

BA APPLICATION RUBRIC 2024

Item Weighting / Selection Criteria	85-100	75-84	65-74	50-64	0-49
<p>1) A Story About You (40%)</p> <p>Reflective collaborative learner</p> <p>A capacity for study</p> <p>A commitment to a career in the creative industries and what it takes to get there.</p>	<p>High potential as a creative storyteller as evidenced through an engaging narrative that gives a strong sense of the applicant's personality and capacity for collaboration.</p> <p>The story conveys a strong sense of the applicant's motivation and inspiration to study the BA.</p> <p>Highly engaged in numerous activities (5+) with particular attention to creative (art/design) spheres.</p> <p>Engagement with community activities is in addition to academic or other achievements.</p>	<p>Significant potential as a creative storyteller as evidenced through a clear narrative that gives a good sense of the applicant's personality and capacity for collaboration.</p> <p>The story conveys a good sense of the applicant's motivation and inspiration to study the BA.</p> <p>Significant engagement in several activities (3- 4). Some activities are creative, or community based.</p>	<p>Some potential as a creative storyteller as evidenced through a clear narrative that gives a good sense of the applicant's personality and capacity for collaboration.</p> <p>The story indicates the applicant's motivation and inspiration to study the BA.</p> <p>Standard level of engagement in activities, which may or may not be creative (2-3).</p>	<p>The narrative gives some sense of the applicant's personality and capacity for collaboration but may not be structured to convey the applicant's potential as a storyteller.</p> <p>The story may not clearly indicate the applicant's motivation or inspiration to study the BA.</p> <p>Few if any activities or achievements.</p>	<p>The story is lacking in a narrative structure or clear sense of personality or capacity for collaboration and fails to convey the applicant's motivation to study the BA.</p> <p>No activities. Low academic or work-related achievements.</p>
<p>2) Creative Work (50%)</p> <p>Creative thinking in the form of storytelling</p>	<p>Conceptualisation of story is interesting and engaging. The idea is ambitious and/or challenging to realise. The piece is clearly and effectively structured, generating and maintaining audience interest. The artefact demonstrates a creative use of the medium and expresses its ideas with economy.</p>	<p>Conceptualisation of story is clear and engaging. The idea is somewhat challenging to realise. The piece is well structured and generates audience interest. The artefact demonstrates an appropriate use of the medium and is concise and focused.</p>	<p>Conceptualisation of story is successful but may contain gaps or inconsistencies. The finished product may demonstrate potential which is not always wholly achieved or evidenced. The piece is adequately structured. Audience engagement may be inconsistent.</p>	<p>Conceptualisation of story is attempted but contains many gaps or may be expressed inelegantly. The idea is lacking in ambition or offers little challenge. The finished product may demonstrate potential, but this is never fully achieved or evidenced. The piece is adequately structured. Audience engagement may be inconsistent.</p>	<p>Poor conceptualisation of story that expresses itself as a laboured, simplistic artefact. No risks will be taken, and the finished project may be poorly structured, display a lack of cohesion, and/or fail to engage an audience.</p>
<p>3) Contribution to the cohort (10%)</p>	<p>NB: Through our assessment process, AFTRS is looking to develop a balanced cohort where the skills, attitudes and experiences of our students complement one another. We believe this has an important impact on both creativity and professional practice of our students.</p> <p>As such, each assessor can offer marks to up to 5 applicants who they feel will make a significant contribution to the makeup of the cohort overall. These applicants will receive a score of 100 for this criterion. This, in effect, acts as an adjustment factor rather than quality of student work.</p>				