

STUDENT FEEDBACK FORM

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. 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.

Student Name:	DAN BENALLICK	Student P Number:	
Programme:	MA Computer Animation		
Module:	Pre-Production		
Module Code:	ADGD7006	Contribution to Module:	100%
Assignment Title:	Pitch 1 - & - Pitch 2 presentations		

PITCH #1 (50%)		Level of Achievement – In Percentages %													
		Outright Fail				MF	Pass			Merit			Distinction		
		0-9%	10-19%	20-29%	30-39%	40-49%	50-53%	54-56%	57-59%	60-63%	64-66%	67-69%	70-79%	80-89%	90-100%
ENGAGEMENT	10%	☐	☐	☐	☐	☐	☐	☐	☐	☐	☒	☐	☐	☐	☐
COG & INTELLECT.	30%	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☒	☐	☐	☐
KNOW & UNDERSTAND	30%	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☒	☐	☐
PRACTICAL	20%	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☒	☐	☐
TRANSFERABLE.	10%	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☒	☐	☐
														71%	

PITCH #2 (50%)		Level of Achievement – In Percentages %													
		Outright Fail				MF	Pass			Merit			Distinction		
		0-9%	10-19%	20-29%	30-39%	40-49%	50-53%	54-56%	57-59%	60-63%	64-66%	67-69%	70-79%	80-89%	90-100%
ENGAGEMENT	10%	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
COG & INTELLECT.	30%	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
KNOW & UNDERSTAND	10%	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
PRACTICAL	30%	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
TRANSFERABLE.	20%	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
														%	

Assessment Mark (Assessment marks are subject to ratification at the Exam Board. These comments and marks are to give feedback on module work, for guidance only until they are confirmed.)	Late Submission Penalties		%
	Up to 1 week late (50% Max)	☐	
	Over 1 week late (0%)	☐	

Tutor comments
Clear and direct presentation (on the day), that was well constructed / covered. A good open and engaging style, including summaries or paraphrasing, with good eye contact and, also, strong vocally. The set of criteria, with the level of insights, provide indications of investing in the story goals and scope. There was a moment that raised the thematic level, with touching on the shooting / <i>Iron Giant</i> tone, and it would be interesting to bring more of these topics / considerations to future work (not necessarily violent tropes). In working in a group, aim to give any shots or scenes (I imagine you would like to do more of the animation) depth and empathy, where you can, beyond visual functional motion, alone. Returning to your pitch – the goals expressed, with aiming to connect with your audience, were commendable. Some of the design features (drawings) could be stronger, in terms of the construction / form. However, I have a sense that you were trying to raise your game there, to tackle / confront a challenging aspect of what you offer an employer, by littering the presentation with a lot of your own imagery. Putting the work out there, for any critical eye or receptive exchange. The animatic has some neat touches, partially animated, with innovative transitions or layering, demonstrating strengths in the production and cinematic's. It flows well and shows what you were aiming to do (before the move to a group). A good end to it all, with some pertinent references, and it would have taken you time to compile and arrange everything, with your chosen template / style. To consider an animated ident / logo – for your new company name – in the work needed for PP#2 / MAJ PROJ?

Assessed by:	Phil Organ	Date:	April 2024
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