1987–2027

Greenwich University

SCHOOL OF MEDIA STUDIES

Greenwich Works

BUILD BLOCK RUBRIC · FALL 2026–27

Campaign Studio CLIENT LANE

For course teachers · 10 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

BUILD BLOCK RUBRIC · FALL 2026–27

Campaign Studio CLIENT LANE

continued

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
GMCL436	**Camera & Lighting Techniques**	**This course marks the shoot:** whether the storyboard was covered, whether exposure, focus and white balance hold across takes, whether the lighting achieves the stated intention, and whether the footage and stills are usable in the edit and the grade. 15 marks, team.	Syed Ali Kazmi
GMCW433	**Copywriting**	**This course marks the words:** the single-minded proposition, the headlines, the body copy and the calls to action across every channel, the fit between register and reader, and whether every claim made is honest and can be sourced. 15 marks, team.	Dr Naazir Mehmood
GMFD326	**Fundamentals of Design**	**This course marks the composition:** whether hierarchy, balance, contrast and colour hold across every piece in the campaign, whether the grid is kept, and whether the team can explain each decision in design language rather than taste. 15 marks, team.	Fariha Jaffar
GMGD435	**Graphics Design**	**This course marks the design:** the quality of the identity system, the typographic and colour decisions, the vector craft, the fitness of each asset for its channel, and whether the print and screen files hand over cleanly. 15 marks, team.	Dr Sabir Ahmed

BUILD BLOCK RUBRIC · FALL 2026–27

Campaign Studio CLIENT LANE

continued

CODE	COURSE	DIMENSION MARKED — 15 MARKS	TEACHER
GMRB436	**Digital Public Relations & Blogging**	**This course marks the earned attention:** the strength of the story and its angles, the quality of the release, the pitch and the published content, the handling of the media relationship, and the honesty of the coverage report. 15 marks, team.	Monazza Fatima
GMSB444	**Storyboarding & Idea Development**	**This course marks the thinking and the frames:** the range of concepts generated and how the winner was chosen, the clarity of the boards, the shot grammar and continuity, and whether a crew could actually shoot the sequence from them. 15 marks, team.	Rashid Suri
GMSM432	**Social Media Studies & Optimization**	**This course marks the channel work:** the audience and objective definition, the posting calendar and format choices, the community management through the live period, and the honesty with which the results are read and reported back. 15 marks, team.	Danish Mehmood