

9: Project Credits and Peer Assessment Reports

Group Name	1 million clicks (14)
Student Names	Alex Kelly, Ashley Kelley, Jesse Nunez, Jack Diden, Megan Gibson, Josh Buxton
Chosen Company and Mobile Game	Jam city Harry Potter: Hogwarts mystery

A1: BUSINESS APPRAISAL and MARKETING REPORT	Who Completed this work?
Executive Summary	Megan
Business and Product Appraisal	Megan
SWOT analysis	Megan 60% / Ash 40% Megan 50% / Ash 50%
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	Jack
List A Digital Marketing Product 2: STATE WHICH – A1/A2/A3/A4	Jack
List B Video Marketing Product: STATE WHICH – B1/B2	Josh
List C Brand Awareness Marketing Product: STATE WHICH – C1/C2/C3	Jesse
Coordination of Marketing Product Creation	Jack 33% / Josh 33% / Jesse 33%
Design synergy and consistency across all marketing 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	Alex
PowerPoint Slides (if used)	N/A
Presenter(s) within the video	Jesse 17% Alex 33% Ash 25% Josh 25%
Design, Graphics, Branding and Logo	Josh
Filming and Live Video Capture	Ash 25% Jesse 25% Megan 25%
Editing and Post Production	Jesse 25% Josh 50% Josh 25%

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!

Student Name: Jesse Nunes

Summary of Contributions to the Business Appraisal and Marketing Project:

- List C brand awareness
- Coordination of marketing product creation
- Design synergy and consistency across all marketing products
- Filming and live capture
- Editing and post production

Date of PAR:

16/5/2019

ASSESSMENT CRITERIA	STATEMENTS Identify one statement that is most appropriate from each section and transfer the relevant score into the Mark column <u>Underline key words that best describe the Student's performance</u>		MARK
Contribution to Project Ideas, Originality and Innovation (5)	5	Outstanding contribution to project ideas and plans. Many Innovative and original proposals	4
	4	A very good contribution to project ideas and plans. Some original proposals	
	3	A good level of contribution to project ideas and plans. Some degree of originality	
	2	Some contribution to project ideas and plans. Not always very original or innovative	
	1	Little effective contribution to project ideas and plans	
Attendance and engagement at Group Meetings (5)	5	Attended all the group meetings and made a significant contribution to discussions	5
	4	Attended almost all of the group meetings and made a good contribution to discussions	
	3	Attended most of the group meetings and made some contributions to discussions	
	2	Attended some of the group meetings and only made a small contribution to discussions	
	1	Attended very few of the group meetings and made little contribution to discussions	
Communication and Interaction with group members (5)	5	Instigated and maintained a high level of effective communication with all the group members	5
	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	
	2	Maintained a basic level of communication but was often not swift to respond to requests	
	1	Maintained little communication with the group, and was often hard to contact	
Personal Organisation and Ability to Meet Deadlines (5)	5	A highly organised team member who met or exceeded all the project deadlines	4
	4	An organised team member who met all the project deadlines	
	3	A reasonably well organised team member who met most project deadlines	
	2	A team member with only basic levels of organisation who met some project deadlines	
	1	A poorly organised team member who failed to meet project deadlines	
Quality of work produced (10)	9-10	High quality, original and impressive work that exceeded the expectations of the group	8
	7-8	Consistently good quality, well produced work that met the expectations of the group	
	5-6	Some good quality work produced that mostly met the expectations of the group	
	3-4	Reasonable work. Some aspects met the expectations of the group	
	1-2	Basic work, not always meeting the expectations of the group	
Effort and Commitment to the Project (10)	9-10	A highly committed team member who demonstrated a consistently outstanding level of effort	8
	7-8	A highly committed team member who demonstrated a high level of effort within the project	
	5-6	A reasonably committed team member who demonstrated a good level of effort in some tasks	
	3-4	An inconsistent level of commitment to the project, with limited effort shown in some tasks	
	1-2	A poor level of commitment to the project and little or no effort shown to the tasks	

Summary Comments from PAR Meeting:

Total Mark out of 40


34

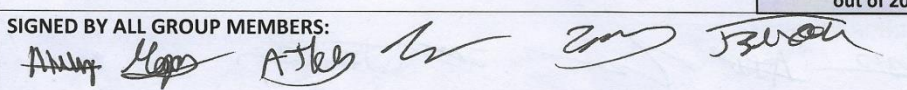
**Divide by 2
to give
Final Scaled Mark
out of 20**


17

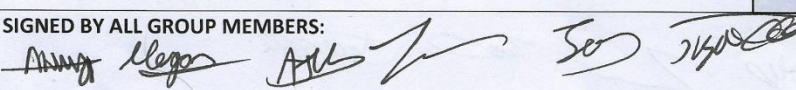
SIGNED BY ALL GROUP MEMBERS:

[Signatures]

Student Name: Jack Didden		
Summary of Contributions to the Business Appraisal and Marketing Project: <ul style="list-style-type: none"> List A digital marketing products • Design, graphics and branding • coordination of marketing product creation • Design synergy and consistency across all marketing products 		Date of PAR: 16/5/2019
ASSESSMENT CRITERIA	STATEMENTS Identify one statement that is most appropriate from each section and transfer the relevant score into the Mark column <u>Underline key words that best describe the Student's performance</u>	MARK
Contribution to Project Ideas, Originality and Innovation (5)	5 Outstanding contribution to project ideas and plans. Many innovative and original proposals	4
	4 A very good contribution to project ideas and plans. Some original proposals	
	3 A good level of contribution to project ideas and plans. Some degree of originality	
	2 Some contribution to project ideas and plans. Not always very original or innovative	
	1 Little effective contribution to project ideas and plans	
Attendance and engagement at Group Meetings (5)	5 Attended all the group meetings and made a significant contribution to discussions	5
	4 Attended almost all of the group meetings and made a good contribution to discussions	
	3 Attended most of the group meetings and made some contributions to discussions	
	2 Attended some of the group meetings and only made a small contribution to discussions	
	1 Attended very few of the group meetings and made little contribution to discussions	
Communication and Interaction with group members (5)	5 Instigated and maintained a high level of effective communication with all the group members	5
	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	
	2 Maintained a basic level of communication but was often not swift to respond to requests	
	1 Maintained little communication with the group, and was often hard to contact	
Personal Organisation and Ability to Meet Deadlines (5)	5 A highly organised team member who met or exceeded all the project deadlines	4
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	1 A poorly organised team member who failed to meet project deadlines	
Quality of work produced (10)	9-10 High quality, original and impressive work that exceeded the expectations of the group	7
	7-8 Consistently good quality, well produced work that met the expectations of the group	
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	7-8 A highly committed team member who demonstrated a high level of effort within the project	
	5-6 A reasonably committed team member who demonstrated a good level of effort in some tasks	
	3-4 An inconsistent level of commitment to the project, with limited effort shown in some tasks	
	1-2 A poor level of commitment to the project and little or no effort shown to the tasks	
Summary Comments from PAR Meeting:		Total Mark out of 40 32
		Divide by 2 to give Final Scaled Mark out of 20 16
SIGNED BY ALL GROUP MEMBERS: 		

Student Name: Josh Buxton		
Summary of Contributions to the Business Appraisal and Marketing Project: • List B video marketing product • Editing post production • Coordination of marketing product creation • Design synergy and consistency across all marketing products		Date of PAR: 16/5/2019
ASSESSMENT CRITERIA	STATEMENTS Identify one statement that is most appropriate from each section and transfer the relevant score into the Mark column <u>Underline key words that best describe the Student's performance</u>	MARK
Contribution to Project Ideas, Originality and Innovation (5)	5 Outstanding contribution to project ideas and plans. Many Innovative and original proposals	3
	4 A very good contribution to project ideas and plans. Some original proposals	
	3 A good level of contribution to project ideas and plans. Some degree of originality	
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	1-2 A poor level of commitment to the project and little or no effort shown to the tasks	
Summary Comments from PAR Meeting:		Total Mark out of 40 31
		Divide by 2 to give Final Scaled Mark out of 20 15.5
SIGNED BY ALL GROUP MEMBERS: 		

Student Name: Alex Kelly		
Summary of Contributions to the Business Appraisal and Marketing Project: <ul style="list-style-type: none"> Marketing plan overview Appendices and references Logout, Design and presentation of report 		Date of PAR: 16/5/2019
ASSESSMENT CRITERIA	STATEMENTS Identify one statement that is most appropriate from each section and transfer the relevant score into the Mark column <u>Underline key words that best describe the Student's performance</u>	MARK
Contribution to Project Ideas, Originality and Innovation (5)	5 Outstanding contribution to project ideas and plans. Many innovative and original proposals	5
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Summary Comments from PAR Meeting:		Total Mark out of 40 36
		Divide by 2 to give Final Scaled Mark out of 20 18
SIGNED BY ALL GROUP MEMBERS: 		

Student Name: Megan Gibson		
Summary of Contributions to the Business Appraisal and Marketing Project: • Executive Summary • Business and product appraisal • Business development plan		Date of PAR: 16/5/2019
ASSESSMENT CRITERIA	STATEMENTS Identify one statement that is most appropriate from each section and transfer the relevant score into the Mark column <u>Underline key words that best describe the Student's performance</u>	MARK
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Summary Comments from PAR Meeting:		Total Mark out of 40 38
		Divide by 2 to give Final Scaled Mark out of 20 19
SIGNED BY ALL GROUP MEMBERS: 		

Student Name: Ashley Helly		
Summary of Contributions to the Business Appraisal and Marketing Project:		Date of PAR:
<ul style="list-style-type: none"> • SWOT Analysis • Marketing plan aims, objectives and success criteria • Filming and live capture • Marketing activity plans 		16/5/2019
ASSESSMENT CRITERIA	STATEMENTS Identify one statement that is most appropriate from each section and transfer the relevant score into the Mark column <u>Underline key words that best describe the Student's performance</u>	MARK
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	3-4 Reasonable work. Some aspects met the expectations of the group	
	1-2 Basic work, not always meeting the expectations of the group	
Effort and Commitment to the Project (10)	9-10 A highly committed team member who demonstrated a consistently outstanding level of effort	6
	7-8 A highly committed team member who demonstrated a high level of effort within the project	
	5-6 A reasonably committed team member who demonstrated a good level of effort in some tasks	
	3-4 An inconsistent level of commitment to the project, with limited effort shown in some tasks	
	1-2 A poor level of commitment to the project and little or no effort shown to the tasks	
Summary Comments from PAR Meeting:		Total Mark out of 40
		31
		Divide by 2 to give Final Scaled Mark out of 20
		15.5
SIGNED BY ALL GROUP MEMBERS:		
