

MARKING CRITERIA and STUDENT FEEDBACK

This section details the assessment criteria. The *extent* to which these are demonstrated by you determines your mark. The marks available for each criterion 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.

Common Assessment Criteria Applied	Marks Available	Marks Awarded
General Comments		
Your performance was very good and showed deep engagement with literature and a solid command of design principles. Your analytical skills are robust, leading to immersive gaming experiences, and you've demonstrated a strong foundation in both theory and application. Your teamwork and individual efforts are well-balanced and professional. However, it's important to focus on delegating more effectively; taking on too much yourself can limit both personal well-being and team efficiency. By trusting your teammates with more responsibilities, you can enhance leadership skills and project outcomes. Your potential in game design is clear, and with continued development in delegation and deepening your analysis, you're on track for significant professional growth. Continue your excellent work and strive for even greater achievements.	100	66
1. Engagement with Literature Skills		
Your presentation had a good engagement with a wide range of literature and showed ability to independently retrieve sources. Your selection of relevant and credible sources is good, and your referencing is generally sound, showing diligence and attention to detail with minimal inaccuracies or inconsistencies. This demonstrates a strong understanding of academic conventions and the importance of academic integrity in your work. To further enhance your score, consider deepening your analysis and critique of the sources you select, ensuring that your engagement not only reflects breadth but also depth of understanding. Keep up the good work and continue to build on this solid foundation.	20	11
2. Knowledge and Understanding Skills		
Your submission showcased an excellent knowledge of the basic underlying concepts and principles relevant to product design, reflecting an excellent understanding of this field. This solid foundation is essential for further exploration and innovation in product design. To enhance your work even further, consider applying this knowledge in more complex design challenges, exploring innovative solutions, and integrating current trends and technologies. Your grasp of the fundamentals positions you well for continued success and growth in product design.	15	13
3. Cognitive and Intellectual Skills		
Your thorough evaluation of the foundational concepts and principles specific to game design is noteworthy. Your skill in accurately interpreting both qualitative and quantitative data relevant to game development demonstrates a high level of analytical proficiency, essential for crafting engaging and immersive gaming experiences. Furthermore, your ability to construct well-reasoned arguments, grounded in evidence, to support mostly appropriate and valid judgments about game design elements shows a strong grasp of the creative and technical aspects involved. To further excel, continue to refine your design judgments and argumentation, ensuring every design decision is robustly justified and contributes to the overall player experience. Your commitment to deepening your expertise in game design is clear. Keep exploring innovative design solutions and trends within the gaming industry.	15	8
4. Practical Application Skills		
You demonstrated a very good application of various basic methods, materials, tools, and techniques, highlighting your practical skills and understanding of the game development process. Your careful consideration of the context in which these applications are made demonstrates a nuanced understanding of game design principles and how they can be tailored to enhance user experience. Furthermore, your ability to explore different problem-solving approaches and propose appropriate solutions is particularly impressive, showing a creative and analytical mindset that is crucial in the field of game design. These skills show your potential to innovate and push boundaries in game development. Continue to refine and expand these approaches, as they are essential for tackling the complex challenges that arise in game design and development.	20	14
5. Transferable Skills for Life and Professional Practice		
Your work in game design has been impressively accurate, coherent, fluent, well-structured, and organised, showcasing your dedication and professionalism. Your effective collaboration in team settings, alongside your ability to work independently, highlights your versatility and significant contribution to group projects. This balance is essential in the dynamic field of game design, where projects benefit from diverse skills and collaborative synergy. You've demonstrated very good employment skills by taking personal responsibility in your work, vital in the rapidly evolving game design industry. Though there are occasional minor weaknesses, your performance signals strong professional potential. It's important to remember the value of delegation; taking on too much individually can hinder both personal well-being and team progress. Learning to trust your teammates and distribute tasks effectively will not only enhance project outcomes but also contribute to your growth as a leader in game design. Continuing to refine these skills and learning to delegate appropriately will further your contributions to the field and prepare you for future challenges and successes.	30	20

Assignment Mark (Assessment marks are subject to ratification at the Exam Board. These comments and marks are to give feedback on module work and are for guidance only until they are confirmed.)	Late Submission Penalties (tick if appropriate)		66
	Late Submission ?		
	1st/2nd/3rd attempt?	1st	