# Candidate evidence

## Languages: Interdisciplinary Project
## Proposal

| Candidate name | |
| --- | --- |
| SCN | |
| Centre name | |
| Assessor name | |
| Project title | Model, Where? |
| Chosen subject | ☐ Expressive Arts　　X Languages<br>☐ Sciences　　☐ Social Sciences |

**Project outline** *(what it is you want to do and how will you go about it)*

Through examining various sources, I intend to find out the effect that the modelling and fashion industry has on the world and the dangers that come with it for both the public and workers. I will be investigating diversity within brands and the effect this has on society. I want to learn about how workers are treated within the industry and see how it differs between the UK and France and whether or not this industry is a safe environment, I also intended to see what the UK and French government are doing to prevent the dangers of this industry.

-        Firstly, I will be researching and examining the fashion media including magazines and advertisements to see how body image is portrayed. I will be looking at a multitude of different brands, labels and themes for these shoots. I then will put out a survey to understand the public's opinions on what they are seeing on the media.
-        Secondly, I intend to carry out research by contacting knowledgeable modelling agencies in both the UK and France to get creditable information on rules, criteria and objections they have when signing new models. I will be investigating on the limits of what they can require their models to do and any safety measurements they have in place, whether these are by law or company policy.
-        Thirdly, I will also be researching cosmetic brands in both the UK and France to get a further understanding on their diversity, I will be carrying out extensive research through campaigns and advertisements through investigating colour variety within products, shade ranges and how inclusive it is to all people of different colours, if these brands are sending out a positive image to their consumers and if so how are they doing this
-        Fourthly, I intend to gather statistics from previous studies from the UK to see how the general population is affected in their everyday lives and what they do to change their appearance to meet the standards they are exposed to, I will then compare these statistics to similar studies from France to compare the differences and similarities.

-        Once I have gathered all of my information and research, I will examine laws or bills the UK and French government have put into place to tackle the issues from this research, I will see if these laws/bills have made any impact as well as see the public's opinion in contrast to influencer's opinions.

**Reasons for choosing this project** *(e.g. personal interest, future plans, links to other subjects you are studying/ have studied)*

I chose my project based on personal belief that as I believe this is a serious topic that is not commonly spoken about, it is a dangerous issue that in a way is very taboo, I have always been interested in the modelling world which then lead to a more prominent interest into the fashion world, I am currently taking advanced higher art where I am designing and making my own costume from scratch, I currently alter and make my own clothes as a hobby and hopefully intend to delve further into this industry as I get older, this is what led me to choosing this project as when I was looking into large fashion brands I realised how non inclusive to different body sizes the fashion industry is, this led me down a rabbit hole as the issue really shocked me, I started to investigate how the population is affected by the lack of diversity and over edited and dangerous standards they produce. I always glamourised the idea of being a model as I believe a lot of people do as well so when I found I found out about the challenges and blatant abuse they go through I decided I needed to choose this for my topic, I want to bring awareness to this situation and I believe that as of now no one is benefiting from this industry apart from those profiting money off of promoting these dangerous images.

**The broad contexts this project will cover are**

X    Citizenship           X    Enterprise        **X**    Employability

☐    Economic development    ☐    Sustainable development

**Learning environments, I will access are**

I will make great use of my schools' business and art department, I am currently doing design in advanced higher art along with higher business, which gives me access to well-informed sources such as teachers who will provide me with knowledgeable information about industry and elements of design.
I will also be reaching out to modelling agencies and fashion house to interview them in order to see their first-hand perspective on these issues and if they have any actions in place to tackle the situation.
I will be using the internet, magazines, policy reports and documents, along with social media with YouTube and blogs to gather accurate and intelligent information on my chosen topic.
I will be creating surveys and releasing them to contacts in the UK and France, as well as multiple other countries to gather and understand how the population as a whole is affected as well as personal information that will allow me to get a deeper insight on how they have been affected by the lack of representation and heavily edited, non-inclusive body images they have been exposed to.

**How I will use my knowledge of my chosen subject area**

I will use my knowledge of the French language through my reading in magazines and blogs, writing to French companies and agencies in email format, listening to YouTube videos and documentaries and talking to people in the industry in interviews, in order to gain accurate information from France I am going to need to use my skills in the French language also when translating French documents, texts, magazines, and blogs into English, I will also contact French companies over email, social media, and interviews, I will be use my listening skills to accurately translate and understand French YouTube videos and interviews.
I will use my knowledge of art for design and design alongside my knowledge of

business in order to accurately read and understand data.

**The skills I will develop and/or improve in the course of this project are:**
*(carry out a short analysis of your current strengths and weaknesses in the skills areas below and how you think your project will allow you to develop and/or improve these skills)*

● *application of subject knowledge and understanding*

● my current knowledge on my chosen topic is limited, I will need to do extensive research in order to gain a further knowledge, this is critical to my project as it will give me a starting to point that I can take further, I will need to apply my current knowledge about the fashion/ modelling industry which I believe I already have some idea of requirements of design and visual marketing after completing a Higher Art and Design course and currently taking an Advanced Higher Art and Design course.

● *research skills – analysis and evaluation*
For my research I intend to use the internet to gain further knowledge on my topic, I will use the internet to read articles, reports and collect data regarding my project, then I plan on researching government laws in the UK and France and compare these laws based on credibility, usefulness and examine for any proof that it has made a difference,  this will help me improve my research and analysis skills as they are currently limited to general interest searches.

● *interpersonal skills – negotiation and collaboration*
My current collaboration skills are limited, we have not done group work for years! In order to improve these skills, I will be contacting modelling agencies, fashion labels, cosmetic brand and fashion houses to gather their opinion on the subject in question, this will be beneficial to my project as it will give me insider detail about why and how the industry is this current way. I will also conduct interviews with the general public to gather opinions on this current topic to ensure I have all information necessary for me to continue with my research.

● *planning: time, resource and information management*
I feel that time management has not been one of my strongest skills in school. I do struggle with keeping to a plan and a time frame, however I am determined. It is my intention to maintain efficiency and effectiveness throughout this project, and to complete my work to a deadline and to a consistently high standard. My goal is to remain organised throughout every phase of the project to ensure success. It is my intention to synthesise my findings into a report. I shall also create a blog site that will be publicly available.

● *independent learning – autonomy and challenge in own learning*
One of the biggest challenges I believe I will face will be dwindling down my findings to only have my strong points that back my project, with my school work I tend to follow the phrase of go big or go home, I carry out extensive research that I tend to not use however I never think I have done enough, this will be challenging considering my time frame however I am determined to produce the best project I can and stick to my clear focus

- ***problem solving – critical thinking: logical and creative approaches***
  This project will allow me to improve many key areas including having a contingency plan, this ensures that I will not go off topic or stray from my goal, I have a clear target and am willing to use essential qualities to ensure I do this.
- ***presentation skills***
  Presenting my findings is an area where I have equivocal feelings, where I believe I will strive in the aspect of creating my presentation and ensuring I have all key information I do not doubt my abilities to produce an informative and accurate project I do have worries about physically presenting my project, I do lack confidence when talking to a large audience and tend to doubt my findings as I am doing this, however I am determined to go outside of my comfort zone and successfully present my project eloquently.
- ***self-evaluation – recognition of own skills development and future areas for development***
I am determined to finalise my project within my current time frame and to use my plan to produce a presentation of high quality, I know my skills where I need to develop and I am aware of challenges I might face, I am confident that I will overcome and obstacles I may encounter and complete my goals.

| **Assessor feedback to candidate** | | | |
|---|---|---|---|
| This is an interesting project and will allow you to find out more about the fashion industry, it's standards and resources, in which you hold a keen interest. You have made it clear that you would like to develop and grow knowledge in the fashion industry while using your language skills. As you are researching using several mediums in two languages you will encounter some challenges, but I am sure you are more than able! | | | |
| **Proposal approved** | Yes | **Further work required** | No |
| **Candidate signature** | _____ **Date** | | June 21 |
| **Assessor signature** | _____ **Date** | | June 21 |

**Interdisciplinary  Project**

**Plan**

| Candidate name | _____ |
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| SCN | |
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| Project title | Model, Where? |

**Is this a group project?    yes    ☐         no       ☐**

**If a group project my individual role or responsibilities will be:**

**Timescales** *(this should be a detailed timeline and any separate spreadsheets or charts should be included as evidence)*

**Objective A** – complete by October 2021
**Objective B** – complete by October 2021
**Objective C** complete by November 2021
**Objective D** – complete by December 2021
**Objective E** – complete by January 2022
**Objective F** – complete by February 2022

**Planning** *(how you are going to meet the agreed objectives of your project)*

**Objective A – Research and contact**
Background research is critical for my project as it will allow me to gain inside knowledge about what exactly I am researching, I will do this by reading companies Policy Reports, social responsibility reports and reports made by models and those affected by the industries stories. I also will be reaching out by email and social media to different modelling agencies, fashion houses, models, fashion labels, clothing and cosmetic brands in both the UK and France.
**Objective B – contact and chase**
 I will complete my research and contact everyone I intend to contact, I will then create a survey and send it out to the public so that I can investigate how they are affected by the modelling world and what they believe would help this straining issue, I also intend to send this survey out to modelling agencies, fashion houses, models, fashion labels, clothing and cosmetic brands in both the UK and France to compare answers and see if the opinion varies based on what side you

are seeing this from. once I have e-mailed these surveys I will then send follow up emails along with my survey a few days later to ensure they can see how important this survey will be.

**Objective C – organize findings**

After I have conducted all of my research and gained answers from my emails and surveys I will compare my findings between France and the UK as well as findings between the public and the modelling/fashion industry, I will look for links and differences within my research so that I can make an informed decision on whether or not the industry is a safe environment.

**Objective D – prepare presentation**

To prepare for my presentation I will gather all of my research and evidence and compile it into an easy to read, informative PowerPoint presentation, to do this I will separate my findings from the UK and France to make comparisons easier to see, I will lay everything out in an organised order, keeping the same lay out throughout with topic headings. I will include statistics along with recommendations to both the UK and France on what the government and agencies can do to ensure safety and diversity.

**Objective E – presenting findings and getting feedback**

After I have successfully presented my project to my mentor and peers I will gather feedback I will then format a report to share with the UK and French government as well as certain agencies and cosmetic brands dependent on recommendations. I also intend to make my report public so that anyone who wishes to read my presentation can do so easily so I will share on social media.

**Objective F – self-evaluation of project**

I intend to carefully consider my strengths and weaknesses, what I excelled at and challenges incurred.

**Resources** *(egg people, materials, places)*

I will use the internet as far as I can, by downloading company policies, government policies and social responsibility reports will give me direct information of what the company stands for and legal actions they take towards keeping models and the public safe. I will be using the internet to find stories of models and workers the industry to gather insider opinions, where I cannot find research I will e-mail people agencies and influential managers in the fashion/modelling industry to understand their views and opinions on the dangers of this industry, I will also be asking what they intend to do to help with this issue and guarantee safety for their employees and the public.

I will be making good use of the art and business department and modern languages in my school by asking them to suggest popular fashion sources and issues in France and the UK.
I will also be using social media, models, the general public, interviews and magazines, adverts to explore advertisements for fashion and cosmetics to see the diversity of models and how filters and photo-shop are used so frequently on there

**Research methods** *(eg contacting companies, surveys, focus groups, experimentation)*

conducting research on the internet and sending out surveys will make up the majority of my research methods, along with sending out emails and interviewing models, agencies and the general public.
 I will be using social media to contact companies and brands as well as putting my survey on my own personal social media so it can reach a much wider audience worldwide. I will be looking online for articles, stories and reports bot for and against the fashion/modelling industry.
I will examine statistics that back up issues I find online to ensure I am using creditable information.
I will also look into brand campaigns in cosmetic and fashion over a period of 10 years ago along with plans for their future. this allows me to see how the brand has grown and plans to grow o to see if the brand is stagnant in its own ways so that I have access to methods that are working and methods that are not in order to provide accurate information and recommendations

**Presentation**

● **Who do I think will benefit from listening/reading/looking at my presentation of my project findings/product?**

I believe that  the people who will benefit the most from my project will be those affected by the industry, currently and future younger generations along with casting directors and the UK and French government, If all of my plans for my project are successful then I will be able to provide a well written, informative report to anyone who wishes to read I and learn more about diversity and safety in the fashion industry across France and the UK

● **What methods are appropriate to my audience(s)** *(eg demonstration, presentation software, websites, oral, report, piece of theatre, DVD, wiki/blog or any combination)*

the most effective way for my project to make a difference will be to send a report and all my findings to the UK and French government, along with casting directors, cosmetic brands and clothing companies. this allows me to get my recommendations and statistics straight to the sources of the problem. I will also be posting my report online to a blog, this allows me to share all of my information to anyone interested in this topic that just wants to read or use my findings.

**Dependencies** *(what is required for your project to go ahead ie reliance on other people or resources, steps in plan that must be completed before starting the next step)*

I am relying on at least 30 of people from both the UK and France taking my surveys, if this is not completed I will not have accurate data to back up my research, without this research I will not have enough to continue the rest of my project. I am relying on truthful responses from the interviews I conduct both from face to face and interviews conducted with brands, general public and companies online. I am relying on accurate statistics from research papers and stories from ex models to ensure all my information is correct and up to date and relevant.

| Contingencies | |
|---|---|
| **Any anticipated problems** | **My plans for overcoming the anticipated problems.** |
| 1. not getting a response from companies, agencies and brands I contact. | 1. I will solve this issue by sending follow up emails every so often until I gather a response, I will reach out to multiple brands and companies to increase my chances of a response, if my questions still go unanswered I will phone the company/ brand to ensure I get an answer. |
| 2. not having enough responses from my surveys | |
| 3. statistics being out dated and no longer accurate | |

| | |
|---|---|
| 4. Using online sources without guaranteeing their reputability.<br><br>5. Lack of government information about protection and safety in the industry | 2. I will send my survey out to a multitude of people from different backgrounds to ensure I get varied answers, I will also spread this survey across all of my own personal social media platforms. I will friend and family re-post my survey on their own social media to ensure I gather enough responses<br><br>3. once I have collected data I will look into when the site I gathered my data from was created and shared to the public, I will also track where they collected said data from to ensure it is a creditable and reliable source not dating back any less than 10 years ago.<br><br>4. any information I find online I will do background research on it by tracing the information back to its original source to ensure credibility. |

**Method for recording my skills development and future areas for improvement**

I will be using the Baccalaureate log to record the timeline of my project every step of the way.
I hope to gain more knowledge about my chosen topic by conducting interviews with the general public and peers, along with anonymous surveys on social media where people from the UK and France can be wholeheartedly honest with me.

I hope to improve confidence within my chosen topic with both confidence in my information as well as confidence when presenting.

**Assessor feedback to candidate**

The treatment and protection of models in fashion, media, agencies and cosmetics is a bigger area of research than you may have considered. A lot of investigation and reading of various sources will be required. This topic is very relevant, especially in regard to external pressures the industry puts on young people. You have considered all areas of this industry and although it will be a lot of research, you will learn more about the rights of fashion models across two different countries – it will be interesting to discover where models are treated better. As for contingencies, you should have lists of agencies, magazines, brands that you can contact as back up.

| **Plan approved** | Yes | **Further work required** | No |
|---|---|---|---|

| **Candidate signature** | _____     **Date** | August 2021 |
| --- | --- | --- |
| **Assessor signature** | _____     **Date** | August 2021 |

**Interdisciplinary Project**

**Presentation of Project Findings/Product**

| Candidate name | _____ |
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| Assessor name | _____ |
| Project title | Model, Where? |

**How I presented my project findings** *(describe in detail how you presented your project findings and explain the choices you have made with regard to your presentation method(s) and audience(s))*

I presented my project to my peers in the form of a PowerPoint presentation, in this presentation I started out by informing every one of my aims and goals for my research, and how my project will allow me to investigate the differences between what the fashion industry is doing to promote healthy/negative body image in the UK compared to France – fashion houses, model agencies, magazine companies, influencers, cosmetic industry –.  I discussed that I will also be investigating how the government is ensuring safety within the industry and how the industry is affected by this – laws, standards, recommendations -. I informed that throughout my research so far, I have found that France has implemented more safety measures regarding their models and how they are treated, and are putting out a healthier image to the public compared to the UK whilst describing how I aim to produce a report on recommendations for improvement that will be issued to the French & UK governments and the main fashion houses, agencies, magazines, cosmetic companies and influencers, I will highlight where/ if progress is being made and how we can further improve experiences of models in the fashion industry and have a more positive impact on young consumers of these products.

After I had set out my aims clearly, I went on to discuss some issues in France and the UK, a major link I found between France and the UK were two major eating disorders; Bulimia nervosa and Anorexia nervosa.

I found that In France more than 40,000 people most of which are adolescent women have Anorexia Nervosa whereas in the UK Between 1.25 and 3.4 million people are affected by an eating disorder, around 10% of these people affected by an eating disorder suffer from anorexia nervosa and 40% of suffer from bulimia nervosa. There are many other eating disorders that are prevalent in the world apart from Anorexia Nervosa and Bulimia Nervosa.

I discussed with my peers and Mentor about how in France 70% of young girls aged 10-18 report that they define perfect body image based on what they see in magazines, nearly 50% reported a desire to be as skinny as the models they viewed in fashion magazines and reported that these magazines gave them a body to strive for. A study in 2013 showed that France has the second highest prevalence of female anorexia in the world at 1.42 per cent, although some reports state the prevalence rate in France to be as high as 5.7%, whereas in the UK 22% of adults and 40% of teenagers have said that images on social media and advertisements caused them to worry and become insecure about their body image, 13% of adults have experienced suicidal thoughts or feelings over their body image due to social media and advertisements and 28% of men aged 18 and above have felt anxious because of body image issues due to not meeting standards they see online.

During the pandemic eating disorders and body dysmorphia have risen drastically after already increasing in years before.

I then informed that due to these issues, France has taken serious actions to tackle and prevent. In 2017 a French bill came into effect that requires any commercial photos of models that have been digitally altered to appear thinner or thicker to bear the warning that the photo has been retouched," photographie retouchée". First initiated by Frances former health minister "Marisol Touraine" I informed my peers that those who do not comply with this law will face a fine of at least 37,500 Euros (£32,000), or 30 percent advertising costs. Along with this I described to my peers and mentor that En prévision de la nouvelle loi, la banque d'images Getty Images a annoncé avoir banni les photos de corps retouchés. Depuis quelques temps, les actions pour mettre fin aux retouches photos dans le monde de la mode fleurissent. I went on to discuss that Photographie Retouchée was not the first stance France had taken against promoting unhealthy body images.
In 2015, France passed another bill aimed at banning the hiring of models deemed "excessively thin,"

This bill means that models will be required to provide a doctor's certificate attesting to their overall health and proving their Body Mass Index (BMI) sits within a healthy range in order to work.
The measurements are compared to the world health organisation's definitions of underweight to decide whether a model is certified. Agencies found employing models considered too can result in six months imprisonment and a fine of 75,000 euros, or £64,000 at current exchange.

I explained that in the UK we have have seen how effective France has been with implementing these bills and put forward a version of photographie retouchée. to label digitally altered body images. This is a Bill to require advertisers, broadcasters and publishers to display a logo in cases where an image of a human body or body part has been digitally altered in its proportions; and for connected purposes. The

proposal is still waiting for the date for its second hearing in the house of commons which shows that it is not a U priority as it is in France

I then informed that in France there are also certain individual who are against this bill especially influencers. Influencers have spoken out against the proposals, saying it puts too much pressure on them, it is an individual's choice how they wish to represent themselves through social media.

We noted that influencers have continued to not label their photos and send out unrealistic body images to their younger audiences

However, in the UK many people are for this Bill with 88% of girls aged 11-21 have said that they want adverts that have been airbrushed to say so.

I described that while doing my research for a UK and French brand I decided on looking into Louis Vuitton and Burberry, two very well-known brands. Both brands released a wellbeing policy report/ social responsibility report and both reports entail the requirements needed and safety rules for potential models, I described how there was very little to compare here as there were only slight differences to their requirements and safety guides.

I informed how both companies require models to be able to produce a medical certificate stating that they are fit and healthy enough to work. The certificate must have been issued within the six months preceding the photo shoot or show.

I informed that neither companies allow Models between 16 and 18 years old to work between 10pm and 6am or allow models under 16 years of age to take part in shows or photo shoots representing adults. However, louis Vuitton companies are required to ensure that a dedicated psychologist/psychotherapist is available during working assignments to any models who request such services whereas Burberry has not stated anything to do with this topic.

I described how Louis Vuitton are not to make any casting requests for size 32 female models or size 42 male models (French sizes). Casting agencies will be required to provide models with body shapes corresponding to at least size 34 for women, and size 44 for men. Burberry goes by the same measurements, a 34 being a UK size 6 and a 44 being a UK size 14

I discussed how Louis Vuitton target market is wealthy middle aged women from 35 to 54 years old however is extending its relationships with influencers, as is evident from recent social media content, which sees a collaboration with 20 year- old Emma Chamberlain and model Karlie Kloss promoting its wares on the brand's Instagram Stories and its YouTube channel, both models also share the same ethnicity, race, gender, and age range showing a very large lack of diversity however the collaboration with Emma Chamberlain started when she was 17, who has a lot of viewers well under louis Vuitton's target market age, I then went on to discuss the different ratio requirements needed to be a model in the UK and France. I then went on to discuss the differences between cosmetic brands in the UK compared to cosmetic brands in France. In France only 9% of L'Oréal models we see on tv and in advertisements for their products are black.
Yves Saint Laurent launched its "all hours" foundation, it was immediately criticised for having 19 out of 22 shades for white people and only 3 darker shades, 2 of which still being very pale.
YSL have been trying to include more diversity into their advertisements and as of

2022, "Barbie Ferreira" a plus sized actress as their new brand ambassador "Indya Moore" a transgender Haitian actress as a brand ambassador as well as "Zoe Kravitz" an African American model, showing a lot more diversity and representation with their advertisements whereas in the UK Charlotte Tilbury's airbrush flawless finish has over 44 shades for all different skin tones and undertones with just over 50% being for darker skin yet they have very little representation in their advertisements with Supermodel Kate Moss and actress Phoebe Dynevor being their brand representatives and having no plus sized models in their campaigns. after compiling all of my research and sharing it with my peers and mentors I then discussed with them some recommendations on the fashion industry & governments can support models and young consumers of fashion brands based off of everything I have previously stated.

I then sent email recommendations for the UK the need for commitment from social media companies to play a key role in promoting body kindness, safety and diversity
-        Taking a public health approach to body image by training front line health and education staff
-        Implement the BMI law to tackle the promotion of eating disorders
-        Implement stricter safety rules for models and have trained medical professionals at every line or shoot to ensure their safety

I also sent email recommendations to France to encourage more diversity in advertisements and magazines to tackle the pressure to be thin that has been integrated into French culture
-        being more body inclusive everywhere, stop holding requirements such as weight, age, size, race and gender
-        A rule that states every line or shoot needs to have diversity
Get models help when the audition without their BMI instead of turning them away.

| **Assessor feedback to candidate** | | |
|---|---|---|
| Your presentation was very informative and your statistics impressive! You gathered a mountain of information on both safety and diversity issues in the industries in France and the UK, and made recommendations to the relevant agencies in both countries. Your peers and myself are also much more informed on the standards and expectations in this industry. | | |
| **Candidate signature** | _____ **Date** | March 2022 |
| **Assessor signature** | _____ **Date** | March 2022 |

**Interdisciplinary  Project**

| SCN | | | | | | | | | | |
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| **Centre name** | | | | | | | | | | |
| **Assessor name** | | | | | | | | | | |
| **Project title** | | | | | | | | | | |

**How successful has my project been overall?** *(consider the strengths, weaknesses and learning points of your planning, implementation and findings/outcomes giving examples to support your comments)*

overall "Model, Where?" has proved to be very successful, I managed to gather, compile, compare and present my findings all in the allocated time frame. I found that gathering information from brands and companies was a lot more challenging that I anticipated but I managed to overcome this by sticking to my plan.

I can confidently say that both countries have a lot to work on, in terms of safety and treatment I believe that France is the better place to model, I say this because of the evidence in my project that it is a much safer place, models are treated with respect and have laws protecting them from dangerous activities and environments along with keeping them healthy and able to work whereas in the UK there are very little safety regulations apart from basic laws, models have no protection and are not cared for like they would be in France, however in terms of diversity and inclusion, the UK is the best place to model, with advertisements, magazines and social media there is now a role for everyone no matter the race, size, ethnicity, gender or age and requirements for these things are progressively getting less and less unlike in France where the pressure to fit into requirements ratios are still getting pushed and seen as the ideal beauty standard.

**How effective were my communication methods throughout the project?**

I believe my communication methods were very successful, I managed use my skills of the French language my reading articles and policies, writing emails, talking in interviews and listening to YouTube videos, I successfully gathered enough survey answers and have many interviews that allowed me to gather critical information, however I could have spoken to more contacts, this would have allowed me to have even more data to present. although this may have been overload as I had spoken to a lot of people.

**Is there any aspect of my project that could be taken further?  What might my next steps be?**

Talking to more French and UK fashion companies is definitely an aspect of my project that I can take further, further steps I would take would be to reach out to more contacts and have more information to compare.

| **Candidate signature** | _____          **Date** | March 2022 |
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| **Assessor signature** | _____          **Date** | March 2022 |

## Evaluation of project

## Interdisciplinary  Project

## Self evaluation of generic and cognitive skills development

| Candidate name | |
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| Project title | Model, Where? |

*In evaluating your skills consider the skills analysis which you carried out at the Proposal stage and how you said you would develop and improve these skills. Now refer to your reflective diary/log/blog and feedback you have received and evaluate how you have developed and/or improved these skills through the work on your Interdisciplinary Project.*

### Application of subject knowledge and understanding
*(Think about practical uses for the what you have learned. How did you use your knowledge of your chosen subject area effectively to help you carry out various aspects of your project and how it related to your chosen broad context(s)?)*

when I began my project, my initial goal was to find out hoe only models were treated in the industry, this was a topic that I was already familiar with and had previously done research on however when looking further into this topic I found out information I previously had no former knowledge on which led me to my current chosen topic. now I not only have an understanding on how workers and models are treated within the industry I have an insider knowledge on what has led to this treatment, how it is affecting the industry in France and the UK and what are fashion and beauty companies trying to do to fix this issue.

## Research skills – analysis and evaluation

*(Think about the research process. How did you plan, carry out, analyses and evaluate your research? You should evaluate your research methodologies, tools, resources and contacts, data recording and referencing, reliability and usefulness of data.)*


to begin my research, I firstly set out a plan of all my criteria, what I aimed to, how I aimed to do it and whether or not it would be successful. I started out my research by investigating safety issues, size requirements and the treatments of models, I read through
stories from models that had completely different experiences, I then went on to collect data from health organizations and studies for eating disorders, I looked at

how prevalent eating disorders are within the industry and how the general population exposed to the industry are affected by my chosen topic. I continued my research by investigating laws and bills made and proposed by the French and UK government, all of my resources were relevant and reliable. I examined government document, social responsibility reports, policy reports, newsletters and statements released by companies and brands responsible, this is what my internet research consisted of, this research allowed me to create my final project and to learn new information I had not previously known.

my interviews and survey I conducted in France and the UK were extremely reliable and useful as they allowed me to get a multitude of different answers, all of which would go towards my final recommendations, getting an understanding of how people are affected and ultimately tortured in their own bodies by what they have been exposed to online, in magazines and advertisements allowed me to get a deep view on my research.

my methodologies and contacts allowed me to get the most honest, useful and honestly heartbreaking information that would allow me to produce my project in a way that shows data and statistics to back up statements about my chosen topic that will educate and spread awareness in both countries.

## Interpersonal skills – negotiate and collaborate

*(Think about how you considered other peoples' views/feedback, discussed issues of concern, reached a solution where needed, adjusted your approach in response to a situation/environment, showed positive self-belief and had the confidence to offer and ask for support.)*

I continuously asked for feedback and views on my findings, this allowed me to explore much more information and views that I myself would not have seen, any feedback that was given to me both positive and negative was taken as a way to improve my project. when I was putting out my survey I found that I was not getting as many responses as I needed, to overcome this problem I sent my survey out on many different social media platforms and asked for assistance from my peers and mentor to spread the survey.

## Planning – time, resource and information management

*(Think about your time management. How did you set targets, monitor/record progress, consider any probable barriers to achievement and take steps to minimise them?)*

My project has been able to accomplish all of its goals and I have successfully adhered to the targets I set during the planning. I, however, experienced fluctuations in how I manage my time. I dedicated significantly less time to research whilst waiting for responses and I felt like I could not move on with my project when I did not have responses. The lack of motivation I experienced after having covid at this stage of the project was one of the biggest obstacles. but I was able to overcome this after I realized the other

aspects of my project did not inherently depend on my responses and I can continue whilst I waited, or find sources online that matched my queries

## Independent learning – autonomy and challenge in own learning

*(Think about how you used your skills to make things happen, took the initiative to establish links with other learning environments/opportunities and looked for challenges rather than taking the easy option.)*

in order to get the most accurate information I could, when I was researching Louis Vuitton and Burberry I investigated their social responsibility reports along with company policy reports, headings were set but I continued to spend hours reading through and collecting data that would aid my chosen topic in order to get accurate and informative information instead of trusting outdated sites that stated the same facts. Many times, throughout the process, the research sources and direction of my project changed. Whenever I wondered if things might go astray, I put in place effective plans.

**Problem solving – creative approaches;  critical thinking; logical approaches**

*(Think about your problem-solving skills. How did you generate and explore ideas, use logical and creative approaches, analyse source materials in order to support findings, reflect on problems and possible contributory factors and think critically about possible actions/changes?)*

during the entirety of my project, my course of research changed on many occasions, there was many times where I did not know what direction to go in nor did I have any ideas on how to fix this. I overcame these challenges by reverting back to my plan and creating new approaches to issues I stood in front of. I had to analyse all sources and information to support my findings by reflecting on my answers and information from, ensuring that all information was linked.
when I came to block regarding accurate findings, it seemed as if every article I clicked on said the same thing about safety and the same issues, none of this information was regarded as useful as in order for my project to be conclusive  I needed to compare and state differences and similarities, I found a way to overcome this by using critical thinking skills and ensuring I focused on looking for answers, I gathered the facts and data I had and instead of going off of that I went in the opposite direct and started from the beginning as if I had nothing, this allowed me to get brand new information that I ever would have come in contact with if I had continued along the path I was taking

**Presentation skills**

*(Think about how you presented your findings. Evaluate your presentation method(s), choice of audience(s), layout, structure, degree of formality and choice of content. Did your presentation include information/ideas/reflections with supporting detail in a logical order and reach a reasoned conclusion?)*

my presentation had an easy to read and structured layout that was followed throughout the entirety of my presentation, I had accurate information that followed

my chosen topic, I included statistics from the UK and France and was able to compare everything successfully which provided me with achievable recommendations that I believe will help improve the issues of my chosen topic. whilst I was creating my presentation I changed it many times until I finalised it, this was because I continued to gather new information and when doing background research, I found that not all of my information was accurate and up to date. when presenting my presentation to my mentor and peers I gathered feedback and recommendations and applied them to my project which overall has improved the quality of my final presentation and recommendation to relevant agencies and fashion houses in the UK and France

**Self-evaluation – recognition of own skills development and future areas for development**

*(Think about how you have developed throughout your project. How did you deal with feedback, praise, setbacks and criticism and their impact on your own development of knowledge, skills and understanding? To what extent did you ask for feedback, learn from experiences and how will you use these to inform future progress?)*

my main challenges with this topic consisted of keeping motivation, dealing with criticism, being able to show how much work I put in and testing my confidence in myself.

when I hit obstacles with this project it was very tempting for me to give up, there was times where I did not have a single drop of motivation in me to do any of my research which led to me having extra work to do when I finally found this motivation, I struggled with continuing when I did not get the answers I wanted straight away and found it frustrating that I could not have my project done with, however I realized that in order to produce the best possible project I could then I had to be patient and put my head down, I struggled getting back on track as I had left my project for a while with my motivation fluctuating,  gradually I got my motivation back and my project was something I really enjoyed doing, I found that I love my topic and enjoyed research it and finding out new facts and data that I had not previously known, it was fun researching in French

when I began this project I thought that I was very good at taking criticism, however I realized I was not, there was points where it felt I was only gaining criticism and no actual help, however I eventually realized that it was intended to be constructive, I used this to my advantage and instead of getting unmotivated and frustrated with my project I took the criticism and used it to make my project the best it can be.

when creating my final presentation, I struggled with getting all my information in, I felt like I droning on about the same things even though I knew I was not, I felt like my mentor and peers would think I had not put any time or effort into this project and simply flung it together if I did not include every single piece of information I had. However, I realized once I put all my information onto my presentation that this was an unnecessary worry, I had done the work and had evidence to back my findings in both safety and diversity issues in the UK and France across a range of sources, this allowed me to winnow down my presentation and have everything I intended to include in it I did not have any unnecessary extra information. this also helped with my confidence when presenting to my mentor and peers, I knew I would be self-conscious when presenting as this is something I struggle with, presenting really pushed me out of my comfort zone however I am glad it did,

winnowing down my research allowed me to get all my main points out and effectively deliver my presentation confidently and successfully.

**Interdisciplinary  Project**

**Assessor Report**

Candidate name  _ _ _ _ _ _ _ _

Candidate number  _ _ _ _ _ _ _ _

Subject area  -  Languages

Centre  _ _ _ _ _ _ _

| Project proposal | Tick as appropriate |
|---|---|
| **Grade C criteria** | |
| The title and aims of the project. | ✔ |
| Clear aims and reasoned arguments to support the relevance and practicability of the project. | ✔ |
| Identification of opportunities for: | |
| ●      own skills development | ✔ |
| ●      collaborative working | ✔ |
| ●      accessing less familiar learning environments | ✔ |
| ●      application of subject knowledge in a broad context | ✔ |
| ●      use of knowledge and skills across different disciplines | ✔ |
| ●      making connections between subject knowledge and the wider world | ✔ |
| Evidence of the ability to communicate clearly and concisely in advocating the proposal. | ✔ |
| **Grade A criteria, includes all of above plus** | |
| Well-conceived proposal which sets creative and challenging goals which are at the same time realistic, achievable and practicable. | ✔ |
| Robust and carefully argued justification of the proposal. | ✔ |
| Substantial links and understanding of possible connections across disciplines contributing to the project. | ✔ |
| **Comments** | |
| Project challenges candidate in content and also language – accessing government policy and professional agencies and companies shows the candidate understands who to seek information from and has set herself challenging goals. | |

| Project plan | Tick as appropriate |
|---|---|
| **Grade C criteria** | |
| Development of clear project objectives in line with the project proposal. | ✔ |
| Relevant and detailed planning strands to enable the project to be implemented, monitored, presented and evaluated. | ✔ |
| Realistic timescales and achievable milestones for each stage of the project. | ✔ |
| Clear identification of resources needed, research methodologies to be used, opportunities for support and feedback. | ✔ |
| **Grade A criteria, includes all of above plus** | |
| Careful selection and effective use of research/investigation techniques. | ✔ |
| Anticipation of probable and possible factors which may impact on the project. | ✔ |
| Clear identification of dependencies or reliance on the success of other strands of work and of necessary adjustments to the plan. | ✔ |
| Outline the process for achieving own identified development needs. | ✔ |
| **Comments** | |
| Candidate understands where to gather information from and has set tight but realistic deadlines, allowing herself time to collate evidence towards the end of the project. Candidate understood that networking and gathering information from as many sources as possible across countries would ensure she would gain responses – easier in fashion that in many other industries and candidate made use of this. | |

| Presentation of project findings/product | Tick as appropriate |
|---|---|
| **Grade C criteria** | |
| Evidence of effective and critical use of — resources, research methodologies, information and time management, prioritisation, problem solving approach to reach objectives, feedback, collaborative approaches, self monitoring. | ✔ |
| Application of specialist and interdisciplinary subject knowledge to establish meaningful connections within the broad context. | ✔ |
| Clear presentation of main findings/outcomes. | ✔ |
| **Grade A criteria, includes all of above plus** | |
| Critical thinking, analysis and reflection used at key stages in the project to construct rigorous arguments, draw convincing, well supported conclusions, identify and resolve issues. | ✔ |
| Skilful and creative use of resources, including people, information and learning context to progress the project. | ✔ |
| Accurate and deepening of understanding through application of subject knowledge in the chosen context, with meaningful connections well established. | ✔ |
| **Comments** | |
| Presentation was excellent and candidate surprised me with how confident she was presenting to her peers and how she shared statistics. The information was all there and more and she gave a | |

| background information to allow us to better understand the context of her investigation. Impressed also by the action taken to present information and offer suggestions to the relevant bodies within the industry by email after her presentation to peers. | |

| Evaluation of project | Tick as appropriate |
|---|---|
| **Grade C criteria** | |
| A critical and justified evaluation of all stages of the project process — planning, implementation and findings/outcomes in terms of strengths, weaknesses and learning points. | ✔ |
| Effective use of chosen communication method(s). | ✔ |
| **Grade A criteria, includes all of above plus** | |
| Incisive, well balanced evaluation of the project outcome against project aims, supported convincingly by well selected evidence. | ✔ |
| Careful choice and skilful use of communication and presentation methods(s). | ✔ |
| **Comments** | |
| Candidate has answered question and is informed of where best the fashion/ beauty industries protect their models. Her presentation methods were relevant and could potentially make a positive impact. | |

| Self evaluation of generic/cognitive skills development | Tick as appropriate |
|---|---|
| **Grade C criteria** | |
| A critical evaluation of own skills development against the list of specified generic/cognitive skills. | ✔ |
| A reasoned evaluation of own strengths and key goals for development in the specified list of generic/cognitive skills, which takes account of feedback sought and evidenced from others throughout the project. | ✔ |
| **Grade A criteria, includes all of above plus** | |
| Insightful, balanced and well structured self evaluation of own development. | ✔ |
| Assertive and justified use of feedback from others in evaluation and identification of development areas. | ✔ |
| **Comments** | |
| Candidate is much more confident in her own abilities and this project allowed her to explore language in an area of interest to her. Feedback on peer presentation was a suggestion to inform the agencies of progress in the other country and she acted on that, which she probably wouldn't have had the confidence to do before delivering her initial presentation. Confidence has soared in this candidate and her organisation has improved. | |

The overall grade will be:

A       indicative of a highly competent performance which meets the additional Grade A criteria and consistently demonstrated a high degree of autonomy, initiative and effective information management across the five pieces

B       indicative of a competent Grade C performance across the five pieces, but with some aspects of work meeting the criteria for highly competent performance (as outlined by the Grade A criteria)

C       indicative of a competent performance across the five pieces, with all aspects of the work meeting the criteria identified for Grade C performance

**Overall Grade Awarded**　　　　**A**

**Additional Comments/Overview**

**Assessor signature** _____ **Date** _____

**Internal verifier signature** _____ **Date** _____