

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
1. Engagement with Literature Skills		
Use of literature sources good and well noted. Sources used appropriately and applied in your written work relevantly.	10	8
2. Knowledge and Understanding Skills		
Infographic message was not discussed clearly, although threaded throughout the work were discussions of the theme. Some points were missed with text and cognition, these were requested as part of the assignment, colour was covered very well and in depth. Otherwise the first part of the assignment was done very well. The infographic was covered well as requested, notes in the assignment assist with the overview of reasoning used to create it.	20	15
3. Cognitive and Intellectual Skills		
Practical improvements were discussed well, but took the word count well over the requirement for Part 1. The infographic was well done and covered the points clearly with appropriate contextualisation of the data presented.	35	27
4. Practical Application Skills		
Discussion of the methods of displaying data was good and relevant in part 1 without being exhaustive (text/cognition missed). The poster produced was clear and relevant, however use of all one colour theme was a bit intimidating for a viewer.	25	15
5. Transferable Skills for Life and Professional Practice		
Some good work here - there was no need to actually do the improvements in part 1 as this took you well over the word count the explanation . This was good effort, above and beyond. The notes on Part 2 were helpful. Lack of examples (images would be enough if referred to) reduced this mark and exceeding word count also reduced the mark here.	10	6

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)		73
	Up to four weeks late		
	1st/2nd/3rd attempt?	1st	