

Multimedia Communication Capabilities
UOW exemplar assessment task: Novice level

JOUR217 Multimedia Journalism Project Proposal and Website

JOUR217 Convergent Newsroom presents a similar model of a two staged project including a detailed proposal as a first assignment followed by the development of a project website for the final assignment.

It extends the idea of proposal and blog from JOUR101 and asks the student to develop a detailed multimedia project and to justify their choice of strategies in each media. Again a template is provided to assist students in developing their ideas.

Both the level of multimedia production and the associated thinking/planning process takes the student beyond the beginner stages and propels them into the novice capabilities and beyond towards graduate competence.

Assessment 2: Multimedia journalism project proposal

Marking:	Marked out of 100 - 20%
Description:	Proposal - multimedia journalism project
FCA Graduate Qualities developed:	Informed / Independent Learners / Effective Communicators
Format:	1,000 word proposal that outlines an original topic, possible talent, ideas for a written element and associated audio visual element. A strong rationale for the chosen types of treatment must be included in document.
Assessment Criteria:	<ul style="list-style-type: none">• An ability to develop original story ideas• An ability to argue coherently for appropriate styles of treatment• Depth of story research

Assessment 3: Individual website/page production

Marking:	Marked out of 100 – 60%
Description:	Multimedia website/page
FCA Graduate Quality developed:	Informed / Independent Learners / Problem Solvers / Effective Communicators /
Format:	<p>Students will to produce an online publication that contains a multiplatform journalism package. This must include at least three substantial pieces of journalism based on a current Illawarra/South Coast news story/theme</p> <ul style="list-style-type: none">• 1 x 1000 word news/feature;• 1 x 2 min video;• 1 x 2.5 mins audio/visual slideshow
Assessment Criteria:	<ul style="list-style-type: none">• An ability to conceptualise and produce an accurate, informative and balanced multiplatform editorial project;• Depth of story research;• Demonstrated technical proficiency in editing written text and multimedia to create a clear, engaging and informative media product;• An ability to produce individual components that work together to support a coherent editorial idea.

JOUR217 Multimedia Journalism Project Proposal Template

Site Title:

Site Tag:

Summary:

In three to four sentences succinctly describe your theme or issue, the angle/s you will take and why it is newsworthy or important.

Audience:

Who are you aiming your project at? Describe your expected readers and nominate an existing publication/program where your project might find a home.

Previous work

Describe the ways this theme or issue has been treated before and how your story will build on this work and extend it. If your story is new describe other associated stories that are connected to this theme.

Aim:

- What are you setting out to achieve?
- What do you hope to prove/argue?
- How do you hope to entertain/engage?

Strategies:

- How will you package this information?
- Describe what parts will be treated in written formats and why
- Describe what parts will receive audio-visual treatment and why

Sources:

- Who are your primary interview sources?
- Other possible back-up interviews?
- Other research

Visuals:

- What are the key visual motifs of the story?
- What visual style will you adopt to communicate your message and why is this appropriate to your theme?

Other elements

This exemplar is part of the Multimedia Communications Rubric developed by Marcus O'Donnell, Shawn Burns, Susan Angel and Margaret Wallace for the Journalism Program, Faculty of Creative Arts, University of Wollongong as part of the Assuring Graduate Qualities project. Support for this resource has been provided by the Australian Learning and Teaching Council Ltd, an initiative of the Australian Government Department of Education, Employment and Workplace Relations. The views expressed in this resource do not necessarily reflect the views of the Australian Learning and Teaching Council.