

## **Generic Undergraduate Assessment Criteria: JOURNALISM PRACTICAL WORK**

Basis on which marks are awarded:

### **0-19%**

- The work is far below the standard required of the set task.
- The work is likely to be short, i.e. well under the required duration for the assessment;
- It demonstrates very limited or no understanding and knowledge of relevant material from the module;

In addition:

- The brief as set may not be addressed;
- The work does not comply with basic professional journalistic standards;
- The structure may be disordered;
- The use of technology is problematic and/or the project does not work.

A mark in this range indicates that the work is far below the standard required at the current level of your degree. It does not meet the Learning outcomes for the assessment.

### **20-39%**

- The work is below the standard expected of the set task;
- The work demonstrates some understanding and knowledge of relevant material from the module;
- It offers some evidence of the application of professional journalistic practices and values;

In addition:

- The work may be under the required duration;
- The brief as set may not be fully addressed;
- The structure may be disordered;
- The use of technology is limited and/or the project does not work in significant ways.

A mark in this range indicates that the work is below the standard required at the current level of your degree but shows evidence, at least at the upper end, of almost achieving that standard. It does not meet the Learning outcomes for the assessment.

### **40-49%**

- The work is an acceptable response to the set task;
- The work focuses on the set brief;
- The work demonstrates some understanding and knowledge of relevant material from the module;

- There is some evidence of the application of professional journalistic practices and values but it is partial or problematic;
- It shows evidence of being able to explore issues through the use of technology;
- It demonstrates some familiarity with standards that guide professional journalism;
- It shows evidence of some skills in the use of technology;
- The work is intelligible;

But:

- The engagement with professional journalistic practices and values may be limited.

A mark in this range indicates that the work is of an acceptable standard at the current level of your degree. It meets the Learning outcomes for the assessment.

### **50-59%**

- A good response to the set task;
- The work focuses on the set brief;
- The work shows sound knowledge and understanding of relevant module material;
- Engagement with professional journalistic practices is evident but not always fully articulated;
- It is largely well-structured and coherent;
- It demonstrates some productive use of equipment or technology;
- It demonstrates some familiarity with relevant standards of professional journalism;
- Presentation of work is largely in line with professional modes of production.

But:

- There may be some gaps in the use of equipment or technology;
- Some elements of professional practice may be under-utilized.

A mark in this range indicates that the work is of a satisfactory to very satisfactory standard at the current level of your degree.

### **60-69%**

- A very good response to the set task
- The work focuses on the set brief;
- The work shows a breadth and depth of knowledge and understanding of relevant module material;
- Engagement with professional journalistic practices and values is strongly evident but may not always be fully articulated It is well-structured and coherent;
- It shows some awareness of issues in professional practice (where appropriate to the assessment mode);
- It demonstrates productive application of equipment or technology in the creation of the work;

- It demonstrates a familiarity with standards of professional journalistic work;
- It shows evidence of being able to develop a clear and well-structured journalism projects;
- Presentation of work is in line with professional modes of production.

A mark in this range indicates that the work is of a good to very good standard for the current level of your degree.

### **70 – 79%**

- An excellent response to the set task;
- The work shows a breadth and depth of knowledge and understanding of relevant module material;
- Some originality;
- It is well-structured and coherent;
- It shows an awareness of issues in professional practice (where appropriate to the assessment mode);
- It productively applies equipment or technology in the creation of the work;
- It demonstrates a firm grasp of professional journalistic practices and values;
- Presentation of work is in line with professional modes of production.

A mark in this range indicates that the work is of an excellent standard for the current level of your degree.

### **80 – 89 %**

- The work focuses on the set brief, but often in an original or unusual way;
- The work shows a breadth and depth of knowledge and understanding of relevant module material;
- It demonstrates a firm and nuanced grasp of professional journalistic practices and values;
- It evidences a high standard of research, writing, sourcing and interviewing;
- Presentation of work is fully in line with professional modes of production.
- Expert knowledge and ability in a range of technical and professional skills.
- Excellence in presentation and execution.
- An indication of suitability for publication.

A mark in this range indicates outstanding work for the level

### **90- 100 %**

- An exceptional response that goes beyond the set task;
- The work focuses on the set brief in a highly original manner;
- The work shows an exceptional breadth and depth of knowledge and understanding of relevant module material;
- It evidences a high standard of research, writing, sourcing and interviewing;

- It demonstrates a firm and nuanced grasp of professional journalistic practices and values;
- Presentation of work is fully in line with professional modes of production.
- Expert knowledge and ability in a range of technical and professional skills.
- Suitability for publication;
- An element that can be identified as exceptional even in a professional context.

A mark in this range indicates exceptional work.