



DIGITAL MEDIA IN A SOCIAL CONTEXT

Mid Term Project

Deadline: Week 6, February 12th

Instructor Information

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Resources: <http://www.carlhattley.com>

Aim

To communicate the meaning and relevance of Digital Media in Society

Brief

To create a presentation (PowerPoint or PDF will be fine) communicating the aims and objectives of the group. Because no essays are required for the final, the proposal should be detailed and incorporate research and reflective thought. The presentation should follow the structure below:

Title

The title of your project (perhaps in the form of a catchy slogan)

Group Members

List the group members (maybe with a photo) with their title (Steven Jones - Photographer)

Theme / Topic

A description of what social issue you intend to address and why your group feels it is important to address this.

Media

A description of what media you are communicating through, how you intend to communicate through it and why your group feels it is more appropriate than other methods

Technology and Skills that will be required for the project

List the applications, creative methods and information that your group will need or currently has for this project.

Contributors

Each member of the group should have a page within the presentation communicating what they intend to contribute to the project. This can be supported by:

sketches, storyboards, photographs, research plans or technical methods etc.

Each group member will be required to show and clearly state on their individual pages how their contribution will the relevance of Digital Media in Society and in various industries such as marketing, advertising and design etc through their contribution to the project.

Timeline

Create a timeline from weeks 6-12 listing what needs to be accomplished each week.

Supporting Information

This can include storyboards, research, facts, figures, comparisons, sketches, photographs and anything else that you think will communicate the aims of the group and the objectives of the project.

Common Skills

- Managing and Developing Self
- Research Skills
- Analytical Skills
- Managing Tasks and Solving Problems
- Applying Technology
- Applying Design and Creativity
- Presentation and Communication Skills

Grading

Presentation: 25% of total marks

Grading of the presentation will be broken down into two categories including:

- Communication Skills (verbal)
- Communication Skills (visual)

Creativity: 25% of total marks

Grading of the creativity will be broken down into two categories including:

- Applying Technology
- Design and Structure

Research: 25% of total marks

Grading of the research will be broken down into two categories including:

- The incorporation of relevant academic evidence such as facts, theories and comparisons
- The relevant use of creative research such as storyboards and sketches

Project Management Skills: 25% of total marks

Grading of the project management will be broken down into two categories including:

- The delegation of tasks between all group members
- Managing Tasks and/or Solving Problems