

Faculty of Arts & Humanities

Assignment Brief

Module Code: 184 MAPA

Module Title: Media, Culture and the Creative Industries

Assignment Title: The Reflective Account

Coursework Number: 1

Submission Date: 10th May 2019.

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Summary

This assignment builds on your learning from the class workshop tasks, seminars and lectures. You will need to apply the taught content of the module to your work.

Assignment Description

Working individually, produce a series of reflective pieces on set topics (see below) and a focused personal development plan.

Careers in the Media (40%): Four short articles describing and evaluating the guest speaker series (one about each speaker). These articles should be academically referenced, incorporating areas of theory, context and practice.

Portfolio Artefacts (40%): Four short articles describing and evaluating four creative projects you have produced. These can be from the list below:

1. Audio Project – Discussion, Audio Monologue, Podcast.
2. Video Project – Short documentary format, agreed fiction brief.
3. Indesign magazine sample.
4. Logo design samples.
5. Photoshop promotional image design (Photoshop) (Poster, Website, etc.).
6. Motion Title Design for video (Adobe After Effects).
7. Film Reviews (written)
8. TV Series Review (written)
9. Script for an advert (Professionally formatted)
10. Another agreed project.

Your projects must be agreed with your tutor so that you are working on a selection of pieces that demonstrate your group and individual working capabilities. You must participate in (at least) one live brief.

These articles should be academically referenced, incorporating areas of theory, context and practice.

Personal Development Planning (20%): A short summary of your aims and objectives (or goals) and how you have attempted to achieve these, along with a set of future goals you would like to achieve in from your studies that will develop your professional profile.

All of these pieces should be published on your website and submitted in a single document via Turnitin.

The total wordcount for these articles should be 1500 words (approx).

Learning Outcomes Assessed by this Assignment

This assignment assesses the following module learning outcomes:

Learning Objective	Description	Assessed in this assignment?
LO1:	Understand the nature of professionalism in the context of their personal development goals, and the career options available to them.	[YES]
LO2:	Identify relationships between areas of theory, context and practice within the Media and Communications discipline, and use this to inform their own learning.	[YES]
LO3:	Express their learning experience professionally and coherently in a digital format.	[YES]

This assignment accounts for 100% of this module's marks.

Ethics

The ethical issues associated with this brief will be covered on the module. However, the work that you will carry out on this module **does not** require you to obtain ethical clearance for your individual project. If, during discussion with your module tutor, it is felt that ethical clearance is needed, you will be advised of the process and the deadline for obtaining that clearance. If clearance is not

obtained by the deadline, then you will not be able to proceed with the project. If you do so without clearance, the project will not be accepted for submission, will not be marked and you may face disciplinary penalties.

For full details of the University's policy on ethics, please click [here](#).

The CU Ethics portal can be found [here](#).

What You Need to Deliver

You must submit the following:

1 x 1500-word essay via the Turnitin submission point.

Submission Requirements

The University policy is that all written work should be submitted online via Turnitin. This assignment conforms to this policy.

Your work for this module will be submitted by 18.00 on Friday 10th of May via the Turnitin link on the module's Moodle space.

You must include your full name in the file titles of all documents submitted.

You must make every effort to submit the best work possible prior to the deadline. If your assignment is submitted online please do not leave it until the last minute to submit. Aim to submit in the working day before or on the deadline, or earlier, in case there are problems submitting.

If you fail to submit work for the module or submit an assessed piece of work late without an agreed extension, you will receive a mark of 0% for that piece of work, even if it is one minute late. You will however be eligible for a re-sit attempt at the next available assessment opportunity where, if you pass, your mark will be capped at 40%. If you fail the resit assignment, or fail to submit for it, you have only one more attempt at the assignment.

If you fail this assignment on the first submission, the resit brief for the module can be found on the module's Moodle space. Read this carefully and book a tutorial with the Module Leader to ensure that you are clear about what you need to do to pass the module at the resit opportunity.

Assessment and Feedback

Your work will be assessed and moderated by the module team as per the university's academic regulations. During the module schedule, there will be an opportunity to discuss the summative assessment and to hand in a formative draft which you can improve based on the feedback you are

given. This feedback will be given to you in time to complete any improvements before your final submission.

You will be assessed against the learning objectives and the five questions being asked at the top of the page in the brief.

Your submission will be marked on Turnitin and all summative feedback will be sent to you through the Moodle Gradebook. This feedback will be delivered on or before **Wednesday 23rd of January 2019**, which is two weeks after the submission date.

A clear statement should be given to explain how the work will be assessed and by whom (assessment team). Any formative stages of review should be mapped here as well as expected requirements for those review points. The form of the feedback should be detailed (e.g. via an Assessment Feedback Sheet or via Moodle Gradebook); via verbal feedback during a critique/viva or audio feedback that can be accessed via Moodle. The date of the release of the feedback **must** also be noted and must be in line with the University requirements: three weeks for Level 4 modules, two weeks for Level 5 and 6.

Extensions and Mitigating Circumstances

The University wants you to do your best. However, we know that sometimes events happen that are either beyond your control or easy to predict and which mean that you will not be able to submit your coursework by the deadline. If this happens, you can apply for an extension to your deadline of up to two weeks, or if you need longer, you can apply for a deferral, which takes you to the next assessment period (for example, to the resit period following the main Assessment Boards). You must apply for an extension or a deferral **before** the assignment deadline above.

You apply for an extension or deferral at:

mitigation.fah@coventry.ac.uk

You will find information about the process and what is or is not considered to be an event beyond your control [here](#).

Please note: module staff are not allowed to give unofficial extensions.

Academic Dishonesty

We expect all students to act with academic integrity, which means that they will study and produce work in an open, honest and responsible manner.

Academic dishonesty covers any attempt by a student to gain unfair advantage (e.g. extra marks) for her/himself, or for another student, in their assessed work. It not only damages your personal reputation, but also the reputation of the entire university, and it will not be tolerated at Coventry University. There are severe penalties for students who are found guilty of academic dishonesty ranging from obtaining a mark of 0% for the piece of work through to exclusion from the University.

This module requires you to actively use other people's work and to reflect upon it. It is vital, therefore, that you make it crystal clear where you have obtained anyone else's work from and that you reference it clearly and correctly. If you are unsure how to do this, please refer to the CU Harvard Referencing Guide [here](#) and speak to a tutor on the module immediately

For full details of what constitutes academic dishonesty and how to avoid it, please see the section in the Faculty Student Handbook, available on your course's Moodle space.

And finally ...

If there is anything that you do not understand about this assignment brief, or you have any concerns about it, please contact the Module Leader or your Course Director. Their name and contact details are at the top of this brief.