

Grade Exemplification Matrix for UAL Level 3 Diploma in Creative Practice: Art, Design and Communication - Unit 3

Assessment Outcomes	Pass	Merit	Distinction
AO1 Understand the requirements of a set brief within a vocational context	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	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	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
AO4 Use 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	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 meets the requirements of a brief
AO6 Produce 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	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 skilfully to imaginatively present development work and outcomes that meet the requirements of the brief
AO8 Apply reflective practice 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

