

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		
Research references started well with three sources used whilst discussing Infographic colour, devolving into sporadic and not very relevant ones. If you researched all points as well as you did for colour you would be fine.	10	6
2. Knowledge and Understanding Skills		
Discussion of text, Graphs, graphics were quite superficial after a good start with the discussion of colour. You need to put more depth into your work because it needs to move up a level now. The Task 1 infographic message was well discussed. Sadly the infographic that you produced did not meet most of the requirements of the brief other than basic data - try creating your own bullet point breakdown checklist of the task and checking it off, you miss important points of detail otherwise.	20	10
3. Cognitive and Intellectual Skills		
Discussion of practical improvements to the infographic was weak and superficial. The poster produced was not appropriate to the task in hand, the main colour was far too dark to allow proper visualisation of the data, points were missed in the brief. Again a checklist would help but read the brief carefully.	35	16
4. Practical Application Skills		
Justification of choices made in the task 1 infographic and its improvements was too vague in most part. The poster use of colour was really poor as graphics labels and text were really unreadable. There was no real use of graphics apart from a viruses image. Although there was no use of white space the background colour was far too dark, the use of Orange and Turquoise were good contrasts but the written work was unreadable. Points required in the brief were missed- checklist read the brief more carefully.	25	8
5. Transferable Skills for Life and Professional Practice		
Use of examples with colour was great, but not done anywhere else- this could have been applied to text-for example looking at alternative fonts, graphics, graphsetc. The written work was clear and appropriate. The poster let you down as the background blue was far too dark, making the text unreadable. It also was very basic, you did not clearly show what the brief requested..	10	4

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)

Up to four weeks late

1st/2nd/3rd attempt?

1st

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