

TECH3022-18 Coursework A – Brief and Assessment Criteria

Survey of International Community Media Projects (5%)

1. Coursework Brief

Processed food with its high levels of sugar and salt, manufactured oils and preservatives, are increasingly recognised as the cause of social health problems such as obesity, diabetes, heart disease, and so on. Manufactured convenience foods as a major contributor to early deaths, disability and a rocketing bill for medical treatment. Many people are increasingly aware of the serious consequences of what Professor Robert Lustig calls ‘processed food disease.’ This is the first time in human history where a mass epidemic of health problems has been caused by an excess of calories. At the same time, changes to people’s lifestyles, with greater use of cars, sedentary office jobs, and poor urban environments, means that people are less active than ever before.

There are two challenges that need to be addressed. The first is to understand why people consume so much processed food. The second is to raise awareness that other options are possible. At the moment, these debates usually focus on the consumption of sugar, but there is a need to widen awareness of the role of carbohydrate rich foods, refined and processed flour, processed and hydrogenated oils, as well as alcohol and sugar-based drinks.

There are many different campaigns and campaign groups who are active online and use social media to make their points and to influence people. Your task for this assignment is to survey some of these campaigns and campaigners, and to explain on what basis they are seeking to change the public’s perception about processed foods, the role of sugar and processed-carbohydrates in particular.

The result of your survey of different types of processed food awareness campaigns will be presented as a short video presentation, lasting no longer than five minutes, with a short description included as part of a shared DMU Commons Wiki page outlining your groups research planning. https://wiki.our.dmu.ac.uk/w/index.php/TECH3022_Research_Planning_2017-18

Each student will identify a different example of a processed food awareness campaign, as run by different activists and campaigners, and will write about how those campaign work, what is involved, and what they expect to achieve, before summarising this description in a short video presentation. The presentation can use creative media techniques, but will be uploaded to your DMU Commons Blog, either as a directly uploaded video, or as an embedded YouTube video.

2. Assignment Requirements

Using the TECH3022 Research Planning 2017-18 page on the DMU Commons Wiki, you will each identify a separate example of processed food awareness campaigns, looking for articles, interviews, papers, social media posts, videos, and online discussions that illustrate how each of these campaigns operate. https://wiki.our.dmu.ac.uk/w/index.php/TECH3022_Research_Planning_2017-18.

You will write a short description on the TECH3022 Research Planning 2017-18 wiki page, identifying which campaign you are focussing on, with your name clearly identified as the author of this section. You can discuss the development of the processed food awareness campaigns page by using the ‘discussion’ tab on the wiki page, or by using the DMU Commons discussion forum <https://talk.our.dmu.ac.uk>.

Once you have investigated and summarised your research, you will then make a short video presentation that explains what the processed food awareness campaign you investigated is about. This video should last no longer than five minutes and should include images, screen grabs, and other

forms of media you think is appropriate. You must record a voiceover narration. Any video without a narration will automatically be marked at 0%.

You will post your video to your DMU Commons Blog <https://our.dmu.ac.uk>, using the category DIY-DMU so that it can be shared on the DIY-DMU site <https://diy.our.dmu.ac.uk>.

A link to your blog post containing the video presentation, with a short description of what is notable about it should be added to your DMU Commons Wiki Personal Profile page.

https://wiki.our.dmu.ac.uk/w/index.php/TECH3022_Learners

Minimum Work: DMU Commons wiki page section, blog and five-minute video presentation.

Deadline: 10am Monday 6th November 2017

Submission: Individual links clearly marked on your DMU Commons Wiki Profile.

https://wiki.our.dmu.ac.uk/w/index.php/TECH3022_Learners

Marking & Feedback: 10am Monday 4th December 2017

3. Assessment Criteria & Feedback

Feedback and marking for this assignment is based on this traffic-light grid, which you can use to check-off that you have completed each of the components. A brief comment will be included by your module tutor, and verbal feedback will be given in the workshops.

Name:							
Blog URL:							
Wiki URL:							
Status:	Goes well beyond the brief and adds to the debate.	Positive and wide-ranging with strong execution.	Well executed and explained.	General coverage and execution.	Limited and only incomplete.	Basic and poorly executed.	Points out of Ten
	10	8	6	4	2	0	
Wiki Entry							
Blog Post							
Video Presentation							
Research							
Creative Presentation							
Relevance							
Supporting Evidence							
Supporting Media							
Supporting Links							
Writing							
Overall:							pts %