# Product Criteria Grid

Student Name: Oakkar Pyae Phyo

Student Number: S1909454

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| **Mark**  **%** | **Comment** | **Grade &**  **Characteristics** | **Theory &**  **Academic Approach** | **Practice &**  **Deliverables** |
| 0 |  | **Fail** | plagiarism, collusion, non-pres., name only | as theory |
| 1-39 |  | **Reassess:**  ***inadequate but recoverable with effort*** | no understanding, very short, inadequate, factual but little interpretation, lacks coherence, short, errors, misconceptions, coherent but mechanical notes, partial - rudimentary answer, limited interpretation, lack of knowledge of topic, no evidence of background reading, weak English but some appropriate use of language of topic. | poor effective deliverables, requirements not met, deliverables partially complete, limited response to brief. |
| 40-49 | ✔ | **3rd, D**  **Pass: Sufficient for award of credit**  ***adequate mainly descriptive approach, fair, limited conceptual or theoretical ability*** | adequate response, demonstration of basic knowledge, relevant content, clear intention communicated, evidence of reading, acceptable minimum level of English for business presentation but may lack precision, some limited analysis / application of knowledge / theory / weighting of evidence, inconsistent | deliverables meet basic requirement correctly but limited, just adequate but not innovative, interesting or exciting, for higher marks, 45+ just exceeds minimum specification, might be good in some areas but not consistent |
| 50-59 |  | **2ii, C**  **Satisfactory**  ***Satisfactory with some conceptual ability but lacks good evaluation or synthesis of ideas*** | good response to task, collates info, *satisfactory* analysis & judgement, constructs generalizations based on evidence & opinion, argues clearly, logically & constructs a case, some limited ability to state a personal position, correct English with few imprecise statements | good deliverables, some evidence of good design or execution, coherent and organized product, some limited evidence of self-criticism concerning deliverable, some independence, initiative, autonomy, appropriate techniques, integration of knowledge for task |
| 60-69 |  | **2i, B**  **Good.**  ***Good analysis, evaluation, synthesis, integration & argument.*** | evaluates info. & synthesizes generalizations, good ability to state & defend personal position, good analysis & judgement, applies knowledge to new situations, sound on theory, critical, understands limitations of methods, selective coherent & logical approach, well written with clear, correct and precise English | all criteria met to **good** standard, evidence of good design or execution, good integration of academic & practical issues, solid evidence of self-critique/evaluation of deliverables, products well organized - documented - coherent. Evidence of independence, initiative, autonomy, creativity, adaptability, resourcefulness. Integration of knowledge, |
| 70-79 |  | **First class, A,**  **Excellent.**  ***as above but also stronger evidence of excellent, original, innovative, articulate work*** | very strong ability to state & defend position, uses criteria & weighting in judgements, wide knowledge and theoretical ability, full understanding of possibilities and limitations of methods & theories, *75+* more original, innovative approach, command of critical positions, lively articulate writing, excellent grasp of material - synthesis of ideas | most criteria met to **high** standard, strong evidence of evaluation of deliverables, *75+:* deliverables excellent - all criteria met in clear and definite manner, evidence of excellent design or execution, elegance, innovation, very good evaluation of deliverables, |
| 80-89 |  | **Outstanding.**  ***as above but also***  ***authoritative, superlative,***  ***creative*** | **as above but also: -**  seen all possibilities in task, gone beyond accepted conceptual/critical positions, evidence of creative, intelligent, innovative approach consistently & forcefully expressed | **as above but also: -**  all aspects of deliverables superlative  beyond 80% emphasis on theory rather than practice/deliverables |
| 90-100 |  | **Faultless** | **as for 80-89 but also: -**  all work superlative & without fault | as for 80-89 |