late Submission Penalties (tick if appropriate) Late Submission ? 1st/2nd/3rd attempt? 1st	
		54	