

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 work reflects a solid foundation across various skill sets in game design, including a competent grasp of underlying concepts and principles, sound cognitive and intellectual evaluations, and a very good application of practical skills. Your transferable skills, marked by your ability to work both independently and in team settings, are notable, despite some areas for improvement. While your work is coherent, well-structured, and demonstrates personal responsibility, focusing on refining minor weaknesses and exploring more advanced applications and innovative solutions could further enhance your overall performance. This score suggests a good level of proficiency	100	57
1. Engagement with Literature Skills		
Your engagement with literature in product design shows an initial grasp of sourcing relevant information, yet there's a noticeable over-reliance on class materials, leading to some gaps in research. Moreover, while referencing conventions are recognized, they are not applied with the necessary accuracy or consistency. It's crucial to expand your research scope for a more comprehensive understanding and to focus on meticulous and consistent referencing to strengthen the academic rigor of your work.	20	9
2. Knowledge and Understanding Skills		
You have demonstrated a competent grasp of the basic concepts and principles in product design. Your understanding of the subject is noted to be very good, indicating that you have a solid foundation from which to build. To further enhance your score and deepen your expertise, consider engaging more critically with these concepts, applying them to more advanced problems, and exploring how they interconnect with new trends and innovations in the field. Your current knowledge base positions you well for continued growth, so keep leveraging it as you tackle increasingly complex design challenges.	15	11
3. Cognitive and Intellectual Skills		
Your evaluation of the underlying concepts and principles in the area of Cognitive and Intellectual Skills has been good. You are able to interpret both qualitative and quantitative data accurately, which is a testament to your analytical skills. Additionally, you've shown that you can construct evidence-based arguments leading to largely appropriate and valid judgments. To build upon this foundation and improve your mark, focus on consistently applying this analytical acumen to all aspects of your work. Ensure that your arguments are not only grounded in evidence but also fully developed and integrated into a coherent framework of game design logic. This will help in	15	9
4. Practical Application Skills		
Your practical skills were good reflecting a good application of a variety of basic methods, materials, tools, and techniques. Your consideration of context in applying these skills is very good, as is your ability to approach problem-solving from various angles, proposing suitable solutions. To enhance your score, aim to delve deeper into the practical application of advanced techniques and explore more innovative solutions to complex design problems. Additionally, documenting and reflecting on the process can provide valuable insights for continuous improvement. Keep pushing the boundaries of your practical abilities to fully harness your potential in the field.	20	12
5. Transferable Skills for Life and Professional Practice		
Your transferable skills are quite strong, showcasing work that is accurate, coherent, fluent, well-structured, and organized. Your capacity to work effectively both independently and as a team member, with significant contributions to group tasks, is a testament to your versatility and professionalism. You've also demonstrated very good employment skills, exercising personal responsibility in your tasks. However it is important that your attendance within class improves to help your team thrive. Also enhancing your web design skills can lead to even greater effectiveness and reliability in professional settings. Keep honing your ability to manage tasks and collaborate, as	30	16

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)		57
	Late Submission ?		
	1st/2nd/3rd attempt?	1st	