

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:	Olivia Hutchings	Student P Number:	1701921
Programme:	BA/MDes Surface Pattern Design		
Module:	Professional Promotion		
Module Code:	ADAD6002	Contribution to Module:	100%
Assignment Title:	Professional Promotion		

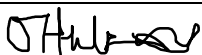
Generic Assessment Criteria	% of Overall Mark	Level of Achievement – In Percentages %													
		Fail	MF	3rd Satisfactory			2:2 Good			2:1 Very Good			1st Exceptional		
		0-29%	30-39%	40-43%	44-46%	47-49%	50-53%	54-56%	57-59%	60-63%	64-66%	67-69%	70-79%	80-89%	90-100%
1. Engagement with Literature 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 I have performed well in completing the module considering the strange circumstances. I have managed my time professionally and completed all the work for the deadline. I have presented my work clearly in a powerpoint presentation. Although it would have been nice to have some of the work I created in real life eg. Press pack/business cards, I think I have done a good job of space mapping exactly what they would look like and listed what they would include. I researched well into the 10 recipients for the press pack, especially into the printed textile industry for interiors. I think I picked 10 brands that would be perfect places for me to work in the future. I think I have created a good brand identity and used it well across all of my social media platforms. My website has had a good makeover and has improved/ been kept up to date with a blog post. I have kept up to date on my Instagram, posting every week to keep it alive and this has been successful for me as I have had a lot more followers recently.

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

I think it would have been lovely to see my press pack in real life, I would have loved to have made them by hand with screen printed touches on the covers, I would definitely change this element of the module if I could complete it again. I also think my look book could have been longer with more imagery but the website wouldn't let me.

Student		Date:	14/05/2020
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