

## **TECH1002-18 Coursework C Brief and Assessment Criteria**

### **Component C – Social Media Group Project (30%)**

#### **1. Assignment Brief**

How can social media be used to raise awareness of processed food disease, challenging the excessive use of processed carbohydrates and exploitative marketing methods that contribute to the dramatic rise in obesity, diabetes, heart disease, and so on?

Your role in this assignment is to develop and produce a social media awareness campaign that challenges perceptions of processed food and the associated risks of the consumption of sugar, refined carbohydrates, alcohol and processed oils. You will use this campaign to suggest alternative practices and approaches that reject the low-fat model, and focusses on more traditional approaches to food literacies and choices.

You will assume the role of a social media communications activist working to promote a specific agenda that challenges mainstream, industrial and commercial food orthodoxies, and promote instead an ethical, sustainable and holistic lifestyle approach to food that is social, local and non-exploitative.

The campaign will be based on the evidence that you collected in the previous assignment, and will use creative social media techniques to engage with social media users.

#### **2. Assignment Requirements**

- Using the DMU Commons Wiki as the main collaborative platform, you will work in a group of no more than four people to put together, develop, trail and reflect-on a social media awareness campaign.
- Your job will be to create and develop a social media campaign, described on a dedicated page on the DMU Wiki, that will help people to get together and to take part in your allocated activity [https://wiki.our.dmu.ac.uk/w/index.php/TECH3022\\_Production\\_Planning\\_2017-18](https://wiki.our.dmu.ac.uk/w/index.php/TECH3022_Production_Planning_2017-18)
- You can discuss the development of your campaign by using the 'discussion' tab on the project wiki page, or by using the DMU Commons discussion forum <https://talk.our.dmu.ac.uk>
- Your job is to use social media to manage and develop this process, and to include people as participants and co-developers in the campaign.
- The research that you completed in the previous assignment will form the basis for this assignment.
- Time will be allocated in the lab sessions for the investigation and the planning of the campaign topics, so group membership is fixed by your lab session.

#### **Your final Social Media Campaign Project Wiki page will include:**

- A definition of what your campaign was.
- Examples of this type of activity that have been undertaken elsewhere.
- Instructions and essential information about getting started.
- Examples of how your group tried-out the activities.
- Links to video footage, photographs, audio capture, blog write-ups, links to Tweets, Facebook Groups, Google Groups, pages, and so on, that show how the activity was undertaken.

- Comments from participants from beyond the group that have been drawn-in to join the group and participate in the activity.
- You are expected to keep a journal that records your involvement and level of participation through the process of developing your Social Media Group Project.
- Ten entries will be posted to your blog each week and listed on your personal wiki profile page.

### 3. Blog Journal

What you will actually be marked on is your blog journal. You are expected to keep a journal that records your involvement and level of participation through the process of developing and putting into practice your social media campaign.

Entries will be posted to your blog each week and listed on your personal wiki profile page as done in the previous assignment. [https://wiki.our.dmu.ac.uk/w/index.php/TECH3022\\_Learners](https://wiki.our.dmu.ac.uk/w/index.php/TECH3022_Learners)

The final blog post will consist of a video presentation lasting no longer than three minutes, that reflects on what you have personally learnt about this social media campaign project, how you have improved and developed your creative social media skills, and how this relates to the content that you will have posted to your own blog site and the module wiki.

**Minimum Work:** Ten blog posts published each week 15 to Week 24.

**Deadline:** Week 22, 10am Monday 12<sup>th</sup> March 2018.

**Submission:** Individual Links clearly marked on DMU Commons Wiki Profile.  
[https://wiki.our.dmu.ac.uk/w/index.php/TECH3022\\_Learners](https://wiki.our.dmu.ac.uk/w/index.php/TECH3022_Learners)

**Marking & Feedback:** Thursday 11<sup>th</sup> April 2018.

You are being assessed on your ability to:

- Research information about the activity your project is based on.
- Share and collaborate as a group to develop your project.
- Present and manage information to users of your social activity project.
- Reflect on the process of developing your social activity project.
- Keep an individual reflective account of your social activity project.

This grid will be used to provide feedback:

<b>TECH3022-18 Social Media Group Project</b>		
<b>Student Name:</b>		
<b>Group Members:</b>		
<b>Social Activity:</b>		
<b>Blog Link:</b>		
<b>Wiki Page Link:</b>		
<b>Group Wiki Page:</b>		<b>Mark (20%):</b>
<b>Project Definition:</b>		
<b>Activity Examples:</b>		
<b>Instructions:</b>		
<b>Try-Out:</b>		
<b>Captured Media:</b>		
<b>User Comments &amp; Feedback:</b>		
<b>Individual Blog Entry Feedback:</b>		<b>Mark (80%):</b>
Blog 1:	Date Posted: Comment:	
Blog 2:	Date Posted: Comment:	
Blog 3:	Date Posted: Comment:	
Blog 4:	Date Posted: Comment:	
Blog 5:	Date Posted: Comment:	
Blog 6:	Date Posted: Comment:	
Blog 7:	Date Posted: Comment:	
Blog 8:	Date Posted: Comment:	
Blog 9:	Date Posted: Comment:	
Blog 10	Date Posted: <b>[Reflexive Video Blog]</b> Comment:	
<b>Overall Comments:</b>		
<b>Total Mark:</b>		0%

## TECH3022 Coursework C Assessment Criteria:

	Blogs	Project Management	Evaluation	Writing	Media	Wiki Profile
<b>0 – 20%</b>	<ul style="list-style-type: none"> <li>Poorly written.</li> <li>Does not cover the project given in the brief.</li> <li>Contains obvious errors and poor use of language.</li> <li>No consistency between each blog post.</li> </ul>	<ul style="list-style-type: none"> <li>No links to online discussions or planning of the project.</li> <li>No evidence of discussion of the project in group.</li> <li>Does not cover the specific project brief.</li> </ul>	<ul style="list-style-type: none"> <li>No evaluation based on reflection or review of project actions.</li> <li>Makes assumptions based on own opinion.</li> <li>Does not relate to the project specified.</li> </ul>	<ul style="list-style-type: none"> <li>Poorly written, with significant errors.</li> <li>Informal and colloquial writing.</li> <li>Does not focus on or explain project.</li> </ul>	<ul style="list-style-type: none"> <li>No embedded or linked media.</li> <li>Media does not work or is of poor quality.</li> <li>Media is not related to the project.</li> </ul>	<ul style="list-style-type: none"> <li>No links to individual blogs.</li> <li>No comment on each of the blogs.</li> <li>Poor formatting and writing.</li> </ul>
<b>20 - 40%</b>	<ul style="list-style-type: none"> <li>Poorly written.</li> <li>Basic cover of the project given in the brief.</li> <li>Contains some errors with poor use of language.</li> <li>Largely inconsistent posts.</li> </ul>	<ul style="list-style-type: none"> <li>Basic links to project discussions online.</li> <li>Limited evidence of group project activity.</li> <li>Covers the project actions but in a limited way.</li> </ul>	<ul style="list-style-type: none"> <li>Limited evaluation that is general in nature and does not specifically relate to the project.</li> <li>General assumptions are made based on own experience.</li> </ul>	<ul style="list-style-type: none"> <li>Writing is basic but clear.</li> <li>Some errors.</li> <li>Limited use of language and some casual phrases.</li> <li>Gives some focus to the project and how it was implemented.</li> </ul>	<ul style="list-style-type: none"> <li>Some media is used but it is limited.</li> <li>The quality of the media is inconsistent.</li> <li>The media has some relation to the project, but it is not clear.</li> </ul>	<ul style="list-style-type: none"> <li>Some links to the blogs but these are not consistent.</li> <li>The comments are limited and basic.</li> <li>The wiki is poorly formatted and the writing is inconsistent.</li> </ul>
<b>40 – 60%</b>	<ul style="list-style-type: none"> <li>Clear writing that is logical and makes sense.</li> <li>Covers the project issues given in the brief.</li> <li>Contains small number of errors, with competent use of language.</li> <li>Consistent posts.</li> </ul>	<ul style="list-style-type: none"> <li>Links well identified and clearly used in each post.</li> <li>Evidence of discussion of the project actions in the group.</li> <li>Range of issues related to the project implementation consistently.</li> </ul>	<ul style="list-style-type: none"> <li>Evaluation is useful and related to the project.</li> <li>While there are assumptions from own experience, there is some evidence of reflection from evaluation and project actions.</li> </ul>	<ul style="list-style-type: none"> <li>Writing is clear and presented consistently.</li> <li>Use of language is mature, giving a sense of competence to the reader.</li> <li>The project is mostly well explained in an engaging and direct manner.</li> </ul>	<ul style="list-style-type: none"> <li>Media is used consistently, relating well to the project.</li> <li>Quality of the media is consistently produced.</li> <li>The media relates directly to the project and illustrates issues concisely.</li> </ul>	<ul style="list-style-type: none"> <li>The links are clear and easy to find, follow and access.</li> <li>The description of each blog is clear and relevant.</li> <li>The writing is well structured and explains the content of the blogs consistently.</li> </ul>
<b>60 – 80%</b>	<ul style="list-style-type: none"> <li>Engaging writing that is evocative and makes a strong point.</li> <li>Gets to the heart of the project activity given in the brief.</li> <li>No obvious errors, with a rich use of language.</li> <li>Consistent posts.</li> </ul>	<ul style="list-style-type: none"> <li>Links to examples of project actions in feeds that are well chosen and relevant to the project.</li> <li>Clear evidence of lively and engaged project activity in the group.</li> </ul>	<ul style="list-style-type: none"> <li>Evidence is clear and well related to the topic.</li> <li>There are few or no assumptions being made.</li> <li>Evidence is drawn from distinct examples and situations.</li> </ul>	<ul style="list-style-type: none"> <li>Writing is clear, expressive, consistent.</li> <li>Language is used creatively and presents issues in an engaging manner.</li> <li>Points are made succinctly and encourage further evaluation.</li> </ul>	<ul style="list-style-type: none"> <li>The media is imaginative and relates specifically to the project.</li> <li>The media is produced well to an appropriate quality level.</li> <li>The media imaginatively relates to the project and is inventive.</li> </ul>	<ul style="list-style-type: none"> <li>The links are very easy to find and access.</li> <li>The description of each blog identifies something of interest and relevance.</li> <li>The writing engages the reader as an example of good practice.</li> </ul>
<b>80 – 100%</b>	<ul style="list-style-type: none"> <li>Rich and evocative use of language making direct points.</li> <li>Goes beyond the brief to make a point of wider social or academic value.</li> <li>Rich use of language and no errors.</li> <li>Consistent posts.</li> </ul>	<ul style="list-style-type: none"> <li>Challenging and thought-provoking use of links that move the project forward.</li> <li>Discussion is well founded, engaging and direct.</li> <li>Issues that are explored are challenging and thought provoking.</li> </ul>	<ul style="list-style-type: none"> <li>Innovative and imaginative use of source material for evidence.</li> <li>No assumptions are made, and each source is interrogated thoroughly.</li> <li>Based on clear and direct examples.</li> </ul>	<ul style="list-style-type: none"> <li>There is a sense of pleasure and playfulness in reading the posts.</li> <li>The language is mature and sophisticated.</li> <li>Issues are engaged with creatively and expressively.</li> </ul>	<ul style="list-style-type: none"> <li>The media is imaginatively presented and produced.</li> <li>The quality of the media is very 'shareable'.</li> <li>Creativity and imagination are clearly expressed in the media.</li> </ul>	<ul style="list-style-type: none"> <li>The links are clear and easy to access.</li> <li>The description of each blog posts identifies its key features and qualities.</li> <li>The writing gives a strong sense of engagement with the topic.</li> </ul>