TECH1502-18 Coursework B - Brief and Assessment Criteria

Component B - Community Reporter Investigation (15%)

1.   Coursework Brief:

There is a growing sense that community life is increasingly difficult to play a part in, and we often struggle to get to know who our neighbours are. Being a community reporter involves an approach to telling stories and discussing issues that are relevant to the neighbourhoods and communities that people live in and belong to. This can include a wide range of issues of interest and social concern that might seem insignificant on a national level, but which matter a great deal to the residents who live, work and interact with different types of people in their communities.

In your next assignment you will be researching, writing and producing a community newspaper based on a set of topics that you will be given by your tutor. For this assignment, you will be undertaking research about what a community newspaper is, what community reporters do, and how different types of stories can be shared using traditional and new forms of media.

You will be working in a group, though your work will be marked individually. The projects that students have worked on previously can be read on the DMU Commons Wiki.

https://wiki.our.dmu.ac.uk/w/index.php/TECH1502_Community_Media_Group_Project

For this assignment, though, you will investigate a topic of **social concern** that is associated with communities in Leicester that you want to address, and what types of community activities other people have developed to alleviate some of the worst effects of these social problems.

This assignment consists of investigation and research into your chosen social topic for component C of your coursework. This means discussing ideas with members of your group, finding out if other people have undertaken similar community projects, and explaining how these projects work.

> **Your newspaper will be published, launched and distributed at the International Community Media Expo event that is being organised by the final year BA Communication Arts students.**
>
> An exhibition of your work will take place on **Wednesday 9th May between 10am and 4pm**. This exhibition, will consist of posters for each learner that illustrate the activities and events that have taken place as part of this module. Creative design work is encouraged. Learners from TECH1502 and TECH2503 will be exhibiting their work under the guidance of learners from TECH3501.
> https://wiki.our.dmu.ac.uk/w/index.php/International_Community_Media_Expo

2.   Assignment Requirements

For this assignment, you will research and write about these issues, as they are discussed and talked about in newspaper articles, in blog sites, in chat rooms, and so on. But particularly you will look at different types of community media.

Your blogs will summarise the key issues of concern, and will use quotes, links and screengrabs to demonstrate what is being discussed in these articles and threads.

The final blog post of this section of your coursework portfolio should be a **three-minute reflective video**, posted either to the blog directly, or embedded into your blog as a YouTube video. This vlog

will give a basic overview of what you discovered in your investigation and in what way your group will take this information and use it in the next assignment, and turn this into a practical project.

You should aim to incorporate a wide variety of content such as podcasts, videos, blogs and wikis, or whatever forms of media you are asked to experiment with and try out. We want you to experiment with creativity and innovation, so your media skills will be something you want to show off as you learn new skills and use new platforms.

So, you will submit **five** blog posts, the last blog being a three-minute video blog that reflects on what you have learnt so far.

It is essential that you establish the habit of blogging regularly, so you will be expected to post a blog each week, with an updated link on your wiki profile page, and an explanation of what is distinctive and innovative about the blog post. Time will be put aside in the workshop sessions for this.

- You will make a social media production portfolio consisting of work posted to your blog site on the DMU Commons site http://our.dmu.ac.uk and fed into the module blog site http://diy.our.dmu.ac.uk/

- You will provide a description of the portfolio and any appropriate links to your work on your Wiki Profile Page on the DMU wiki: https://wiki.our.dmu.ac.uk/w/index.php/TECH1502_Learn-ers

- Your work can consist of any combination of media and use of online tools, services and plat-forms. The more creative and inventive about the type of media you use in your blogs the bet-ter.

- All of the production work must be available online and be capable of being linked-to or embed-ded on your portfolio page in the module wiki.

- You could make a series of photographs, videos, or podcasts, use sites such as Twitter, Paperli, Flipboard, Tumblr, YouTube or Pinterest, for example, alone or in combination.

- The media used in these posts must be made specifically for the module and be driven by the specific aims and objectives of the assignment.

Your blog posts must relate to the research you are undertaking, and the discussions that your group hold about the community media group project that will be undertaken after the Christmas break.

The portfolio should consist of a significant body of work, showing that you have produced your posts each week, and have actively researched issues that are related to your community media pro-ject topic. Your portfolio will also demonstrate that you are able to establish a regular routine throughout the period demonstrating digital literacies, creativity and production skills.

- Each blog should take no more than two hours to plan, write and post each week.

- Time will be given in the weekly lab sessions for you to write your blog posts.

In order to assess your work, your tutor will visit your DMU Wiki Profile Page and will only follow the links that you provide on the page. If you do not have any links to your individual blogs on your pro-file page you will be marked at zero.

Minimum Work: <u>Five</u> weekly blog posts published from Week 6 to Week 11.

Deadline: Week 12 (1st week of Christmas break), 10am Monday 18th December**.**

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

Marking & Feedback by: 10am 22nd January 2018.

3.   Assessment Criteria

This is the grid that will be used to give you feedback.

TECH1502-18 Coursework B Feedback		
Student Name:		
Blog Link:		
Wiki Profile:		
		Mark:
Blog 1:	Title: Date Posted: Comment:	
Blog 2:	Title: Date Posted: Comment:	
Blog 3:	Title: Date Posted: Comment:	
Blog 4:	Title: Date Posted: Comment:	
Blog 5:	Title: Date Posted: **[Reflexive Video Blog]** Comment:	
Wiki Profile Page Feedback:		
Overall Comments:		
Total Mark:		0%

TECH1502 Coursework B Assessment Criteria:

	Blogs	Discussion Links	Research	Writing	Media	Wiki Profile
0 – 20%	• Poorly written. • Does not cover the topics given in the brief. • Contains obvious errors and poor use of language. • No consistency between each blog post.	• No links to wider online discussions of the topic. • No evidence of discussion in group. • Does not cover the specific topic.	• No research based on reading or investigation. • Makes assumptions based on own opinion. • Does not relate to the topics specified.	• Poorly written, with significant errors. • Informal and colloquial writing. • Does not focus on or explain topic.	• No embedded or linked media. • Media does not work or is of poor quality. • Media is not related to topic.	• No links to individual blogs. • No comment on each of the blogs. • Poor formatting and writing.
20 - 40%	• Poorly written. • Basic cover of the topics given in the brief. • Contains some errors with poor use of language. • Largely inconsistent posts.	• Basic links to wider discussions online. • Limited evidence of group discussion. • Covers the topic but in a limited way.	• Limited research that is general in nature and does not specifically relate to the topic. • General assumptions are made based on own experience.	• Writing is basic but clear. • Some errors. • Limited use of language and some casual phrases. • Gives some focus to the topic and how it is relevant.	• Some media is used but it is limited. • The quality of the media is inconsistent. • The media has some relation to the topic, but it is not clear.	• Some links to the blogs but these are not consistent. • The comments are limited and basic. • The wiki is poorly formatted and the writing is inconsistent.
40 – 60%	• Clear writing that is logical and makes sense. • Covers the topics given in the brief. • Contain small number of errors, with competent use of language. • Consistent posts.	• Links well identified and clearly used in each post. • Evidence of discussion of the topic in the group. • Range of issues considered relate to the topic consistently.	• Research is useful and related to the topic. • While there are assumptions from own experience, there is some evidence of research from other discussions and sources.	• Writing is clear and presented consistently. • Use of language is mature, giving a sense of competence to the reader. • The topic is mostly well explained in an engaging and direct manner.	• Media is used consistently, relating well to the topic. • Quality of the media is consistently produced. • The media relates directly to the topic and illustrates issues concisely.	• The links are clear and easy to find, follow and access. • The description of each blog is clear and relevant. • The writing is well structured and explains the content of the blogs consistently.
60 – 80%	• Engaging writing that is evocative and makes a strong point. • Gets to the heart of the topics given in the brief. • No obvious errors, with a rich use of language. • Consistent posts.	• Links to articles and discussion feeds are well chosen and relevant to the topic. • Clear evidence of lively and engaged discussion in the group.	• Evidence is clear and well related to the topic. • There are few or no assumptions being made. • Evidence is drawn from distinct examples and situations.	• Writing is clear, expressive, consistent. • Language is used creatively and presents issues in an engaging manner. • Points are made succinctly and encourage further debate.	• The media is imaginative and relates specifically to the topic. • The media is produced well to a sharable quality level. • The media imaginatively relates to the topic and is inventive.	• The links are very easy to find and access. • The description of each blog identifies something of interest and relevance. • The writing engages the reader as an example of good discussion.
80 – 100%	• Rich and evocative use of language making a direct point. • Goes beyond the brief to make a point of value. • Rich use of language and no errors. • Consistent posts.	• Challenging and thought-provoking use of links that move the topic forward. • Discussion is well founded, engaging and direct. • Issues that are explored are challenging and thought provoking.	• Innovative and imaginative use of source material for evidence. • No assumptions are made, and each source is interrogated thoroughly. • Based on clear and direct examples.	• There is a sense of pleasure and playfulness in reading the posts. • The language is mature and sophisticated. • Issues are engaged with creatively and expressively.	• The media is imaginatively presented and produced. • The quality of the media is very 'shareable'. • Creativity and imagination are clearly expressed in the media.	• The links are clear and easy to access. • The description of each blog posts identifies its key features and qualities. • The writing gives a strong sense of engagement with the topic.