

Commentary on candidate 1 evidence

Project title: A study and comparison into the marketing of the dangers of smoking in both Spain and in Scotland

Project proposal

The outline is comprehensive, providing five clear objectives along with detail on the planned actions and how these will be carried out. Some of this information belongs in the project plan section but also gives context at this stage.

A strong case for carrying out this project was given, with a great personal interest evident. The candidate's enthusiasm for the project is clear. The expansion of two of the broad contexts were carried out well and both are relevant to the project.

There is a good range of learning environments and along with the subject knowledge of the candidate, the project can be fully developed. The skills section is thorough and detailed with each section completed with self-awareness.

The feedback from the assessor was positive with clear guidance to the candidate. The assessor's comments in the assessor report were supportive of the awarding of all grading criteria.

All of the C and A criteria have been met.

Project plan

The timescales are detailed and link well to the proposal. The candidate considered other commitments and added them to the timescale which is realistic as a result.

The planning section is detailed and well laid out, showing how the objectives are to be achieved. Along with the assessor, the candidate was aware of any potential bias.

The resources and research methods were well considered. Careful choice of audience was made. Dependencies were clearly identified and supported by the timescales and planning section. Contingencies were all relevant to the project.

The plan meets all of the grade A and C criteria, with supporting comments from the assessor in the assessor report.

Presentation of project findings/product

The candidate gave a very good description of their presentation, explaining the rationale for their presentation style and choice of audience. The inclusion of some statistics was useful in adding some context to the findings. The assessor commented on the good use of primary and secondary research and the linking of one to the other. The assessor also commended the candidate on their ability to adapt and make use of secondary research.

The assessor's comments in their report fully support the awarding of grading criteria and indicate the success of the project. All of the A and C grade criteria have been met.

Evaluation of the project

The candidate showed a high degree of incisive evaluation, identified strengths and areas for development. The use of headings provided structure to the input and kept the candidate on track.

The methods of communication have been effective and highlighted as successful. Consideration was also given on how the project could be further developed.

The assessor's comments in their report reflect the candidate's input and support the grade awarded. All of the A and C grade criteria have been met.

Self-evaluation

The candidate carried out a thorough and insightful self-evaluation and the good use of subject knowledge was clearly evident.

The candidate described the development of all their skills in detail, and included a lot of self-reflection, which demonstrated a high degree of independent working. There was plenty of evidence of advice and feedback being taken on board.

The input in each section addressed skills development as well as supporting other areas of the project.

The candidate made good use of the italicised prompts to assist them and gave an honest reflection on each aspect of their project.

The comments in the assessor report support the awarding of all of the A and C grading criteria.

Overview

The candidate produced an excellent interdisciplinary project, which clearly achieved all of their objectives. It showed a high degree of independent learning and autonomy, combined with detailed analysis and evaluation. The presentation of findings was creative and skilful in nature, making good use of critical thinking, analysis and reflection at each stage. The candidate showed strengths in making good use of feedback as well as developing their knowledge, skills and understanding.

The candidate has fully met all of the A grade criteria in all five stages of the project.