University of the Arts London Undergraduate Marking Criteria

	Criteria	Level of Achievement Indicators					
1	Research	Fail F Little or no information	Marginal Fail E Information presented	Pass D Adequate information	C Information is accurate,	B Well informed	A Extensive independent
	Systematic identification and investigation of a range of academic and cultural sources	presented	does not relate sufficiently to the task; there may be evidence of rudimentary research	has been gathered and documented from readily available sources applying standard techniques	appropriately categorised and from a range of sources	judgements made of the relative value of connected information from a wide range of sources	research, accuracy, familiarity with the material, and sound judgements
2	Analysis Examination and interpretation of resources	F Little or no evidence of examination of source material	E Constituent elements may be incorrectly identified; analysis may be attempted but not justified	Key elements within relevant information are identified, but may lack accurate interpretation	Accurate interpretation of the relationships between constituent elements	Accurate interpretation and evaluation of relationships between elements	A Accurate and perhaps personally based synthesis and evaluation of elements
3	Subject Knowledge Understanding and application of subject knowledge and underlying principles	F Unable to evidence or articulate basic principles and knowledge related to the subject	E Limited knowledge of the subject and its development	Evidence of understanding key aspects of the subject context, in current debates and / or historical background. References to some relevant movements / people	C Accurate understanding of subject context. References to key movements and people	Accurate, extensive understanding of subject context. Evidence of appreciation of the relative significance of movements and people	A Contributes to the subject debate by assimilating knowledge into a personal hypothesis (or elements of / the beginnings of one)
4	Experimentation Problem solving, risk taking, experimentation and testing of ideas and materials in the realisation of concepts	F Little or no engagement with alternative ideas and processes	E Unable to identify problems; does not understand the purpose of risk taking or exploration of alternatives	Operates within familiar and well established ideas, processes, media and / or materials; some evidence of exploration	C Evidence of exploration of processes, media and materials; may lead to potential directions for future work	Evidence of conceptual risk taking / using own analysis to inform further cycles of inquiry and potential future directions	A Unfamiliar conceptual territories may be explored
5	Technical Competence Skills to enable the execution of ideas appropriate to the medium	Execution demonstrates poor judgement and very limited command of techniques	E Uses limited rudimentary processes exercising little judgement	Skills are adequate to communicate ideas; accepted conventions and procedures are usually applied	Skills facilitate communication of ideas; evidence of checking / testing / finishing; conventions and procedures are used consistently and appropriately	Skills facilitate practice and the communication of ideas; full command of conventions and procedures is evident	A Idea and technique are unified. Discernment and judgement are evident. Technical / craft skills may have contributed to conceptual advances
6	Communication and Presentation Clarity of purpose; skills in the selected media; awareness and adoption of appropriate conventions; sensitivity to the needs of diverse audiences	Ineffective use of visual / oral / written communication conventions in the production and presentation of ideas	E Partial lack of awareness and observance of conventions and standards; lack of clarity in structure selection and organisation of information; lack of awareness of audience	Conventions and standards are applied; structure is clear; information selection and organisation shows awareness of audience requirements and preferences	C Communication media have been selected / used with good judgement; standards and conventions of use have been fully adhered to; decisions show awareness of the audience and the context	The nature and strengths of appropriate communication media have been exploited; information has been selected, organised and presented showing awareness of audience and context	Message and medium are unified with personal style; the communication is persuasive and compelling; it takes full account of diverse audience needs
7	Personal and Professional Development Management of learning through reflection, planning, self direction, subject engagement and commitment	Consistent lack of evidence of reflection or planning for learning. No awareness of personal strengths and weaknesses in relation to task	E Sporadic evidence of reflection and planning for learning but not followed through consistently. Incomplete awareness of personal strengths and weaknesses	Evidence that reflection and planning have led to increased subject engagement and commitment. Developing an awareness of strengths and weaknesses	C Evidence that a cycle of reflection and planning has been iterative and productive. Actively works to develop strengths and mitigate weaknesses	Reflection and planning is self directed, iterative, habitual and evidenced clearly. Strengths have been built on, weaknesses have been mitigated	Takes full responsibility for own learning and development through iterative cycles of well articulated purposeful analysis and planning, supported by extensive evidence
8	Collaborative and / or Independent Professional Working Demonstration of suitable behaviour for working in a professional context alone, or with others in diverse teams	P Does not collaborate with others; unproductive working alone; shows no knowledge of related profession	E Collaborates reluctantly; struggles to produce work alone; has unrealistic view of professional life	Awareness of main standards required of relevant profession. Able to work both collaboratively and independently	C Aware of and able to meet most standards required of relevant profession in simulated or real professional situations. Productive when working in a team or working alone	Aware of and able to meet most standards required of relevant profession in simulated or real professional situations. May work well in a team, provide effective leadership, and demonstrate a well rounded profile working alone	A Integrates a sense of own identity productively into real or simulated professional situations. Can work comfortably as a team member, in a leadership role, or alone