

INOV M0028 The Role of AI in Digital Innovation

Individual Critical Reflection - 40% | Individual Assessment marking matrix | 2026-27

Component	Criterion	Weight %	Evidence judged	Unit ILOs	High Distinction 80-100	Distinction 70-79	Merit 60-69	Pass 50-59	Marginal Pass 40-49	Fail 0-39	Zero 0
Evidence Deck evidence	Evidence-based reflection on individual engagement with AI applications	5	Evidence of the student's actions, decisions, judgement and contribution to project process and outcome.	ILO 2, ILO 3	Exceptional evidence-based reflection showing sophisticated understanding of how the student's contribution shaped AI exploration, project development and outcome.	Excellent reflection grounded in convincing evidence of contribution, judgement and learning.	Good evidence-based reflection with clear links between contribution and project development, though depth varies.	Satisfactory reflection with relevant evidence, but links between action, judgement and learning are basic.	Partial reflection with limited, unclear or weakly supported evidence of individual contribution.	Insufficient evidence of individual engagement, contribution or reflective understanding.	No relevant evidence submitted or demonstrated.
Evidence Deck evidence	Critical evaluation of AI decisions, ethics and societal implications	5	Evaluation of personal and contributed decisions, ethical questions, societal implications, limits and trade-offs.	ILO 2, ILO 3	Exceptional critical evaluation connecting personal judgement to ethical, societal and practical implications with intellectual maturity.	Excellent evaluation of decisions, ethics and implications, supported by strong evidence and insight.	Good evaluation of relevant decisions and implications, with sound judgement but some limits in depth or synthesis.	Satisfactory evaluation identifying relevant issues, though treatment is descriptive, uneven or lightly evidenced.	Partial evaluation with limited engagement with ethics, implications or personal judgement.	Insufficient critical evaluation; significant issues are missed or unsupported.	No relevant evidence submitted or demonstrated.
Evidence Deck evidence	Professional self-awareness, accountability and responsible AI practice	5	Honest reflection on strengths, limits, collaboration, accountability and future development.	ILO 3, ILO 4	Exceptional professional self-awareness, candid accountability and a sophisticated, evidence-led approach to responsible future practice.	Excellent self-awareness and accountability with clear evidence of responsible practice and purposeful development.	Good reflection on strengths, limits and development, supported by sound evidence of professional responsibility.	Satisfactory self-awareness, though reflection on accountability or future development is general or limited.	Partial self-awareness with weak evidence of accountability, collaboration or development.	Insufficient reflection on professional responsibility, strengths, limits or future practice.	No relevant evidence submitted or demonstrated.
Individual Learning Conversation	Evidence-based reflection on individual engagement with AI applications	7	Recorded explanation of individual contribution using specific Evidence Deck evidence.	ILO 2, ILO 3	The student explains and interrogates their contribution with exceptional command, making precise evidence-led connections between action, judgement and learning.	The student gives an excellent, convincing and well-evidenced account of contribution and learning.	The student gives a good, coherent account with sound use of evidence, though some reflection lacks depth.	The student gives a satisfactory explanation, but evidence or reflective depth is limited.	The student gives a partial or inconsistent account with weak links to evidence.	The student cannot adequately explain or evidence their individual contribution.	No relevant oral evidence demonstrated.
Individual Learning Conversation	Critical evaluation of AI decisions, ethics and societal implications	8	Recorded evaluation of decisions, risks, limitations, trade-offs and future questions.	ILO 2, ILO 3	The student responds with exceptional critical independence, evaluating ethical and societal implications, limits and future questions with sophisticated judgement.	The student gives an excellent critical evaluation of decisions and implications, responding thoughtfully and convincingly to questions.	The student evaluates relevant decisions and implications well, with sound judgement and some areas for deeper synthesis.	The student identifies relevant issues but responses are mainly descriptive, general or only partly justified.	The student shows partial critical understanding; evaluation is inconsistent or weakly evidenced.	The student provides insufficient evaluation or cannot justify material AI-related decisions and implications.	No relevant oral evidence demonstrated.
Individual Learning Conversation	Professional self-awareness, accountability and responsible AI practice	10	Recorded reflection on learning, collaboration, accountability and future professional judgement.	ILO 3, ILO 4	The student demonstrates exceptional maturity, accountability and self-awareness, translating learning into a compelling approach to responsible future practice.	The student demonstrates excellent professional self-awareness, clear accountability and purposeful future development.	The student demonstrates good self-awareness and professional judgement, with relevant reflection on future development.	The student demonstrates satisfactory self-awareness, though accountability or future direction is general or uneven.	The student demonstrates partial self-awareness with limited ownership of development or responsibility.	The student demonstrates insufficient professional self-awareness, accountability or future-facing learning.	No relevant oral evidence demonstrated.

Marking bands: High Distinction 80-100; Distinction 70-79; Merit 60-69; Pass 50-59; Marginal Pass 40-49; Fail 0-39; Zero 0.