

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

Development/Improvement			
Student Name:	ZIYAN SUN	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%	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☒	☐	☐
														65%	

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%	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☒	☐	☐	☐
														63%	

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		64%
	Up to 1 week late (50% Max)	☐	
	Over 1 week late (0%)	☐	

Tutor comments (PreViz / Pitch #2)
A very short presentation on the day. Although some overviews can overdo things, you have a tendency to <i>undercut</i> what you're working on. To see presentations as opportunities to highlight your techniques, approaches, thinking, what have you – as you do some strong work. Characters are beginning to work, on screen, as you do more 3D – and the environment work is very compelling. Moody lighting and the beginnings of a colour palette established. It will be good to see if you're able to achieve the same level of atmosphere and foreboding, that is coming through in the render. As a sequence, there was the short clip, but you will want to ensure you give enough time to the construction of the shots, to ensure there is a good flow and rhythm – including any highs and lows narratively – as we / employers follow the storytelling. Task yourself to challenge what is needed for each moment – to sell the idea – and that each shot included is needed to move the plot / intrigue / comprehension. That each shot serves a particular need / purpose. Enjoy the challenge!

Assessed by:	Phil Organ	Date:	May 2024
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