

# Marking Criteria for Digital Exhibitions

## Outstanding First (80-100)

**Overall:** Demonstrates exemplary command of the exhibition topic and command of the platform; presentation is highly polished, visually appealing, and engaging for viewers.

**Content:** Displays a commanding breadth and depth of knowledge and its complexities; objects are appropriately varied, highly relevant to topic, and compelling.

**Structure:** Well-balanced in a manner fully appropriate to the topic, and logically organised into constituent sections with a coherent internal logic.

**Style:** Prose is written in a clear, public-facing register and is faultless in its grammar, syntax, spelling and punctuation; visual elements show a mastery of accessible and engaging exhibition design.

**Technical Elements:** There is substantial evidence of a confident command of the affordances of the platform.

**Referencing:** Labels and citations are complete, correctly formatted and relevant copyrights appropriately acknowledged.

## First (70 -80)

**Overall:** Thoroughly knowledgeable of its topic and command of the platform; presentation is highly polished, visually appealing, and engaging for viewers.

**Content:** Displays an impressive breadth and depth of knowledge of its topic and its complexities; objects are appropriately varied, highly relevant to topic, and compelling.

**Structure:** Balanced in a manner fully appropriate to the topic and logically organised into constituent parts with a coherent internal logic.

**Style:** Prose is written in a clear, public-facing register and is close to faultless in its grammar, syntax, spelling and punctuation; visual elements show an excellent understanding of accessible and engaging exhibition design.

**Technical Elements:** There is evidence of a confident command of the affordances of the platform.

**Referencing:** Labels and citations are complete, correctly formatted and relevant copyrights appropriately acknowledged.

## Upper Second (60-69)

**Overall:** Very knowledgeable about its topic and command of the platform, presentation is polished, visually appealing, and engaging for viewers.

**Content:** Displays a secure knowledge of its topic and a clear understanding of its complexities, increasingly so at the upper end of the band. At the upper end of the band, objects are varied and relevant; at the lower end of the band, objects have not been suitably integrated into the exhibition narrative.

**Structure:** Well-balanced in a manner appropriate to the topic and logically organised into constituent parts. The transition between each section is clearly marked but at the lower end of the band there may be sections that are incomplete or not obviously relevant to the topic.

**Style:** Prose is written in a clear, public-facing register and is accurate or mostly accurate in its grammar, syntax, spelling and punctuation; visual elements show a good to a very good understanding of accessible and engaging exhibition design.

**Technical Elements:** There is evidence of a good or very good use of the affordances of the platform.

**Referencing:** Labels and citations are usually complete, correctly formatted and relevant copyrights usually appropriately acknowledged.

## Lower Second (50-59)

**Overall:** An exhibition that has an adequate knowledge of its topic, is usually clear in its written expression and engaging in its visual display, but has errors of content, fact, written expression or visual layout.

**Content:** The exhibition displays an adequate knowledge of its clearly stated topic but may over-generalise or contain errors of fact or logic, increasingly so at the lower end of the band. Objects displayed may not be relevant to the exhibition topic or lack variety. At the lower end of the band, it will not be clear why some objects have been included.

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**Structure:** The narrative may place excessive emphasis on certain parts of the exhibition; transitions between sections may be lacking or inadequate and there may be sections that are incomplete or not relevant to the topic.

**Style:** Prose is written in a clear, public-facing register but may be inaccurate or confusing in its grammar, syntax, spelling or punctuation, increasingly so at the lower end of the band; visual elements show an understanding of accessible and engaging exhibition design but may not apply this understanding consistently.

**Technical Elements:** Technically, the exhibition is sound and there is evidence of a basic understanding of the affordances of the platform.

**Referencing:** Labels and citations are often incomplete, incorrectly formatted or relevant copyrights are not appropriately acknowledged.

### **Third Class (40-49)**

**Overall:** An exhibition that has a partial knowledge of its topic and of exhibition organisation and design. There are significant gaps in content or errors of fact, written expression or visual layout that create misunderstandings.

**Content:** The exhibition displays a limited knowledge of its clearly stated topic but there is strong evidence of errors of fact or logic, increasingly so at the lower end of the band. A significant number of the objects displayed are not relevant to the exhibition topic and the objects lack appropriate variety.

**Structure:** The narrative may be disorganised or the structure hard to establish because of a lack of sections or headings.

**Style:** Prose is consistently inaccurate or confusing in its grammar, syntax, spelling or punctuation, increasingly so at the lower end of the band. The visual elements show a basic understanding of accessible and engaging exhibition design but this understanding is not consistently applied.

**Technical Elements:** Technically, the exhibition has faults but there is evidence of a basic if limited understanding of the affordances of the platform.

**Referencing:** Labels and citations are incomplete or missing and relevant copyrights are not appropriately acknowledged.

### **Marginal Fail (35-39)**

**Overall:** An exhibition that shows insufficient knowledge of its topic and of exhibition organisation and design, falling short of basic competence. There are many errors and omissions in terms of content and serious faults of expression and layout.

**Content:** The exhibition displays a highly limited or significantly erroneous knowledge of its topic; objects displayed are not relevant to the exhibition topic and deter viewer engagement.

**Structure:** The narrative is disorganised, its structure very unbalanced and lacks sections or headings.

**Style:** Prose is consistently inaccurate or confusing in its grammar, syntax, spelling or punctuation, and there is little or no understanding of accessible and engaging exhibition design.

**Technical Elements:** Technically, the exhibition has faults and there is little or no understanding of the affordances of the platform.

**Referencing:** Labels and citations are incomplete or missing and relevant copyrights are not appropriately acknowledged.

### **Fail (0-35)**

**Overall:** An exhibition that is incomplete, increasingly so towards the lower end of the band, and shows little or no knowledge of the topic or of exhibition creation and design

**Content:** The exhibition displays a lack of understanding of its topic or of its objects.

**Structure:** The narrative lacks any clear organisational structure.

**Style:** The prose is consistently inaccurate in its grammar, syntax, spelling or punctuation, and there is little or no evidence of an understanding of accessible and engaging exhibition design.

**Technical Elements:** Technically, the exhibition has substantial faults or there is little or no understanding of the affordances of the platform in evidence.

**Referencing:** Labels and citations are incomplete or missing and relevant copyrights are not appropriately acknowledged.

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