SOLSTICE & CLT Conference 2016

Digital Feedback in an Art and Design University
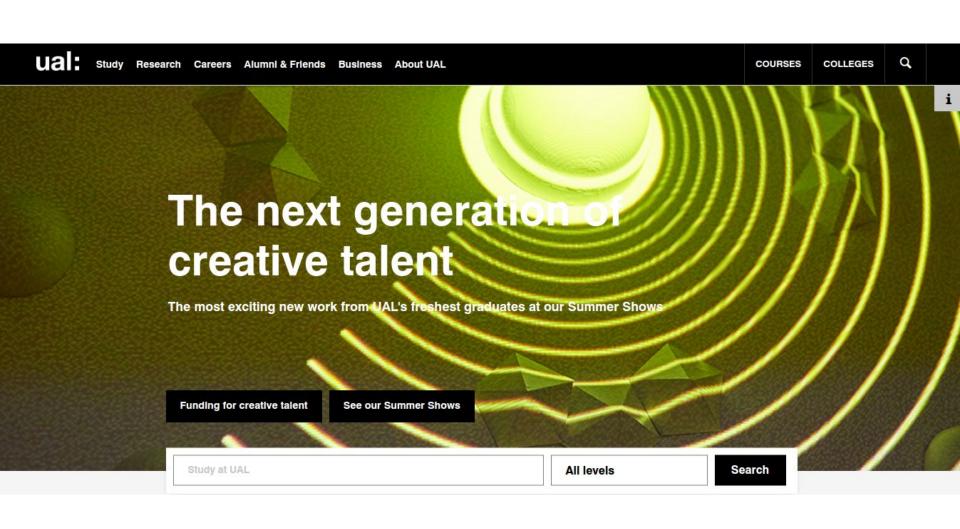**John Jackson, University of the Arts London**

Edge Hill University

Digital Feedback in an Art and Design University

John Jackson
Educational Developer
University of the Arts London

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Some background

My Assessment

Welcome to the UAL assessment website

Assessment is an important part of your course. The grades you receive in the final stage will determine your degree classification. However, before that, feedback helps you to understand what is expected of your work, what you have achieved so far and how you can improve your work in the future.

This website tells you everything you need to know about how you will be assessed and the requirements of your course, including:

- The types of assessment on your course
- Assessment briefings
- The University's Marking Criteria
- Submission requirements and assessment deadlines
- Assessment grading and the Marking Scale
- How we check the standards of marking and assessment on your course
- Assessment feedback and results

Types of Assessment on Your Course

Every course at UAL is divided into units and you are expected to pass all units to pass your degree. Different units are structured in different ways and your course handbook and assessment brief will clearly explain how your units will be assessed.

Getting Around

Click on the tabs at the top of the page to take you to the various assessment sections.

Feedback Policy

The Assessment Feedback Turnaround Policy has been changed. Find out more here.

Course Regulations

Important information about the requirements to pass your course.

Staff Resources

Download the forms and other teaching resources.

Glossary

Assessment Briefings

You will be given a brief for all your assessments. For formative assessments, this may be in writing or may be given to you verbally in a teaching session. Where the assessment counts towards your final award (summative assessment), you will always receive the brief in writing and it will be posted on your Course Moodle site.

The brief will tell you what work is required for assessment, including any particular requirements such as word count, the number of copies to be handed in etc. It will also include the date, time and location for submitting your work – or in the case of performances, presentations etc., where and when you need to attend. Your assessment brief will include the marking criteria that will be used to assess your work and show you how these criteria relate to the learning outcomes for that unit. The brief will also tell you when you can expect to receive written feedback on your work.

Marking Criteria

Your work will be assessed using the UAL Marking Criteria which have been developed to help tutors give you clear and helpful feedback on your work. The criteria help you understand what you have accomplished, how your grade was arrived at, and how you can improve your work in future.

There are eight standard marking criteria:

- Research
- Technical competence
- Subject knowledge
- Communication and presentation
- Experimentation
- Personal and professional development
- Analysis
- Collaborative and/or independent professional working

These criteria are 'mapped' onto the learning outcomes of your course units (you can find these in the unit descriptors in your course or unit handbook). Not all the criteria will be relevant to every assignment and this will be clearly indicated on your assessment brief. Markers will consider your work as a whole – the individual criteria are not weighted (i.e. a particular proportion of your grade is not linked to each criterion). However, some criteria may be given more emphasis at some times than others, and this will be made clear to you in the assessment brief.

You can find the standard undergraduate and postgraduate marking criteria on the Marking Criteria pages.

Online Assessment Tool (OAT) Help

A help resource for UAL users of the 'Online Assessment/Feedback Tool (OAT).

'OAT 2' launches

On November 17th 2014 the second release of the Online Assessment/Feedback Tool became available in Moodle. This can be accessed via the new 'Assessment Feedback' link at the top/right in Moodle – to the right of 'Timetable'.

There is a guide for 'Superusers' which introduces 'OAT 2' and explains the differences – and how to administer it / add additional users etc.

This is visible here:

Online Assessment Tool (OAT) Help

A help resource for UAL users of the 'Online Assessment/Feedback Tool (OAT).

Background

The new Online Assessment Tool (OAT) launched in November 2014 has so far (as of 6 June 2016) been used to publish assessment feedback to over **25,000** students at UAL. Almost **140,000** instances of feedback have been published (with over **8000** instances of feedback ready for publishing). OAT is currently used on over **950** courses (over **2250** units). Students have this academic year viewed feedback on OAT over **410,000** times!

OAT offers several key benefits to students, including feedback that is:

- Timely – making it particularly valuable for students executing subsequent work.
- Legible.
- Detailed and accessible.

Using OAT course teams can:

- Grade assignments against the University Marking Criteria online.
- Give students clear, accessible and timely electronic feedback.
- Send provisional grades to QL.

When feedback is published to students via OAT the system sends an email to students notifying them that new feedback is waiting for them and at the same time sends provisional grades to QL.

'Diffusion of Innovations'* Approach

Design & implementation sought to minimise problems often associated with adoption of 'new' innovations by focusing on developing a tool that would:

- demonstrate significant relative advantage

- be compatible with user expectations & needs

- minimise complexity

- ensure its trialability

- ensure its observability

(* Rogers, E.M., 2003. *Diffusion of Innovations*, 5th Edition, Free Press).

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of the arts
london

Log in to Moodle

ℹ **Moodle and Turnitin Emails**

Please check your email Clutter, Junk and Deleted folders for emails sent via Moodle. Office 365 appears to be placing these emails into those folders.

If you have any queries regarding this please contact IT servicedesk@arts.ac.uk.

ℹ **Welcome to Moodle**

Moodle is part of UAL's Virtual Learning Environment (VLE). The VLE is a collection of platforms that are used to enhance teaching and learning at the university. MyBlog.arts, Workflow, BB Collaborate, Turnitin and Assessment Feedback are the other platforms that make up the VLE.

Status Updates

ual: **e-learning Support**
@elearningUAL

No known issues with the Technology Enhanced Learning services this sunshiny Thursday morning. Have a phenomenal day! @UAL_IT @UniArtsLondon

♥   ↪   26 May

ual: **e-learning Support**
@elearningUAL

No known issues with the Technology Enhanced Learning services this wonderful Tuesday morning. Have a prodigious day! @UAL_IT @UniArtsLondon

♥   ↪   24 May

ual: **e-learning Support**
@elearningUAL

No known issues with the Technology Enhanced Learning services this sunny Monday morning. Have a power enhancing day! @UAL_IT @UniArtsLondon

♥   ↪   23 May

Quick Links

My Blog

Workflow

Commonplace

Lynda.com

Cite Them Right Online

MyArts

Process Arts

Academic Support Online

Careers and Employability

Student Discounts

Support

Reset my password

Forgot my password

Online Assessment Feedback Tool

Please note a University Network Account is required to access this service.

Username:

Password:

Submit

Important Information

Please note that 13/14 feedback is available in your Moodle course.

Help & Support
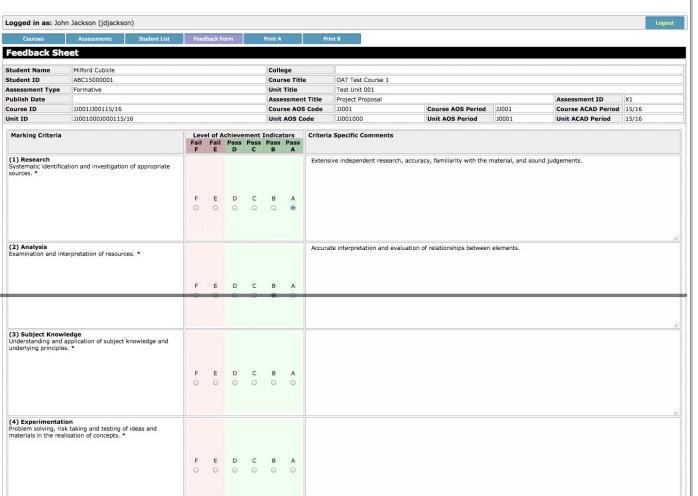
Please email your queries to elearning-support@arts.ac.uk

Online Assessment Feedback Tool

Courses

Archived Feedback

My Courses

Course ID	Course Name	Role
05010A311215/16	MA Fine Art Chelsea Full-time Year 1	Superuser
05048P462315/16	MA Graphic Design LCC Part-time Year 2	Superuser
05058P511215/16	MA Photography LCC Full-time Year 1	Superuser
05059P511215/16	MA Documentary Film LCC Full-time Year 1	Superuser
05075M582215/16	MA Communication Design CSM Extended Full-time Year 2	Superuser
05085F541215/16	MA Academic Practice in Art, Design and Communication	Superuser
05116F911215/16	MA Strategic Fashion Marketing LCF Full-time Year 1	Superuser
05116F962315/16	MA Strategic Fashion Marketing LCF Part-time Year 2	Superuser
05118F961215/16	Executive MBA (Fashion) Fast Track LCF Part-time Year 1	Superuser
05118F962215/16	Executive MBA (Fashion) Fast Track LCF Part-time Year 2	Superuser
05151P511215/16	MA Public Relations LCC Full-time Year 1	Superuser
05174F962315/16	MA Fashion Photography LCF Part-time Year 2	Superuser
05184F962315/16	MA Fashion Curation LCF Part-time Year 2	Superuser
05241F962315/16	MA Fashion Media Production LCF Part-time Year 2	Superuser
05254A411215/16	MA Drawing Wimbledon Full-time Year 1	Assessor
05258A482215/16	MFA Fine Art Wimbledon Extended Full-time Year 2	Superuser
05263A292215/16	MA Visual Arts: Fine Art Digital Camberwell Distance Learning (low residency) Year 2	Superuser
05265M581215/16	MA Narrative Environments CSM Extended Full-time Year 1	Superuser
05267F951415/16	PGCert Footwear (Production and Manufacture) LCF Short full-time (15 weeks) Year 1	Superuser
05269F961215/16	Executive MBA (Fashion) Flexible Learning LCF Part-time	Superuser
05271F962315/16	MA Fashion Futures LCF Part-time Year 2	Superuser
05272F911215/16	MA Fashion Entrepreneurship and Innovation LCF Full-time Year 1	Superuser
05274P411215/16	MA Illustration & Visual Media LCC Full-time Year 1	Superuser
05275F911215/16	MA Fashion Design Management LCF Full-time Year 1	Superuser
05279M481215/16	MA Material Futures CSM Extended Full-time Year 1	Superuser
05279M482215/16	MA Material Futures CSM Extended Full-time Year 2	Superuser
05280P411215/16	MA Interaction Design Communication LCC Full-time Year 1	Superuser

Online Assessment Feedback Tool

Logout

| Courses | Assessments | Student List | Feedback Form | Print A | Print B |

Feedback Sheet

Student Name	Milford Cubicle	College	
Student ID	ABC15000001	Course Title	OAT Test Course 1
Assessment Type	Formative	Unit Title	Test Unit 001
Publish Date		Assessment Title	Project Proposal

Course ID	JJ001JJ00115/16	Course AOS Code	JJ001	Course AOS Period	JJ001	Course ACAD Period	15/16
Unit ID	JJ001000J000115/16	Unit AOS Code	JJ001000	Unit AOS Period	J0001	Unit ACAD Period	15/16

Assessment ID: X1

Marking Criteria	Level of Achievement Indicators						Criteria Specific Comments
	Fail F	Fail E	Pass D	Pass C	Pass B	Pass A	
(1) Research Systematic identification and investigation of appropriate sources. *	F ○	E ○	D ○	C ○	B ○	A ◉	Extensive independent research, accuracy, familiarity with the material, and sound judgements.
(2) Analysis Examination and interpretation of resources. *	F ○	E ○	D ○	C ○	B ◉	A ○	Accurate interpretation and evaluation of relationships between elements.
(3) Subject Knowledge Understanding and application of subject knowledge and underlying principles. *	F ○	E ○	D ○	C ○	B ○	A ○	
(4) Experimentation Problem solving, risk taking and testing of ideas and materials in the realisation of concepts. *	F ○	E ○	D ○	C ○	B ○	A ○	

* Please refer to course handbook for additional information.

Feedback

The feedback you are given should be informed by the criteria and should help you plan and execute work in the future as well as understand how your mark was arrived at. Marks are arrived at through markers holistic judgement informed by the criteria.

General comments and advice on how to improve your work in the future

Grade	Select here.... ⬍ ** Please see important notes about your grade below.
Marker	John Jackson
Internally Moderated	☐
Internal Moderator	
Date	09/06/2016

◉ Draft
○ Completed

Save

** The above grade is indicative until confirmed by the Exam Board.

The grade may change if:

- You have submitted past the deadline
- You have validated Extenuating Circumstances

The grades for your cohort are moderated by the External Examiner(s)

Several Iterations

Initial 'pilot' plugged in to Blackboard
Tweaked version plugged into Moodle
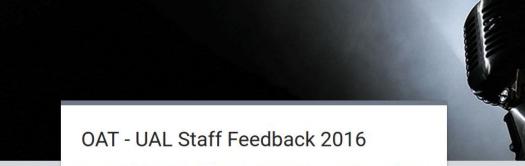Almost universal - Moodle link - QL integration

Now

Extremely heavily used
Very robust infrastructure
Popular / accepted by staff & students
Future competing priorities /
managing expectations

Challenges

Competing Priorities
Managing Expectations

OAT - UAL Staff Feedback 2016

Please tell us what you think about UAL's Online Assessment Feedback Tool (OAT) - accessible via the 'Assessment Feedback' link in Moodle and also directly at http://oat.arts.ac.uk.

Your views will influence how OAT continues to be developed.

Many thanks
John

JOHN JACKSON
X 2069
j.d.jackson@arts.ac.uk

*Required

Your Name:

This is not compulsory - but may be useful.

What is your main role? *

○ Academic

○ Administrator

○ Other: _____

To approximately how many students have you provided grading and feedback via OAT in 15/16? *

We are interested in the *total* number of students this academic year - 15/16.

Choose ▾

What worked particularly well for you and your students?

Your answer

What improvements &/or new features would you like to suggest?

Your answer

Student Voices

"It's easily accessible for future reference"
"It's quicker, I can read it before the tutorial"
"It allowed the tutors more space to give constructive criticism & it didn't require students to go personally to the college …"
"It's instant, private and convenient. Because it's online … it's something I can refer to more permanently & at my leisure"
"Like that I can read it and open it in private"

Staff Voices

"By publishing feedback via the OAT all students get their feedback. When it was paper it relied on them attending the face to face feedback session"
"Simplicity of form, online accessibility"
"Good system better than paper"
"The system feels robust and dependable at this point, like it can be trusted. The interface is clear & easy to use. I was also relieved when I once made an error resulting in data loss & was able to call and roll back a record to a previous state"
"It just seems to function as I would expect"

Another View

"Go back to sensible written marking which is communicated personally to students - as they do at Oxford/Cambridge"

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