9: Project Credits and Peer Assessment Reports

Group Name	Imillion clicks (14)
Student Names	Alex Helly, Ashlery Helley, Jesse Nones, Jack Diblen, Megan Gibson, Josh Busto
Chosen Company and Mobile Game	Jam city Horne potter: Hogrants

A1: BUSINESS APPRAISAL and MARKETING REPORT	Who Completed this work?
Executive Summary	Megan
Business and Product Appraisal	Megan
SWOT analysis	Meganson/ Ash 40%
Business Development Plan	Megan
Marketing Plan Overview	Alex
Marketing Plan Aims, Objectives and Success Criteria	Ash
Marketing Activity Plans	Ash
Conclusions, Recommendations and Reasons to be awarded the contract	Megan
Appendices and References	Alex
Layout, Design and Presentation of Report	Alex

A2: MARKETING PRODUCTS	Who Completed this work?
List A Digital Marketing Product 1:	
STATE WHICH – A1/A2/A3/A4	Joch
List A Digital Marketing Product 2:	7 1
STATE WHICH – A1/A2/A3/A4	Joch
List B Video Marketing Product:	
STATE WHICH – B1/B2	Josh
List C Brand Awareness Marketing Product:	7
STATE WHICH – C1/C2/C3	Touse
Coordination of Marketing Product Creation	Jack 33% Josh 33% Jesse 33%
Design synergy and consistency across all marketing	- 1
products	Jack 33% Josh 33% /Jesse 33%

A3: VIDEO PRESENTATION	Who Completed this work?
Who Managed and Led this aspect of the assignment	Alex
Concept, Script and Content	Aax
PowerPoint Slides (if used)	NIA
Presenter(s) within the video	Jesse 17% Alex 3350 Ash 25% Jash 25%
Design, Graphics, Branding and Logo	Jack
Filming and Live Video Capture	Ash 25% Jesse 25% Magon 25%
Editing and Post Production	Ash 25% Jesse 25% Mago 25% Jesse 25% Josh 50% 5051
	*

You should now complete a SEPARATE PAR form for each member of your group, highlighting the agreed marks from the group for each of the defined criteria.

Your PARs will be subject to Lecturer Moderation – so please do not try to adopt the 'everyone gets full marks' approach!

 List C brund Cooldination of Design syne 	morpo	to the Business Appraisal and Marketing Project: MYESS Filming and live cupture Baiting and post product Creation and post product Consistent cy across all marketing pro	re political l	ate of PAR: 6 / S/ 2019	
ASSESSMENT	STATE	MENTS		MAR	
CRITERIA	Identif	y one statement that is most appropriate from each section a	and transfer the		
		nt score into the Mark column			
Co. served.	5	ine key words that best describe the Student's performance Outstanding contribution to project ideas and plans. Many Innovative and			
Contribution to Project Ideas,	4	A very good contribution to project ideas and plans. Some original propos			
Originality and	3	A good level of contribution to project ideas and plans. Some degree of o			
Innovation	2	Some contribution to project ideas and plans. Some degree of originality		4	
(5)	1		Innovative		
	5	Little effective contribution to project ideas and plans			
Attendance and	4	Attended all the group meetings and made a significant contribution to d			
engagement at		Attended almost all of the group meetings and made a good contribution			
Group Meetings	3	Attended most of the group meetings and made some contributions to di		5	
(5)	2	Attended some of the group meetings and only made a small contribution			
	1	Attended very few of the group meetings and made little contribution to			
Communication and		Instigated and maintained a high level of effective communication with al			
Interaction with group members	4	Maintained regular, useful contact with all the group members in relation			
	3	Maintained a good level of contact with the group and responded to requ		5	
	2	Maintained a basic level of communication but was often not swift to res			
	1	Maintained little communication with the group, and was often hard to co			
Personal	5	A highly organised team member who met or exceeded all the project dea	adlines		
Organisation and 4		An organised team member who met all the project deadlines			
Ability to Meet	3	A reasonably well organised team member who met most project deadlin	es	14	
Deadlines	2	A team member with only basic levels or organisation who met some proj	ect deadlines	7	
(5)	1	A poorly organised team member who failed to meet project deadlines			
	9-10	High quality, original and impressive work that exceeded the expectations	of the group		
Quality of work	7-8	Consistently good quality, well produced work that met the expectations of	of the group		
produced	5-6	Some good quality work produced that mostly met the expectations of the group		0	
(10)	3-4	Reasonable work. Some aspects met the expectations of the group		0	
	1-2	Basic work, not always meeting the expectations of the group			
recont 1	9-10	A highly committed team member who demonstrated a consistently outst	tanding level of effort		
Effort and Commitment to the	7-8	A highly committed team member who demonstrated a high level of effor			
Project	5-6	A reasonably committed team member who demonstrated a good level of		8	
(10)	3-4	An inconsistent level of commitment to the project, with limited effort sho	own in some tasks		
	1-2	A poor level of commitment to the project and little or no effort shown to	the tasks		
ummary Comments fro	m PAR N		Total Mark out of	40 34	
		ERS: James Square	Divide by 2 to give Final Scaled Man out of 20	k 17	

Jack Dibden Student Name: Summary of Contributions to the Business Appraisal and Marketing Project: Date of PAR: · List A digital and morthering products or coordination or marketing product creation · Design, graphics and brunding 16/5/20P . Design strengt and consistency arross of martisting products **ASSESSMENT STATEMENTS** MARK CRITERIA Identify one statement that is most appropriate from each section and transfer the relevant score into the Mark column Underline key words that best describe the Student's performance Outstanding contribution to project ideas and plans. Many Innovative and original proposals **Contribution to** 4 A very good contribution to project ideas and plans. Some original proposals Project Ideas. Originality and 3 A good level of contribution to project ideas and plans. Some degree of originality Innovation 2 Some contribution to project ideas and plans. Not always very original or innovative (5) 1 Little effective contribution to project ideas and plans 5 Attended all the group meetings and made a significant contribution to discussions Attendance and 4 Attended almost all of the group meetings and made a good contribution to discussions engagement at 3 Attended most of the group meetings and made some contributions to discussions 5 **Group Meetings** 2 Attended some of the group meetings and only made a small contribution to discussions (5) 1 Attended very few of the group meetings and made little contribution to discussions Instigated and maintained a high level of effective communication with all the group members 5 Communication and Maintained regular, useful contact with all the group members in relation to the project 4 Interaction with 3 Maintained a good level of contact with the group and responded to requests quickly group members 2 (5) 1 Maintained little communication with the group, and was often hard to contact 5 A highly organised team member who met or exceeded all the project deadlines Personal 4 An organised team member who met all the project deadlines Organisation and Ability to Meet 3 A reasonably well organised team member who met most project deadlines **Deadlines** 2 A team member with only basic levels or organisation who met some project deadlines (5) 1 A poorly organised team member who failed to meet project deadlines 9-10 High quality, original and impressive work that exceeded the expectations of the group 7-8 Quality of work Consistently good quality, well produced work that met the expectations of the group produced 5-6 Some good quality work produced that mostly met the expectations of the group (10)3-4 Reasonable work. Some aspects met the expectations of the group 1-2 Basic work, not always meeting the expectations of the group 9-10 A highly committed team member who demonstrated a consistently outstanding level of effort Effort and 7-8 A highly committed team member who demonstrated a high level of effort within the project Commitment to the 5-6 A reasonably committed team member who demonstrated a good level of effort in some tasks Project 3-4 An inconsistent level of commitment to the project, with limited effort shown in some tasks (10)1-2 A poor level of commitment to the project and little or no effort shown to the tasks **Summary Comments from PAR Meeting:** 32 **Total Mark out of 40** Divide by 2 to give 16 **Final Scaled Mark** out of 20 SIGNED BY ALL GROUP MEMBERS:

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List B video coordination ou	MONH	to the Business Appraisal and Marketing Project ding product creation product creation who consistency across all marketing		ate of PAR	
ASSESSMENT CRITERIA	Identification relevant	MENTS y one statement that is most appropriate from each section at score into the Mark column ine key words that best describe the Student's performan		M	ARK
Contribution to	5	Outstanding contribution to project ideas and plans. Many Innovative a			
Project Ideas,	4	A very good contribution to project ideas and plans. Some original prope	osals		
Originality and	3	A good level of contribution to project ideas and plans. Some degree of originality		3	,
Innovation	2	Some contribution to project ideas and plans. Not always very original or innovative			
(5)	1	Little effective contribution to project ideas and plans			
	5	Attended all the group meetings and made a significant contribution to	discussions		
Attendance and	4	Attended almost all of the group meetings and made a good contributio	on to discussions	The section	
engagement at	3	Attended most of the group meetings and made some contributions to	discussions	1	
Group Meetings	2	Attended some of the group meetings and only made a small contribution	on to discussions	7	
(5)	1	Attended very few of the group meetings and made little contribution to			
	5	Instigated and maintained a high level of effective communication with			
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Interaction with	3	Maintained a good level of contact with the group and responded to requests quickly			
group members		Maintained a basic level of communication but was often not swift to respond to requests			5
(5)	1	Maintained little communication with the group, and was often hard to			
	5				
Personal	4	A highly organised team member who met or exceeded all the project deadlines			
Organisation and Ability to Meet	3	An organised team member who met all the project deadlines		,	4
Deadlines	2	A reasonably well organised team member who met most project deadlines		- 4	
(5)	1	A team member with only basic levels or organisation who met some project deadlines			
		A poorly organised team member who failed to meet project deadlines			
	9-10	High quality, original and impressive work that exceeded the expectatio			
Quality of work	7-8	Consistently good quality, well produced work that met the expectations of the group		7	,
produced (10)	5-6 3-4	Some good quality work produced that mostly met the expectations of the	tne group	_ /	
(10)	1-2	Reasonable work. Some aspects met the expectations of the group			
		Basic work, not always meeting the expectations of the group			
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Project	3-4	A reasonably committed team member who demonstrated a good level An inconsistent level of commitment to the project, with limited effort s		0)
(10)	1-2	A poor level of commitment to the project, with limited errors of the project and little or no effort shown			
Summany Command C			to the tasks		
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31			Divide by 2 to give Final Scaled Ma out of 20	ark IS	. د

· Appendices	owy a	erview Presenter within to presentation of report	1	Pate of PAR:	
ASSESSMENT CRITERIA	STATI	EMENTS Ty one statement that is most appropriate from each section not score into the Mark column	ere tours,	MARI	
	1.00	line key words that best describe the Student's performan			
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Project Ideas,	4	A very good contribution to project ideas and plans. Some original prop		Salas Britis	
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Innovation (5)	2	Some contribution to project ideas and plans. Not always very original contribution to project ideas and plans.	or innovative		
(3)	1	Little effective contribution to project ideas and plans			
A44	5	Attended all the group meetings and made a significant contribution to	discussions		
Attendance and	4	Attended almost all of the group meetings and made a good contribution	on to discussions		
engagement at Group Meetings	3	Attended most of the group meetings and made some contributions to	discussions	5	
(5)	2	Attended some of the group meetings and only made a small contributi	on to discussions	3	
	1	Attended very few of the group meetings and made little contribution to			
	5	Instigated and maintained a high level of effective communication with all the group members			
Communication and Interaction with	4	Maintained regular, useful contact with all the group members in relation to the project			
	3	Maintained a good level of contact with the group and responded to requests quickly		5	
group members (5)		Maintained a basic level of communication but was often not swift to respond to requests			
(5)	1	Maintained little communication with the group, and was often hard to			
D	5	A highly organised team member who met or exceeded all the project d			
Personal Organisation and	4	An organised team member who met all the project deadlines	leadines		
Ability to Meet	3	A reasonably well organised team member who met most project deadlines			
Deadlines	2			_ 5	
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(10)	3-4	Some good quality work produced that mostly met the expectations of t	the group		
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		Basic work, not always meeting the expectations of the group			
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Project	3-4	An inconsistent level of commitment to the project with limited affords			
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N.			Divide by 2 to give Final Scaled Ma out of 20	rk 18	

· Executive SI	www	to the Business Appraisal and Marketing Project: Lonchiston, recommendation and reasons to be well appraisal and reasons to be acut plan	Date of	
ASSESSMENT CRITERIA	STATE Identif relevan	MENTS y one statement that is most appropriate from each section and transfer that score into the Mark column line key words that best describe the Student's performance	ie	MARK
Contribution to	5	Outstanding contribution to project ideas and plans. Many Innovative and original proposa	ls	
Project Ideas,	4	A very good contribution to project ideas and plans. Some original proposals		
Originality and	3	A good level of contribution to project ideas and plans. Some degree of originality		5
Innovation	2	Some contribution to project ideas and plans. Not always very original or innovative		-
(5)	1	Little effective contribution to project ideas and plans		
	5	Attended all the group meetings and made a significant contribution to discussions		
Attendance and	4	Attended almost all of the group meetings and made a good contribution to discussions		
engagement at Group Meetings	3	Attended most of the group meetings and made some contributions to discussions		5
(5)	2	Attended some of the group meetings and only made a small contribution to discussions		2
(0)	1	Attended very few of the group meetings and made little contribution to discussions		
	5	Instigated and maintained a high level of effective communication with all the group memb	ers	
Communication and Interaction with	4	Maintained regular, useful contact with all the group members in relation to the project		
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group members (5)	2	Maintained a basic level of communication but was often not swift to respond to requests		3.
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Personal	5	A highly organised team member who met or exceeded all the project deadlines		
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	9-10	High quality, original and impressive work that exceeded the expectations of the group		
Quality of work	7-8	Consistently good quality, well produced work that met the expectations of the group		
produced	5-6	Some good quality work produced that mostly met the expectations of the group		10
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	1-2	Basic work, not always meeting the expectations of the group		
	9-10	A highly committed team member who demonstrated a consistently outstanding level of el	ffort	
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(10)	1-2	A poor level of commitment to the project and little or no effort shown to the tasks		
Summary Comments fro	om PAR I	Divide by to give	2	38
SIGNED BY ALL GROU		Final Scaled out of 21 BERS: JUAN Seo 7/4/1000		DAIDS

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(5)	Attended very few of the group meetings and made little contribution to discussions	
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Communication and 4	Maintained regular, useful contact with all the group members in relation to the project	
Interaction with 3	Maintained a good level of contact with the group and responded to requests quickly	
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Ability to Meet 3	A reasonably well organised team member who met most project deadlines	
Deadlines 2	A team member with only basic levels or organisation who met some project deadlines	- 4
(5)	A poorly organised team member who failed to meet project deadlines	
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(10)	An inconsistent level of commitment to the project, with limited effort shown in some tasks	
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ummary Comments from Pa	AR Meeting: Total Mark out o	f 40 31
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