

## CGP3001 Content Creation and Management – Conference – Criterion Referencing Grid

Learning Outcome	Criteria	Marginal Fail (35 – 39)	Pass (40 – 49)	Lower Second (50 – 59)	Upper Second (60 – 69)	First (70 – 100)
[LO4] Analyse aspects of the contemporary computer game industry	<b>Content of your paper:</b> Does it fit in with the conference track; does it offer an argument or point of view at a depth suitable for Level 3 study?	Subject content outside conference track, little content of relevance or argument lacking.	The paper content fits the conference track and suitable material is included to communicate your point of view	Your argument offers a personal view on the issues researched, however your content is lacking depth and does not cover the main issues adequately.	Your paper offers a mainly objective argument focussed upon the key research areas of the conference track. The content is disjointed in places and falls short of a completely coherent argument.	Your depth of argument offers an objective view on the subject material and the content is assimilated into a coherent presentation of the issues.
	<b>Research quality:</b> Have you used suitable references, have you read relevant material?	Referencing poor or missing, too few references to support adequate analysis	Your sources are referenced, although the referencing style is inconsistent. You may have an inadequate range of sources.	Your sources are referenced and the referencing style is mainly consistent. Your range of sources is adequate, but not wide enough to fully address the issues.	Your sources are referenced in a consistent style. You present a range of sources – however, there appears to be a predominance of one form of source, eg: web sources.	Your sources are referenced in a consistent and correct style. Your range of sources covers different areas and is suitable to support your argument.
	<b>Presentation:</b> Does your presentation adequately communicate your appraisal of the issues, is it timed well, how do you respond to questioning?	Presentation missed and/or subject material not communicated adequately	Your presentation communicates the subject material of your paper, although the presentation structure may be confusing, your timing unsuitable and/or your responses to questions are inadequate.	Your presentation summarises your paper adequately, although your presentation slides may need to be more succinct and/ or your timing may need more attention.	Your presentation is made confidently and you respond well to questioning; your timing may need more attention.	Your presentation is smooth and confident; you summarise your paper completely; your timing is observed well and you respond to questioning in a self-assured way.