1987–2027

Greenwich University

ARY SCHOOL OF MEDIA STUDIES

Greenwich Works

BUILD BLOCK RUBRIC · FALL 2026–27

ARY Studio Brief CLIENT LANE

For course teachers · 22 teams · one sheet per team per course

How to use this sheet

Take one sheet per team. You are marking **only your own course's dimension** of the shared file — the row against your course code below. The five criteria are the same in every course and every block, so a 14 means the same thing across the university. The team mark of 15, with the viva of 5 you hold in the Presentations & Viva week and your own quizzes and assignments 10, makes the sessional 30 of the hundred. Where your course falls outside a team's eight, you mark that student's **lens note** on this same sheet instead.

FOUR STANDING RULES

The window. The file goes in between Sat 12 and Wed 16 December, and the whole window is on time; nothing is accepted after Wednesday 16 December. **Individual adjustment.** You may move one member up to two marks above or below the team mark on the evidence of the viva and the team charter, with a one-line reason in the comment box. **Moderation.** The convener samples three files per block and will ask you to re-mark, with them present, if your marks sit three or more (out of 15) away from the other courses on the same file. **One or two enrolled members.** Where your course marks a Folio for one or two enrolled members of the team, mark their named sections; integration (2) asks whether the section belongs to the Folio, not whether the Folio holds together; no ±2 on a one-member marking.

The 15 marks

CRITERION	MAX	WHAT YOU ARE LOOKING FOR	AWARDED
Substance in this course's dimension	6	Does the part this course marks actually work? Is it right, complete and at the level expected of this year?	
Evidence and method	3	Is the claim supported? Was the method appropriate, followed, and reported honestly?	
Integration with the team's file	2	Does this part fit the rest of the work, or does it sit beside it? Is the file one document or five stapled together?	
Presentation and professionalism	2	Is it legible, cited, complete and handed in on time, in the form asked for?	
Revision and response to feedback	2	Did the draft change after the session-10 review, and can the team say why?	
Total	15		

TEAM NUMBER

COURSE MARKING THIS SHEET

COMMENT TO THE TEAM

COURSE TEACHER

DATE

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Bands

BAND	DESCRIPTION
13–15	**Professional. Could be handed to the client**, the customer or the community as it stands. Reasoning is explicit and the evidence supports every claim.
10–12	Sound. Complete, correct and defensible, with gaps that are visible but not damaging.
8–9	Adequate. The work exists and meets the brief, but is thin in evidence, craft or integration.
5–7	Weak. Incomplete, or complete but not supported. Would need substantial rework to be usable.
0–4	Not submitted, or so far short of the brief that it cannot be assessed.

The dimensions in this block

Each course marks only its own row. The wording below is the same as the one printed in that course's outline, so a student reading their outline and a teacher reading this sheet are looking at the same sentence.

CODE	COURSE	DIMENSION MARKED — 15 MARKS	TEACHER
GM3D445	**3D Animation**	**This course marks the 3D work:** topology and UV quality, rig function, the animation itself — timing, spacing and weight — camera and lighting, render cleanliness against spec, and whether the delivered sequence matches the brief agreed in session 7. 15 marks, team.	Furkan Wahab
GMAC683	**Advance Compositing**	**This course marks the compositing:** key and edge quality, roto and track accuracy, correct multi-pass recombination, grain and black-level match, colour management, the discipline of versioning, and whether the delivered shots meet the specification. 15 marks, team.	To be assigned
GMAI674	**Artificial Intelligence in Media**	**With no partner courses this term, this course marks the whole project:** the choice of tools and the reasoning behind it, the quality of the media produced, the human editing and verification, the provenance and disclosure decisions, and the honesty of the evaluation. 15 marks, team.	Usama Khalid
GMBM673	**Broadcast Media**	**This course marks the broadcast package:** the treatment and script, the technical quality of the recorded picture and sound, the edit and its pacing, compliance with the PEMRA code, and the production paperwork that would let someone else transmit it. 15 marks, team.	To be assigned

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CODE	COURSE	DIMENSION MARKED — 15 MARKS	TEACHER
GMCC325	**Concept & Content Development**	**This course marks the thinking and the writing:** the quality of the audience evidence, the strength and originality of the concept, the structure and accuracy of every written piece, adherence to disclosure and code requirements, and whether the pack does what the client's brief asked. 15 marks, team.	Qurat Ul Ain
GMCM555	**3D Character Methodology**	**This course marks the character asset:** anatomical accuracy and silhouette against the concept, the cleanliness of the topology and edge flow, the UV layout, the quality of the sculpted and textured detail, and whether the model is genuinely ready to rig. 15 marks, team.	To be assigned
GMDP311	**Digital Photography**	**This course marks the photography:** technical control of exposure and focus, composition and light, the consistency of the edit, the strength of the picture selection, and whether the series answers the brief it was given. 15 marks, team.	Hamza Nasir
GMDP314	**Drawing Perspective**	**This course marks the drawings:** accuracy of observation and proportion, correctness of the perspective construction, control of value and light, composition of the sheet, and the evidence in the sketchbook that the student worked rather than traced. 15 marks, team.	Rashid Suri
GMDS445	**Development Support Communication**	**This course marks the communication work:** the audience research, the behaviour-change objective, the message set and how it was pre-tested, the channel plan, the ethics of the fieldwork, and the honesty of the monitoring report. 15 marks, team.	Dr Uzma Qazi
GMHF312	**History of Film & Cinema**	**This course marks the historical work:** the accuracy of the research, the strength of the curatorial argument, how well each film is placed in its period and industry, and the quality of the written programme notes and the public introduction. 15 marks, team.	Dr Naazir Mehmood
GMIM442	**Digital Image Manipulation**	**This course marks the image work:** cleanliness of selection and masking, believability of the composite in light, perspective and colour, quality of the retouching, integration of typography, correct output files, and honest labelling of every generated element. 15 marks, team.	Monazza Fatima

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GMLD325	**Life Drawing**	**This course marks the drawn work delivered into the studio brief:** structural accuracy and proportion, the quality of gesture and line, the handling of the chosen medium, consistency across the set, and the finish of the presented sheets. 15 marks, team.	Zainab Yousuf
GMMF312	**Digital Media Fundamentals**	**This course marks the media work:** the audience and competitor research behind it, the content plan, the quality of the writing, images and video produced, the platform judgement shown, and the measurement report of what the work achieved. 15 marks, team.	To be assigned
GMNW552	**News Writing & Reporting**	**This course marks the craft of the copy itself:** the intro and the structure, the accuracy and economy of the writing, the quality of the interviews and the quotes drawn from them, the verification record behind each fact, and the state of the copy after editing against the state it was first filed in. 15 marks, team.	To be assigned
GMPD446	**Production Design**	**This course marks the design:** the coherence of the visual world against the script, the quality of the mood boards, sketches and set drawings, the accuracy of the research, the practicality of the prop and dressing lists against the budget, and the dressed result on the day. 15 marks, team.	Rashid Suri
GMPJ432	**Principles of Journalism**	**This course marks the editorial judgement behind the work:** whether the story was worth doing and why, the public interest argued for it, the attribution and right-of-reply given to those named, what was left out and on what grounds, and whether the piece meets the professional and legal standard a newsroom would apply before publishing. 15 marks, team.	To be assigned
GMPR446	**Advertising & Public Relations**	**This course marks the campaign:** the quality of the strategic insight, the strength and coherence of the creative idea, the craft of the copy and the press kit, the realism of the costed media plan, and the defence of the whole thing at the pitch. 15 marks, team.	Madiha Bashir
GMSD563	**Sound Designing**	**This course marks the whole sound job:** the cleanliness of the recorded dialogue, the dialogue edit and ADR, the Foley and atmospheres, the design of the effects layer, the balance and dynamics of the final mix, and conformity to the delivery specification. 15 marks, team.	Imran Sajan

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GMTM325	**Theories of Mass Communication & Media Studies**	**This course marks the analysis:** the fit between the theory chosen and the question asked, the soundness of the sampling and coding method, the handling of evidence, the reading of the findings, and the honesty about what the study cannot show. 15 marks, team.	Dr Uzma Qazi
GMUI562	**UI/UX Development**	**This course marks the interface:** the research behind it, the information architecture and flows, the quality and consistency of the screens, the accessibility and responsive behaviour of the published prototype, and what the usability testing found and changed. 15 marks, team.	Danish Mehmood
GMVE443	**Video Editing & Color Grading**	**This course marks the whole post-production job:** the structure and pacing of the cut, the sound sync and mix, the technical correctness of the grade, the consistency of the look across the sequence, and whether the delivered files meet the client's specification. 15 marks, team.	Dr Sabir Ahmed
GMWD565	**Web Designing**	**This course marks the site itself:** the design decisions and visual consistency, the quality and semantics of the markup, responsive behaviour across devices, page performance, accessibility, and whether the published site does what the client asked for. 15 marks, team.	To be assigned
GMIM312	**Intro. To Mass Communication & Media Studies**	**This course marks the media frame:** how the problem has been covered, who owns the outlets covering it, what the team's own message is and which audience it is aimed at, and whether the media artefact produced would survive contact with a real newsroom. 15 marks, team.	Not Available