

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

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| Student name: | Date: | Assessor 2: | IV: |
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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> |
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| | Refer | Pass | Merit | Distinction | |
| AO1 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 | |
| AO2 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 | |
| AO3 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 | |

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| AO4 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. | |
| AO5 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. | |
| AO6 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 | |
| AO7 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. | |
| AO8 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.