

## CT231 Professional Skills I Assignment #5: DIGITAL MEDIA PROJECT

The final Digital Media Project has **3** milestones:

**Proposal** due **January 30<sup>th</sup>** – post to wiki in Blackboard

**First draft project** due **March 3<sup>rd</sup>** – share online with #ct231

**Final project** due **March 27<sup>th</sup>** – share online with #ct231 & Blackboard

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### **PROPOSAL – due January 30<sup>th</sup>**

**Post your answers to the questions below on the wiki in Blackboard.**

For your digital media project, you will be required to produce something which:  
(a) communicates something, (b) of value to someone else, (c) which can be shared openly online and allows people to interact in some way. These are explained below:

**(a) What would you like to communicate/share?**

Think of something you are interested in, passionate about, and/or have learned in your BSc course which might of value to someone else. This could be related to your CT231 research topic or something else entirely. You could share information (technical or general), advice, news, instructions, etc. What could you share that might be interesting and of value to someone else? Describe **what** you'd like to communicate and share.

*Some examples: how to conduct effective research; protecting your privacy online; advice for teachers, lecturers, students or pupils; using Creative Commons; latest developments in [fill in the blank: AI, ARGs, wearable computing, etc.]; how to programme in [fill in the blank]; etc.*

**(b) Who would you like to communicate with and why will this be of value to them?**

You'll develop your project with a particular target group in mind, e.g. 1<sup>st</sup> year IT students, lecturers, secondary students, primary students, teachers – or a more broadly defined target group, e.g. people interested in IT, programming, games, music, film, etc. **Who** is the primary audience for your project and **why** will this be of value to them?

**(c) Shareable media – to share openly online**

What form of digital media will be most appropriate for your project? You can use any combination of text, image, audio, video, animation, etc. Your final project must be shared openly online and allow users to comment or interact in some way.

*Some examples of tools you might use: Soundcloud, Audacity (audio); GoAnimate, Xtranormal (animation); WordPress, Blogger, Tumblr (blog); PBWorks (wiki); Slideshare, Prezi (narrated presentation); Popcorn Maker (multimedia presentation); & many more!*

## **PROPOSAL** (continued)

### i) **Post your answers to the questions above on the wiki in Blackboard:**

- Click “Content & Assignments” in CT231 Blackboard
- Click “Assignment 5 – Proposal for Digital Media Project”
- Follow the instructions for entering your proposal in the wiki

### ii) **Your proposal must be approved.** This will be noted in the wiki. If your proposal is not approved, please check back with Catherine for further feedback.

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## **1<sup>st</sup> DRAFT PROJECT – due March 3<sup>rd</sup>**

**Complete the first draft of your project**, using the Grading Rubric (following page) to be sure that you address the requirements.

**Share your first draft** by posting it online, then share the link with the **#ct231** hashtag.

This version will not be graded! But you will benefit from receiving feedback from others. During class, we will discuss how you can both provide and receive feedback on the 1<sup>st</sup> drafts of the projects.

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## **FINAL PROJECT – due March 27<sup>th</sup>**

**Complete your project**, as defined in your proposal. Use the Grading Rubric to be sure that you address all of the project requirements.

**Share your project** by posting it online, then share the link with **#ct231** and other appropriate hashtags.

**Submit a short document to Blackboard** upon completion. This document (maximum 1-page) must contain:

- a) the URL for your project
- b) description of how & where you’ve shared your work in order to maximise the chances of reaching your target audience
- c) short reflection on the final project – challenges, what you learned, skills gained, etc.
- d) **if your project is a group project**, please provide an additional summary (maximum 1-page) of how you as an individual felt about how the work was organised within the team; reference teamwork & project management skills used in CT216.

Keep in mind that the objective of the final project is to **communicate, clearly and creatively, to a defined audience, about the topic you have chosen**. Your digital media project should make good use of the online environment, through use of text, images, audio and/or video, etc.

Although the medium is digital media (rather than solely written text or in-class presentation) the principles of clear communication must be evident, i.e. clear purpose, structure and message, appropriate to your chosen audience. Please refer to the Grading Rubric below for specific marking guidelines.

## Grading Rubric for CT231 Assignment #5

This rubric will be used to assess your work in Assignment #5. Please use it as a checklist to be sure that you have addressed all of the important elements of a digital media project.

- Audience & Purpose**
- The main **target audience** is clearly stated
  - The **purpose** is clearly defined. How will the project be of value to your chosen audience?
- Content & Structure**
- Clear **structure** (appropriate to the media used)
  - Content is **relevant** and **current**
  - Content is well presented and well explained
- Sources & Links**
- Relevant** and **current sources** are used
  - Sources are **referenced**
  - Links** are included to online content and links are **effectively embedded**<sup>i</sup>.
  - Appropriate **tags** are used
- Design & Media**
- Overall **design** fits both the topic and the audience
  - All **elements of design** serve to *enhance* the message, rather than distract from it
  - All media are **appropriate credited** – e.g. images, videos and/or music which is used are **Creative Commons** licensed and accompanied by CC license info<sup>ii</sup>
- Sharing & Interactivity**
- The link to the project has been **shared** effectively (e.g. on Twitter with appropriate hashtags) so that it will reach the intended audience
  - You make it clear how your target audience can provide feedback and interact (e.g. via comments, etc.)

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<sup>i</sup> An **effectively embedded link** will be a link to source material or related material which you provide in the context of your own work. Here is an example:

“Digital literacies are explained well by Doug Belshaw in his presentation [The Essential Elements of Digital Literacies](#).”

<sup>ii</sup> **Creative Commons licenses** generally have 3 elements: license info, creator name, and a link to the original work. Let’s say you use [www.compfight.com](http://www.compfight.com) to search for CC images on Flickr, and you find the following photo you want to use: <http://www.flickr.com/photos/will-lion/2595497078>

- The license info can be found by clicking “License” in the right-hand information bar. In this case, the license is **CC BY-NC-ND 2.0** (i.e. Creative Commons 2.0 license which the creator has specified as Non-Commercial and No Derivatives, i.e. the image cannot be altered).
- The creator’s name is **Will Lion** (shown immediately to the right of the image on Flickr).

The CC license you would specify in your project would be **CC BY-NC-ND 2.0 Will Lion** (i.e. link to the original image on Flickr is added to the creator’s name).