Multimedia Communication Capabilities
UOW exemplar assessment task: Beginner level

JOUR101 Introduction to Journalism and Professional Writing Proposal and Blog

JOUR101 is our introductory journalism subject for students in the Bachelor of Communication and is taken by Journalism majors as well as many students from the other majors. The second two assessment tasks are a proposal for and then the implementation of a blog with a range of simple multimedia elements.

It is designed as a two staged process. The first task is to develop a proposal this is submitted and marked and then the second stage is the production of the blog which is submitted as the final assignment.

To assist in the proposal stage a simple proposal template is offered to assist students in thinking through the different elements of their multimedia communication strategies.

Assessment 2: Proposal

Marking:	Marked out of 100 - weighting 20% of final mark
Description:	A 1000 word proposal and a 300 word sample post - detailing a particular topic and approach to the blog on UOW life that will be completed for assignment 3
FCA Graduate Quality developed:	Independent Learners / Problem solvers/ Effective Communicators
Format:	The proposal will follow the template distributed in class.
Assessment Criteria:	The proposal will demonstrate an ability to: • succinctly define project scope; • succinctly define audience needs; • Articulate strategies for building audience interest and engagement; • Identify appropriate sources. The sample post will demonstrate the approaches articulated in the proposal.

Assessment 3: Blog

Marking:	Marked out of 100 - 60%
Description:	A blog reporting on an aspect of UOW life
FCA Graduate Quality developed:	Independent Learners / Effective Communicators / Responsible
Format:	A blog which introduces potential students to an aspect of UOW. It can focus on a particular course, a student organisation, an annual event, an aspect of university life such as exams, an institution like the Library etc. The blog must contain useful information for a new student in orienting themselves to university life. Essential elements that must be included are: • At least 5 x 300 word posts with photos • 1 500 word profile • 1 photo story which includes 4 original images with captions • Each posts must also include some hyperlinks to other websites • Each post must include quotes from at least one original interview source • An associated twitter feed or facebook page with at least 10 tweets/posts that have been posted over at least a three week period
Assessment Criteria:	The blog will demonstrate an ability to: • Identify engaging newsworthy stories; • Write clearly following journalistic, professional writing conventions; • Engage an audience through a carefully chosen mix of stories; • Use blogging and social media for a reporting project; • Work with images to enhance storytelling.

Proposal Template

Blog Title:
Blog Tag:

Summary:
Explain your idea in 150 words

Audience:
The blog has to be aimed at UOW new students but within this larger group who are you specifically aiming at and why.

Aim:
What useful information will you provide?
How will this help new students adapt to university life?

Strategies:
How will you package this information?
How will you engage readers?

Social Media Integration:
How will use either Twitter or Facebook to further develop your project?

Sources:
List your primary sources that you will interview

Visuals:
What images will you use for your key stories and how will these add to your key communication aims and strategies?

Competitors and partners:
What other websites and/or publications exist in the area that you have chosen and how will you add to available information?

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