Assessment Information/Brief 2025-26

To be used for all types of assessment and provided to students at the start of the module. Information provided should be compatible with the detail contained in the approved module specification.

Module title	**Artificial Intelligence**
CRN	64667 (include all relevant CRNs)
Level	5
Assessment title	**Practical Project Outcomes 60%** **Reflective Document 40%**
Submission/Assessment Date	The submission deadline is **Tuesday 28th April 2026** by **no later than 16:00**. Any submission received after 16:00 (even if only by a few seconds) will be considered as late. **This is central university policy, and there is nothing I can do about it.** Please make sure to begin your upload well in advance of the deadline.
Module Leader/ **Assessment set by**	Daniella Gáti d.a.gati@salford.ac.uk
Weighting within module	This assessment is worth 100% of your overall module mark.
Assessment task details and instructions	Your task will be asked to build a functioning digital artifact that makes use of and adds on to (as applicable) existing machine learning source code, libraries, and modules. In other words, design and develop a creative and usable digital product that incorporates an AI method—and make sure to come up with a good reason why that method is important for the product. This Practical Project will be accompanied by a short Reflective Document. For details on both components, see below. **Practical Project Outcomes 60%** The practical project requires students to respond to a real-world problem with an AI driven solution, where you design, build, and test a tangible artifact that responds appropriately to the problem. Conceptually, the project will:

- Identify a real-world problem of some significance. This problem and its significance must be clearly identified and named in the Professional Specification. The problem could be creative (making art, playing a game), practical (accomplishing a task), environmental (helping people do something more sustainably), or it could be a problem of personal interest to you (for example, a program pretending to be human). You will receive ample guidance in finding a problem. Example problems include: how to capture the motion or shape of an object for representing it digitally in an artwork; how to draw humans expressing different emotions; how to detect the type of waste product.
- Design a (partial!) solution or response to the problem. You don't have to save the world, but your solution should be innovative (that is, not something that already exists) and it should make a contribution to solving or understanding the problem better. If the problem is highly complex, your artifact can be a prototype for how one *might* solve the problem. The main aim of your solution is to demonstrate your understanding of AI technologies.
- Consider the social, cultural, and ethical risks/limitations surrounding the use of AI to tackle your problem. These considerations should flow into the design and must be discussed in the Professional Specification.
- Acknowledge existing attempts/approaches to solving the problem, and other sources of inspiration, as well as codes/libraries/tools used.

Technically, the project will:

- Develop an own, autonomous digital artifact
- Make use of student's own source code
- Make use of existing AI / machine learning codes and libraries, OR develop the student's own. It is **not required** to develop new AI applications; integrating existing ones into your work is sufficient.

The practical project outcomes consist of the following file deliverables:

Practical project outcomes will include:

- the final digital piece, exported in a professional, finalized form

- all files, code, and assets, including external source code/libraries (referenced and/or included, as applicable: GitHub link may suffice)
- prototypes, wireframes, sketches, and digital experimentation
- + please also include video/photo demonstration of your project working as intended: this is useful in case markers or moderators are prevented by technical reasons from accessing your code.

Your practical project should contain all relevant files as well as images and other material, in a well-organized and self-contained folder system. This system should be submitted as a single, zipped folder named LASTNAME-FIRSTNAME-PRACTICAL.

Professional Specification 40%

The professional specification will meet industry standards in responding to the brief. Thus, it should include the following:

- an elaboration of concept /problem
- explanation of how project will meet brief objectives for a particular target audience
- explanation of how project design reflects critical and socially responsible praxis, including why AI is important/necessary for this product, and why the particular form(s) of AI that you're incorporating are important/necessary
- a timeline of design process and project development
- appropriate sketches, mock-ups, wireframes, prototypes, or source code versions
- a reflection on the project's success and shortcomings on meeting brief objectives and socially responsible design mandates.
- In addition, the specification should also evidence further reading/research for appropriate context/inspiration. These, along with any external materials or sources, should be acknowledged using the university approved referencing system, which is APA 7. A handy guide on APA 7 can be found here.

- Source code (other than Python/PyTorch libraries or modules) should also be cited in the References. APA 7 format is preferred. For existing AI/machine learning modules and libraries, these should be listed as well, though APA 7 may not be necessary for them.

The Professional Specification should be submitted as a single file, which could be PDF, Word, or PowerPoint. It should be named LASTNAME-FIRSTNAME-REFLECTIVE.

The guideline for approximate length for the document is 2000 words, but this is not a requirement.

Using Generative Artificial Intelligence (GenAI) tools

For the **practical component**, you will be required to use AI libraries and other already existing source code and integrate it into your project. You shouldn't use GenAI tools to handle the coding required for this, though, as it prevents your learning. (You can use it to help explain concepts, but please note this in your Specification and reflect on why it was or wasn't helpful.) The point is to go under the hood with AI coding, so if you did use AI to develop AI, you would defeat the purpose of the module and cheat yourself.

As for the **reflective component**, you are not strictly prohibited from the use of GenAI tools, however, you must indicate their use in your written deliverables and explain why and how you used these tools. This policy serves the following goals:

- **To ensure you are not missing out on learning essential skills:** If you use GenAI tools to complete your deliverables, you are undermining your learning of the module content. I assume you are not paying expensive university fees in order not to learn skills.

- **To enable you to experiment with how GenAI can be used without undermining your learning:** There are advantages to learning the best ways in which GenAI can be used without compromising your own skills. If you experiment with these tools and describe and reflect on that process in your document, you gain critical awareness on what these tools are and aren't good for.

- **To contribute to ecological sustainability:** You may know that GenAI is incredibly wasteful of energy and water. This doesn't mean we cannot use it at all, but we must consider very carefully which

	uses can be justified. You wouldn't really take an airplane from Manchester to Liverpool, usually, right? In the same way, you shouldn't use GenAI if you cannot justify it.
Word count/ duration (if applicable)	You will not be assessed on the word count of any written piece. Any indication of a word count (approximately 2000 words) is solely for guidance purposes. If your deliverable is vastly different from the word count (for example, it is far shorter or far longer), this will influence the mark only if the text's shortness or length prevents it from responding to the assessment criteria. Be aware that too long texts are less likely to be able to respond to the assessment criteria adequately.
How to submit	All deliverables must be submitted on Blackboard. There are no exceptions to this. For files that exceed Blackboard's size allowance, use a split archive to create multiple files to upload; I recommend 7zip. OneDrive links or Google Drive links and the like **are not accepted** as submissions as I may not be able to access them, and therefore cannot mark your work. Such links are only permissible as backup solutions but you still must upload the actual files for your submission. For coursework assessments only: students with a Reasonable Adjustment Plan (RAP) or Carer Support Plan should check your plan to see if an extension to the submission date has been agreed.
Feedback	You can expect to receive feedback 15 working days after the applicable submission deadline, which I believe for this module is **Wednesday, 20 May 2026**. You will receive your mark and ample written feedback on Blackboard. Please check multiple areas in Blackboard for your feedback as sometimes the feedback may not be immediately visible even after I have posted your mark and feedback. I will always provide verbal formative feedback during the term, and I encourage you to seek additional feedback and support from me.
Assessment criteria	**Practical Project Outcomes (60%):**

- **Knowledge and understanding of relevant subject matter**

Your project will demonstrate a practice-based understanding of the AI development landscape, including the potential and pitfalls of AI tools, through the use of codes, techniques, skills, and concepts in the design and development of the digital artifact.

- **Technique and digital tools understanding**

Your project will evidence an adequate understanding of existing AI source code/tools/libraries and how they work through their effective integration into the project. It will also evidence your adequate general technical skills (coding). The project will be ambitious enough that it can provide evidence of technical specialist knowledge in general coding and integration of AI tools.

- **Design Thinking & Visual/Digital Communication**

Your digital artifact will reflect your ability to employ adequate design conventions to make your digital artifact aesthetic, user friendly, and efficient in its use. It will also evidence principles of sustainable, socially responsible, and ethical design.

Supporting Documentation (40%):

- **Creativity and Design Strategies**

Your Professional Specification demonstrates that you are able to identify a relevant real-world problem and have a good ability to produce new ideas and novel approaches to this problem. Your concept is carefully thought-through, well researched, and creative, and it carries through clearly in the design of your artifact. Research and reading beyond the module content should inform your design, and this should be evidenced using the APA 7 referencing system.

- **Understanding of AI and its implications**

Your Professional Specification demonstrates that you are able to contextualize your work in terms of the larger social, cultural, and ethical questions surrounding AI while also harnessing the potential to advance a solution.

- **Project and Time Management**

Your Professional Specification shows a clear narrative of the project's time frame and how the different steps are related to the project deliverables. This includes especially concept and design development steps. Clients will want to see how conceptual decisions correspond to the project's goals.

- **Reflection and Assessment Abilities**

Your Professional Specification will demonstrate that you are able to employ 'meta-cognitive' abilities, that is, you can reflect on, evaluate, and draw conclusions from how and where your project was able to meet your own goals, and where and why it did not live up to your own expectations. The Professional Specification will also attest your ability to reflect on how your project fits in with the larger questions surrounding AI, and that you have engaged external sources/research for the wider impact of your work. Any idea, data or quote from an external source should be referenced following the recommended guidelines from UoS (that is, APA 7).

Assessed intended learning outcomes

On successful completion of this assessment, you will be able to:

1. Demonstrate an understanding of philosophical, conceptual, and ethical dimensions of machine intelligence, past and present.

2. Demonstrate a technical knowledge and understanding of AI algorithms from a mathematical and computational standpoint.

3. Demonstrate practical, technical, critical, and artistic knowledge in the development of an independent project in response to real-world problem, that is designed and developed in a socially responsible manner, and to reflect on the project's ability to accomplish this.

4. Demonstrate an advanced ability to pursue independent external and contextual research on questions both technical and social/artistic, to document this research through professional referencing (using APA 7), and to situate your work and product in the contexts researched.

Employability skills developed / demonstrated

You will develop a range of employability skills sought by employers through each assessment.

Through this assessment will have an opportunity to develop and demonstrate the following employability skills:

Skill	I	U	A	D
Communication			X	
Critical Thinking and Problem Solving			X	
Data Literacy				X
Digital Literacy				X

Industry Awareness			X	
Innovation and Creativity		X	X	
Proactive Leadership		X		
Reflection and Life-Long Learning			X	
Self-management and Organisation			X	
Team Working				

I = You will have been introduced to this skill

U = You will have developed an understanding of this skill in the context of your subject

A = You will be able to apply this skill in the context of your subject

D = You will have demonstrated an enhanced understanding and application of this skill in a wider context

Support for this Assessment

You can obtain support for this assessment by contacting me in person (inside or outside the classroom), or via email and Teams. I'm more than happy to meet with you separately (in person or online) if you would need additional one-on-one support.

Other sources of support
Understanding your assessment brief/assessment tips for success

Develop your academic and digital skills

Assessment rules and processes

Support services

Your SPA for Creative Tech is Matt Mullins:
m.p.mullins@salford.ac.uk

Issues affecting your assessment
If exceptional circumstances have affected your ability to complete this assessment, you can find more information about the Exceptional Circumstances Procedure (previously Personal Mitigating Circumstances) here. Independent advice is available from the Students' Union Advice Centre.

Academic Integrity and Academic Misconduct

	You must learn and demonstrate good academic conduct (academic integrity). Good academic conduct includes the use of clear and correct referencing of source materials. Academic integrity & referencing Referencing Academic misconduct is an action which may give you an unfair advantage in your academic work. Some examples are plagiarism, asking someone else to write your assessment for you, unauthorised use of AI or taking notes into an exam. The University takes all forms of academic misconduct seriously.
In year retrieval scheme	Your assessment is **not** eligible for in year retrieval.
Reassessment arrangements	If you fail your assessment, and are eligible for reassessment, you will be able to find the date for resubmission on your module site in Blackboard. There is no resubmission if you are on a retake attempt. For students with accepted personal mitigating circumstances for absence/non submission, this will be your replacement assessment attempt. A reassessment will typically be the same task as the assessment was, but this may change if it isn't possible to do the same task. If you need to take a reassessment, please be in touch with me well in advance of the reassessment date so that we can make sure that you understand your task and that you can receive support for it. There are also additional sources of support, such as the SPAs, as well as the resources listed under **Support for this Assessment** (above).