

SUMMATIVE ASSESSMENT & STUDENT FEEDBACK (UG)

Student Name:	Bethan Louise Brook	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.

56%

Comments:

- Research & Analysis- I think you may be the only person who has actually researched the history of the postcard. It was a good start because actually the postcard phase was quite phenomenal thousands of postcards were written and sent with many subjects that were extremely bizarre and varied. Some very nice artists that you have researched Jan Goeting and Marco Mazzoni
- Development/Experimentation with Media- nice mood board are they your images??
 Artbook –lovely little art book very carefully made with very nicely collaged front cover
 Crayons –interesting pencil crayon studies have worked well with the fine liner overlay
 Pastels –Some great pastel surface experiments and interesting attempts at working on different surfaces
 Watercolour –lovely little fish watercolours in sketchbook
 Oil –Good attempt at painting the swan interesting textures
 Acrylic –Delicate glazing experiments
 Own Choice –Not sure what you experimented with for your own choice
 Digital –Some very good digital work evident. Demonstrated a good understanding of all the techniques covered during the digital workshops. The piece 'Magic Land' was a particularly successful final piece.
 Print –Very good competent print work The screen print was very good, very powerful. The etching was an interesting idea it is a shame you didn't use coloured inks or do a watercolour wash as the brief asked for six full colour images.

3. Technical skill- four of the final six postcards worked particularly well. Even though the 'where the wind takes you' card and the 'elements' card were interesting in their own right If you took those out of the equation the four left would work very well together as a set. It is because they all had a very nice decorative feel and worked in harmony with your colour pallet. The other two were odd ones out because they used text in different ways and also one was black and white when it should have been colour.
4. Subject Knowledge- Could do with expanding on this criterion. You need to really start to use your research in more depth to inform your art work. When you come up with ideas it is a good idea to re research, for example the flower paintings, there is so much information out there and in the library and there is very little evidence of much primary research.
5. Presentation & Communication- really well presented and laid out in your folder really appreciated the fact that you put your work in a folder so that it felt more professional.
6. Personal Learning & Development- You have a great awareness of your strengths and weaknesses, perhaps a little on the harsh side. But your project is well balanced.
7. Professional practice You need to organize your time a bit more effectively so that you can truly experiment and expand your ideas. It feels as if you are a little hesitant and don't have a huge amount of confidence in your abilities.

There has been a great start to this project and there are some strong elements to your work over all, now you need to expand on your work in all areas to increase your mark. Well done Bethan.

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.