

## TECH3501-18 Coursework C - Brief and Assessment Criteria

### Component C - Running International Community Media Day (30%)

#### 1 Assignment Brief

International community development projects increasingly focus on sustainability and the future provision of resources that are managed in the local communities that are affected by issues of economic development, climate change, conflict, globalisation, and so on. Community media development projects are founded on the principle that in supporting local access to media it is possible to embed economic, civic and social development practices beyond that which can be achieved in face-to-face training sessions.

You will develop, plan and run a set of community media development projects that contribute to meeting the social needs of a particular international community. You will use community media engagement and participation techniques to help support and build skills in media production, discussion and distribution, with the aim of promoting understanding, collaboration and shared experiences as a form of intercultural communication. The founding principle, therefore, is that intercultural communication has to be two-way, and must avoid unethical practices of exploitation by seemingly well-intended and well-resourced development organisations.

A DMU Global Trip to Cambodia is being organised as part of this module, and can be used as the basis for this assignment. However, it is not compulsory to attend this trip, and so the assignment can be completed with some adaptation of the project while still meeting the objectives. This can be discussed with the module tutor [https://wiki.our.dmu.ac.uk/w/index.php/DMU\\_Global\\_Cambodia](https://wiki.our.dmu.ac.uk/w/index.php/DMU_Global_Cambodia)

An exhibition of your work will take place on **Wednesday 9<sup>th</sup> May between 10am and 4pm**. This exhibition, will consist of posters from 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 also be exhibiting their work under your guidance. [https://wiki.our.dmu.ac.uk/w/index.php/International\\_Community\\_Media\\_Expo](https://wiki.our.dmu.ac.uk/w/index.php/International_Community_Media_Expo)

#### 2 Assignment Requirements

Your task in this assignment is to take on the role of a host for an International Community Media exhibition which demonstrates and explains your experience planning, developing and running a set of international community development projects. Your tutor will guide you and help you to develop the skills that you need to do this, and will help you to identify the communities that you will be working with.

You will be undertaking the following tasks:

- Planning, researching, and running an International Community Media Exhibition.
- Researching topics and issues of discussion to include in the exhibition programme.
- Engaging with people and finding out what they want to discuss, then promoting the exhibition to encourage people to attend and participate.
- Writing about topics and issues that are important to the social and civic development of the identified communities who attend the international community development sessions.
- Hosting international community media development events that are accessible and encourage people to get involved, learn something, and feel confident about attending.

You will be expected to organise and write about your work using the DMU Commons resources:

- Using the DMU Commons Wiki as the main platform, you will collaborate, develop, try-out and reflect-on your international community media development topics.
- Your job will be to create and develop an international community media exhibition, and to describe how this will be done 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/International\\_Community\\_Media\\_Expo](https://wiki.our.dmu.ac.uk/w/index.php/International_Community_Media_Expo)
- You are encouraged to use social media to manage and develop this process, and to include people as participants and co-developers. You can use the 'discussion' tab on the wiki pages, or the new chat forum <https://talk.our.dmu.ac.uk>
- Groups and topics will be allocated by your tutor in your lab sessions. The list of topics, with links to projects undertaken in previous years can be found here: [https://wiki.our.dmu.ac.uk/w/index.php/International\\_Community\\_Media\\_Projects](https://wiki.our.dmu.ac.uk/w/index.php/International_Community_Media_Projects)
- Time will be allocated in the lab sessions for the investigation and the planning of the topics, so group membership is fixed by your lab session.
- Your project will be based on the research your group has undertaken in coursework B.

**Your final International Community Media Exhibition Wiki page will include:**

- A definition of what your project is.
- 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 different 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 Community 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 International Community Media project.

Entries will be posted to your blog each week and listed on your personal wiki profile page as done in the previous assignment.

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 community media project, how you have improved and developed your creative 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 32, 10am Thursday 10<sup>th</sup> May 2018.

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

**Marking & Feedback:** Thursday 7<sup>th</sup> June 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 international community media project.
- Present and manage information to users of your international community media project.
- Reflect on the process of developing your international community media project.
- Keep an individual reflective account of your international community media project.

This grid will be used to provide feedback:

<b>TECH3501-18 International Community Media Exhibition [C]</b>		
<b>Student Name:</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%

## TECH3501 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>