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## Generic Undergraduate Assessment Criteria: WRITTEN WORK

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Basis on which marks are awarded:

### 0-19%

- The work is likely to be well under the required word length for the assessment;
- It demonstrates very limited or no understanding and knowledge of relevant material from the module;

In addition:

- The essay title or brief as set may not be addressed;
- The structure may be disordered;
- Argument and analysis are likely to be absent or unclear;
- Writing may be unintelligible;
- Presentation may be out of line with academic practices of referencing.

*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 demonstrates some understanding and knowledge of relevant material from the module;
- It offers some appropriate description or analysis;

In addition:

- The work may be under the required word length;
- The essay title or brief as set may not be fully addressed;
- The structure may be disordered;
- Argument may be limited;
- Writing may lack clarity in parts;
- Presentation may be out of line with academic practices of referencing.

*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 focuses on the essay title or the set brief;
- The work demonstrates some understanding and knowledge of relevant material from the module;
- It shows evidence of being able to explore issues through examples;
- It demonstrates some familiarity with relevant critical thought, ie. with different ways of thinking;
- It shows evidence of some skills in developing an argument;
- It shows some evidence of analytic skills;
- The work is intelligible;
- Presentation is partly in line with academic practices of referencing.

But:

- The range of relevant material engaged with may be limited;
- There may be an unevenness in the accomplishments listed above.

*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%**

- The work focuses on the essay title or the set brief;
- The work shows sound knowledge and understanding of relevant module material;
- It is largely well-structured and coherent;
- It demonstrates some productive application of analytic skills in the exploration of primary sources;
- It demonstrates some familiarity with critical thought, ie. with different concepts and ways of thinking, and the ability to outline these differences;
- It shows some evidence of being able to develop clear and documented arguments through analysis and by reference to a secondary literature;
- Writing is clear;
- Presentation is largely in line with academic practices of referencing.

But:

- Understanding, analysis and argument may not be fully documented;
- Argument, analysis and use of concepts may be confused in parts;
- Resources and reading drawn may be limited.

*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%**

- The work focuses on the essay title or the set brief;
- The work shows a breadth and depth of knowledge and understanding of relevant module material;
- It is well-structured and coherent;
- It shows some awareness of methodological issues (where appropriate to the assessment mode);
- It demonstrates productive application of analytic skills in the exploration of primary sources;
- It demonstrates a familiarity with critical thought, i.e. with different concepts and ways of thinking, and a degree of independent thought in deploying these;
- It shows evidence of being able to develop clear and well documented arguments through extended analysis and by reference to a range secondary literature;
- Writing is largely articulate and engaging;
- Presentation is in line with academic practices of referencing.

*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%**

- The work focuses on the essay title or the set brief, but often in an interesting or unusual way;
- The work shows a breadth and depth of knowledge and understanding of relevant module material;
- It is well-structured and coherent;
- It shows an awareness of methodological issues and ability to engage in primary research (where appropriate to the assessment mode);
- It applies analytic skills to the exploration of primary sources which generate insightful and sometimes original knowledge;

- It demonstrates a firm and nuanced grasp of critical thought, i.e. of different conceptual frameworks and ways of thinking, and shows clear independent thought in deploying these;
- Arguments are clear and persuasive and fully documented through extended and detailed analysis and by reference to a secondary literature reaching beyond module recommendations;
- Writing is articulate, fluent and engaging;
- Presentation is fully in line with academic practices of referencing.

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

**80-89 %** In addition to being an excellent standard for the degree, a mark in this range will combine:

- Expert knowledge of relevant debates, concepts, aesthetics or historical conventions
- Detailed and precise understandings of the media form, topic or case study
- Excellence in presentation
- An indication of suitability for publication or public exhibition

*A mark in this range indicates outstanding work for the level*

**90 - 100 %** In addition to the criteria for outstanding the work will demonstrate:

- Substantial elements of originality and flair
- Suitability for publication or public exhibition
- An element that can be identified as exceptional

*A mark in this range indicates an exceptional standard of work*