



A mark in this range indicates that the work is of an acceptable standard at the current level of your degree. It meets the Learning outcomes for the assessment.

50-59%

A good response to the set task

The work focuses on the set brief;

The work shows sound knowledge and understanding of relevant module material;

Originality and creative flair is evident but not always fully articulated

It is largely well-structured and coherent;

It demonstrates some productive use of tools or technology;

It demonstrates some familiarity with relevant critical & creative practice

Concept is clear;

Presentation of work is largely in line with professional modes of production.

But:

Concept, research & development may not be fully documented;

Narrative and use of material may be confused in parts;

Resources drawn may be limited.

A mark in this range indicates that the work is of a satisfactory to very satisfactory standard at the current level of your degree.

60-69%

A very good response to the set task

The work focuses on the set brief;

The work shows a breadth and depth of knowledge and understanding of relevant module material;

Originality and creative flair is strongly evident but may not always be fully articulated

It is well-structured and coherent;

It shows some awareness of issues in professional practice (where appropriate to the assessment mode);

It demonstrates productive application of tools or technology in the creation of the work;

It demonstrates a familiarity with relevant critical & creative practice;

It shows evidence of being able to develop a clear and well structure project through extended creative use of materials;

Concept is clear and engaging;

Presentation of work is in line with professional modes of production.

A mark in this range indicates that the work is of a good to very good standard for the current level of your degree.

70 – 79%

An excellent response to the set task

The work shows a breadth and depth of knowledge and understanding of relevant module material;

Some originality and/or creative flair

It is well-structured and coherent;

It shows an awareness of issues in professional or creative practice (where appropriate to the assessment mode);

It productively applies tools or technology in the creation of the work that shows some innovation and/or originality;

It demonstrates a firm grasp of creative practice, i.e. of different creative approaches and ways of making, and shows clear independent thought in deploying these;
Project is clear and process is fully documented through extended and detailed records and by reference to relevant creative practice reaching beyond module recommendations;

Presentation of work is in line with professional modes of production.

A mark in this range indicates that the work is of an excellent standard for the current level of your degree.

80 – 89 %

The work focuses on the set brief, but often in an unconventional or unusual way;
The work shows a breadth and depth of knowledge and understanding of relevant module material;

It shows outstanding, innovative thinking and creativity with regards to conceptualisation, aesthetics, and mode of expression.

It demonstrates a firm and nuanced grasp of creative practice, i.e. of different creative approaches and ways of making, and shows clear independent thought in deploying these;

Project is clear and process is fully documented through extended and detailed records and by reference to relevant creative practice reaching beyond module recommendations;

It evidences a high standard of analysis, evaluation and synthesis in the form of original presentation.

Presentation of work is fully in line with professional modes of production.

Expert knowledge and ability in a range of technical and creative skills.

Excellence in presentation and execution.

An Indication of suitability for publication or public exhibition.

A mark in this range indicates outstanding work for the level

90- 100 %

An exceptional response that goes beyond the set task

The work focuses on the set brief in an unconventional or unusual way;

The work shows an exceptional breadth and depth of knowledge and understanding of relevant module material;

Substantial elements of originality and flair

It shows exceptional, innovative thinking and creativity with regards to conceptualisation, aesthetics, and mode of expression.

It evidences a high standard of analysis, evaluation and synthesis in the form of original presentation.

It demonstrates a firm and nuanced grasp of creative practice, i.e. of different creative approaches and ways of making, and shows outstanding independent thought in deploying these;

Project is clear and process is fully documented through extended and detailed records and by reference to relevant creative practice reaching beyond module recommendations;

Presentation of work is fully in line with professional modes of production.

Expert knowledge and ability in a range of technical and creative skills.

Suitability for publication or public exhibition

An element that can be identified as exceptional even in a professional context.

A mark in this range indicates exceptional work.