1987–2027

Greenwich University

SCHOOL OF MEDIA STUDIES

Greenwich Works

BUILD BLOCK RUBRIC · FALL 2026–27

# Digital Reach Lab CLIENT LANE

For course teachers · 3 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

# Digital Reach Lab 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 |
|---|---|---|---|
| GMBC445 | **Social Media & Search Engine Marketing** | **This course marks the paid and social half of the asset pack:** audience and platform choice, campaign structure and tracking, the creative testing plan, budget control and pacing, and the honesty and clarity of the performance report. 15 marks, team. | Afnan Khan |
| GMCL441 | **Cyber Laws & Ethics** | **This course marks the clearance:** the rights and consent register behind every asset, the accuracy of the legal reading, the privacy and disclosure decisions, and the quality of the written clearance note the client would have to rely on. 15 marks, team. | Farhat Ullah |
| GMDC552 | **Digital Compositing** | **This course marks the compositing:** the quality of the keys and the roto, the accuracy of the track, how convincingly elements sit in the plate under grain, light and lens, and whether the shots meet the written delivery specification. 15 marks, team. | Zeeshan Ali Khan |
| GMMG553 | **Motion Graphics** | **This course marks the motion:** whether timing, easing and weight make the animation read, whether type stays legible at speed, how sound and picture sit together, and whether every asset meets the agreed delivery specification. 15 marks, team. | Zeeshan Ali Khan |

BUILD BLOCK RUBRIC · FALL 2026–27

# Digital Reach Lab CLIENT LANE

continued

| CODE | COURSE | DIMENSION MARKED — 15 MARKS | TEACHER |
|---|---|---|---|
| GMSE555 | **Search Engine Optimization** | **This course marks the organic search side of the pack:** the keyword and intent research, the site architecture and on-page work, the technical fixes and schema, the content published against real queries, and the measurement plan that shows what changed. 15 marks, team. | Afnan Khan |