

SUMMATIVE ASSESSMENT & STUDENT FEEDBACK (UG)

Student Name:	Danielle Blake	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				3 Satisfactory			2:2 Good			2:1 Very Good			1 st Exceptional		
	F				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.

68%

Comments:

- Research & Analysis- some great research and annotation also your research is very thorough looking at history, colour and artists. What would be important for you to do in the next project is make sure you do primary research and that you have very good references to work with.
- Development/Experimentation with Media- You have some great development in your sketch books but see above comment it would be good for you to really use good strong reference material to inform your visual repertoire. Some lovely experiments with media, clear explanations but would love to have seen you apply them further.
 - Artbook –Lovely art book
 - Crayons –Some great pencil crayon experiments and evidence that you are willing to explore how best to use them
 - Pastels –Some interesting pastel experiments.
 - Watercolour -Yes
 - Oil –Tried out the oils.
 - Acrylic –With acrylic you are prepared to start to look at how papers effect the paint results these initial experiments with materials are invaluable and you would be wise to continue with it. It will take a life time to even get to grips with one medium thoroughly. Good control of the glaze medium.
 - Own Choice -Inks
 - Digital –Really like your image that you worked on for Emily. The background works very well and the

composition is strong with the applied diagonals. Very nice blend of traditional and digital techniques in your final outcomes.

Print- Really love the print it is fun and the naive style actually complements the humour. Would like to see you do more of these in the future maybe working on them in photoshop. You could do really interesting 'zines' with a whole set of life drawings or café drawings and the conversations that go with them.-Very good little etching.

3. Technical skill- the final postcard set work well as a set it is very easy to see that they work together. It is a shame in a way that your final idea didn't have enough time to fully develop visually to its full potential. The idea was unusual and stands out visually. This is what we need to work on your working methods are organized and sophisticated we now need to get that sophistication into your final art work. Can you make sure you arrange a tutorial.
4. Subject Knowledge- Good subject knowledge evident your research and analysis informs your work as you are progressing through the project. You adjust your visual concepts and develop ideas while researching your subject. It also shows that you are prepared to revisit the drawing board if your initial ideas don't work well done Danielle.
5. Presentation & Communication- very well laid out and presented project. The methods were clearly communicated and it was so easy to work through. Well done here Danielle. The finals were well presented and worked very well as a set, the only comment is that the concept was a good idea but they perhaps could have been made so that each card had more of its own identity they are all very similar.
6. Personal Learning & Development-Good self awareness and if you feel there is a weakness in the work you are prepared to change tack.
7. Professional practice- It is a credit to you that you really took note of the content of the brief you read it through and took note of the salient points. You also covered all requirements of the brief.

Over all a well balanced project.

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:	20th 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.