

### L3 Creative Practice Art, Design & Communication: Unit 3 Responding to set Brief

**Student name:**
**Date:**
**Assessor 2:**
**IV:**

### Grading Grid (The overall grade is determined through the mastery model of assessment)

Assessment Outcomes	Grade Standard <small>Please flood the matrix at the level the student is currently working at.</small>				Feedback <small>Commentary must be relevant to, and consistent with, the requirements of the assessment criteria and grade standards. Where achievement isn't reached assessors must clarify why.</small>
	Refer	Pass	Merit	Distinction	
<b>A01</b> Understand the requirements of a set brief within a vocational context	Insufficient evidence of understanding	Clearly presented project proposal that appropriately considers the requirements of the brief and is sufficient in supporting the development of ideas	Purposefully presented project proposal that extensively considers the requirements of the brief and is effective in supporting the development of ideas.	Imaginatively presented project proposal that comprehensively considers the requirements of the brief and is thorough in supporting the development of ideas	
<b>A02</b> Plan and realise a project in response to a brief	Insufficient and inadequate planning and realisation	Planning is clear and relevant, outlining the valid realisation of solutions and outcomes in response to a brief	Planning is extensive and realistic, outlining the effective realisation of solutions and outcomes in response to a brief	Planning is comprehensive and insightful, outlining the imaginative realisation of solutions and outcomes in response to a brief	
<b>A03</b> Use research to inform a creative project	Ineffective use of research to inform a creative project	Relevant but limited research is used to inform and direct activities and the satisfactory resolution of problems, consideration is given to ethical and environmental impact in the development of ideas and realisation of outcomes in response to a brief	Extensive and purposeful research is used to inform and direct activities and the effective resolution of problems, consideration is given to ethical and environmental impact in the development of ideas and realisation of outcomes in response to a brief	Comprehensive and imaginative research is used to inform and direct activities and the perceptive resolution of problems, consideration is given to ethical and environmental impact in the development of ideas and realisation of outcomes in response to a brief	

<b>AO4</b> Use practical skills to meet the requirements of a brief	Ineffective use of practical skills to meet the requirements of a brief	Competent use of appropriate materials, methods, processes and techniques to satisfactorily meet the requirements of the brief.	Adept and effective use of materials, methods, processes and techniques to purposefully meet the requirements of the brief.	Sophisticated and confident use of materials, methods, processes and techniques to imaginatively meet the requirements of the brief.	
<b>AO5</b> Generate and develop ideas in response to a brief	Insufficient generation and development of ideas in response to a brief	Valid ideas are sufficiently developed and satisfactorily meet the requirements of a brief.	Considered ideas are effectively developed and purposefully meet the requirements of a brief.	Innovative ideas are comprehensively developed and thoroughly meet the requirements of a brief.	
<b>AO6</b> Produce outcomes in response to a brief	Insufficient production of outcomes in response to a brief	Valid outcomes are attempted that capably communicate concepts and ideas to an identified consumer/audience	Considered outcomes are realised and effectively communicate concepts and ideas to an identified consumer/ audience	Imaginative outcomes are realised and decisively communicate concepts and ideas to an identified consumer/audience	
<b>AO7</b> Present development work and outcomes	Inappropriate and/or ineffective presentation of development work and outcomes	Presentation techniques are used appropriately to clearly present development work and outcomes that meet the requirements of the brief.	Presentation techniques are used effectively to purposefully present development work and outcomes that meet the requirements of the brief.	Presentation techniques are used skillfully to imaginatively present development work and outcomes that meet the requirements of the brief.	
<b>AO8</b> Apply reflective practice to a creative project	Insufficient and/or ineffective application of reflective proactive to a creative project	Valid reflective practice is used sufficiently to inform and direct the project and final outcomes.	Extensive and purposeful reflective practice is used effectively to inform and direct the project and final outcomes.	Comprehensive and sustained reflective practice is used perceptively to inform and direct the project and final outcomes.	

**Comment if applicable.**