# Audio-Visual Production

# (UFCFD6-30-3)

# Semester 1, Component B1.i – Pre-production Planning Folder

Name(s): Team Dragon - Rebecca Bradburn, Krzysztof Chwiolka, Courtney Daniels, Alex Feetham, Simon Harris

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| Assessments component description: | (%) of mark | | Feedback: | Mark: |
| Planning Folder | 25 (%) |  | | 59 /  100 |

Feedback:

A fairly good submission here Team Dragon. Generally well structured with enough detail to be getting on with though there were some weaker areas. We would have liked to have seen a little more in-depth evaluation of your research examples. This feels a little cursory. Further detail and reflection helps you to evaluate others work and reflect on your own project on a more granular level. It can be hard to be critical of your own work so critiquing and examining the work of others gives you a template to follow and a mirror to hold up to your own project. The moodboard needed to be much more about the design direction, aesthetic / look and feel and interaction style etc rather than a list of possible content. It is an opportunity to consider a design direction for both the gameplay and the UI in general (though you do mention this). Examples of similar style games/ VR content that you consider an influence or like certain aspects of the design approach would have been useful. I expect you may well be doing much of this unconsciously anyway (we all make judgements about what we look at) but this process makes it more explicit and easy to communicate with other team members. A solid start, well done.

## Digital Media Marking Rubric:

This marking rubric has been developed in line with the national HE SEEC Credit level descriptors: Available here: https://goo.gl/ibuU5Y

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| Mark |  | Description: |
| 90-100 | 1st | Excellent, world class piece of work. |
| 80-89 | 1st | Excellent, publishable work. |
| 70-79 | 1st | Excellent, meeting very high academic criteria, goes beyond brief requirements. |
| 60-69 | 2.1 | Very Good, meets brief and shows clear understanding with very good structure and creative flair. |
| 50-59 | 2.2 | Good, meets all the requirements of the brief. |
| 40-49 | 3rd | Pass, only meets the most basic of the assessment specifications. |
| 30-39 | Fail | Marginal Fail |
| 20-29 | Fail | Clear Fail |
| 10-19 | Fail | Bad Fail |
| 0-9 | Fail | Bad Fail/ Un-markable |