

SUMMATIVE ASSESSMENT & STUDENT FEEDBACK (UG)

Student Name:	Ross Eliot	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.

48%

Comments:

- Research & Analysis-No real primary research evident, no drawings from life or good reference material for the animals you have chosen to represent. Also no reference to other artists work.
- Development/Experimentation with Media- the work in the folder sketch book and loose sheets is so disjointed it becomes irritating to assess. You need to think of a potential client interview, if you opened the folder and then started to shuffle through sketch books and papers it would not look organized. Some lovely studies some of the best were the chameleon but you did not utilize this in the end. Good idea to use collage of humans and animals for visual concepts and reference. Some really interesting starts to the experiments but they are not developed like the pencil shavings used for the panda. There also seems to be work missing, for example where are the pig and man drawings that you showed at the mid way crit.??
Artbook –Well made art book used for the project, shame the stitching wasn't a bit tighter. Evidence of most media used but I could not say that there seemed to be much enthusiasm to explore the materials.
Crayons -Yes
Pastels –Lovely chameleon study
Watercolour -
Oil –Workshop evident nice oil painting.
Acrylic –Dry brush work and glaze
Own Choice -?
Digital –It feels as if you are quite comfortable with digital and you seem more organized with your work

here having it in folders. Showed a willingness to experiment with digital approaches that resulted in a range of illustration styles in your final outcomes.

Print –Screen print no etching did you do them?

3. Technical skill- the finals work well as a set, strong colour and design, but you have not really utilised the full capacity of the potential and possibilities of the media.
4. Subject Knowledge- negligible as no in depth research, as there is no original research to build on and develop and consequently inform your working practice.
5. Presentation & Communication- Great that your work was presented in a folder it is more professional and easier to handle and assess and this reflects on presentation in the future to potential clients.(see also comment above) Also the media chosen work well for the set and they show a good understanding of the audience and context. However within the folder you need to lay out your work in a coherent order so that it is easy to read through, there are lots of sheets of paper just sitting in the folder with no reference or annotation to explain what they mean so it is difficult to follow
6. Personal Learning & Development- it is heartening to see that you are aware of your strengths and weaknesses in this project by seeing how you mark your work on the self evaluation form. This indicates that you are aware that you can do far better.
7. Professional practice- You need to become more organized with your work and put it in order so that it is easy for staff to assess. This will also give you time to develop your final outcomes. Most criteria of the brief have been met.

Whole project rather disjointed but loads of potential. You have interesting concept skills and you are a good draughts person just not enough overall effort applied.

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:	20 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.