

## TECH1502-18 Coursework A – Brief and Assessment Criteria

### Component A - Social Media Platform Set-Up (5%)

#### 1. Coursework Brief

This assignment is a test of your ability to follow instructions both in written form and verbally, as given by your tutor in the workshop sessions. You are being assessed on your skill and ability to:

- Set-up your blog site on the DMU Commons, to personalize your site and to post a set of entries related to the module topics and your interest in media.
- Set-up your personal profile page on the DMU Wiki, and to write objectively about yourself in the style of a Wikipedia entry.
- Ensure your blog gets linked to the <http://diy.our.dmu.ac.uk/> site.
- If you have them, link your blog to your Twitter Account, Google, YouTube, Facebook accounts.
- Follow the written instructions that are given in the workshop sessions.
- Follow the verbal guidance that is given in the workshop sessions.
- Discuss the process of setting up the blog and wiki on the DMU Commons chat forum <https://talk.our.dmu.ac.uk>

#### 2. Wordpress Site Setup

A set of instructions that will be given during the workshop session in week two that will show you how to set up your blog. You will be assessed on your ability to follow these instructions and to ensure that your blog is presented as specified. Some of the instructions might be vague and unclear, especially if the Wordpress system is new to you. This means that you also have to follow verbal instructions, ask questions, and learn from one another to get your blog set up as quickly as possible.

As well as setting up your blog on the DMU Commons system, and personalising your blog site, you will also demonstrate that you can write and produce the following:

- **Blog One Topic:** Introduction and welcome – who are you?
- **Blog Two Topic:** Describe how a specific issue of social concern has been covered on social media.
- **Blog Three Topic:** Describe the reaction to this issue and how people used social media to respond to it.
- **Blog Four Topic:** Describe a social activist you think is interesting who is on social media.

<https://our.dmu.ac.uk/>

#### 3. Wiki Profile Page

After setting up your blog you will be asked to set up a personal profile page on the DMU Commons Wiki. A set of instructions will be given by your tutor in the workshop session, though some of these instructions might be unclear, especially if using a wiki is new to you. You should be ready to make notes, ask questions, follow verbal instructions, and help each other to set up your wiki page.

When you have set up your wiki profile page you will demonstrate that you can write and produce the following:

- Give a brief description of yourself in the form of a Wikipedia entry (*but do not include personal information such as your date of birth or place of birth that hackers can use to rip off your bank account*).
- Include a suitable image on your page.
- Include links and a description of your individual blog posts.

[https://wiki.our.dmu.ac.uk/w/index.php/TECH1502\\_Learners](https://wiki.our.dmu.ac.uk/w/index.php/TECH1502_Learners)

You can follow the formatting and style of posts that other students have used in the past, though guidance notes and links to useful online guides will be flagged in the workshop sessions.

#### 4. DIY-DMU Feed

When you set up your blog you will follow a list of settings and will create a 'category' that can be used as an RSS Feed, which will be added by your tutor to the DIY-DMU blog site. An RSS feed is a URL for a webpage that can be aggregated and incorporated into another website, that will update when new content is added to your feed.

The DIY-DMU site allows learners to promote their blog posts in one place, but then when visitors follow the link to your post they are sent to your blog site. The site aims to support learners across the Leicester Media School, and is being developed as a collaborative community that reflects the media interests of students and staff in the school. Anyone who wants to volunteer to help improve the site, its visuals and the way it functions, will be welcome

You are demonstrating that:

- Your blog can be connected to the DIY-DMU site using the RSS Feed and the category DIY-DMU, and that they appear in the blog-stream.
- Your posts should be set with the DIY-DMU Category.
- Your name, tag-line, language, and so on, should be set as specified in the setup instructions.

<https://diy.our.dmu.ac.uk/>

**Minimum Work:** Four blogs and one wiki entry, site personalisation, adding social media accounts, working feed for DIY-DMU site.

**Deadline:** Week Six, 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/TECH1502\\_Learners](https://wiki.our.dmu.ac.uk/w/index.php/TECH1502_Learners)

**Marking & Feedback:** 10am Monday 4th December 2017.

## 5. 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.

<b>Name:</b>							
<b>Blog URL:</b>							
<b>Wiki URL:</b>							
Status:	Follows the guidance and each platform functions correctly.	Follows the guidance for the most part, but some incomplete functions.	Follows the guidance, but many functions not working.	Mainly incomplete or broken functionality and needs more work.	Minimal and not related to given instructions or guidance.	This has not got to grips with the basics yet.	Points out of Ten
	Content is interesting and shareable.	Worth looking at, might share.	Not enough creative content to persuade people to spread yet.	Content is basic and shows no initiative or inventiveness.	Content is basic and lacks attention to detail.	Content is minimal and lacks general readability or presentation.	
	<b>10</b>	<b>8</b>	<b>6</b>	<b>4</b>	<b>2</b>	<b>0</b>	
Blog Name:							
RSS Feed:							
Blog Post 1:							
Blog Post 2:							
Blog Post 3:							
Blog Post 4:							
Wiki Profile:							
Personalisation:							
Media:							
Writing:							
Overall:							pts %