

## **Assignment 2**

Subject : Technology and Information System (SECP1513)

Session : 202420251

Task : VIDEO on INDUSTRY VISIT 1

Title : Visit To UTMDigital

Due Date : 10 days after your visit to UTMDigital. Submit softcopy (e.g mp4)

via e-learning.

## **Instructions:**

i. Students are required to prepare a VIDEO on Visit to UTMDigital.

- ii. The video contributes **10%** of the course assessment and is a **group assignment**. The video can be created using any related software and its content is based on visit to UTMDigital
- iii. The video includes:
  - a) **Introduction of your group and the visit**: Your group profile members, section, faculty, organization you visited, names and positions of faculty members who accompanied students, total number of people that took part in it)
  - b) **Overview of the Program/Visit**: Here you provide the timeline of the visit, enumerating, point by point, every part of your journey. Where and when you started. Give a glance of recording during the visit (activities, the department that you visited)
  - c) **Detail presentation on UTMDigital**: Visualize the more significant stages of your visit in greater detail. Describe company profile and structure of UTMDigital, their services and other related information. If you visited particular facilities, you enumerate them and their locations, mention staff members accompanying you during the visit and what new information you got in the process. Include recording on the interview that you conducted with any of the UTMDigital staff regarding appropriate information related to services delivered by UTMDigital. State the name and position of the interviewee, the list of interview questions and received answers
  - d) **The attended talk**: Describe when and where the talk took place, how long they lasted, who conducted them, what they were about, what you've learned, and your general impressions. Also include a glance of the recorded talk
  - e) Conclusion and Reflection: Include your impressions about the visit. Give opinions of the entire event: Do the activities give benefit to the student (whether it was useful or not), How do these activities impact on the outcome of the course/subject? Do you learn something impactful from the activity? Do the activities spark excitement/interest among the student? Do you feel that visiting the organization and attending the talk helps you learn the course material better? Provide justifications. You may also add other information

such as whether the UTMDigital's staff was helpful and supportive, whether you got any particular new knowledge and experiences from it and so on.

- f) The limit time for the video is 3 5 minutes.
- g) Every group should create the video using your own works. PLAGIARISM of the content is prohibited. If any of the content is known to be copied from other group/resources, you will be given 0 mark.

## **Rubric for video**

Criteria	Excellent 10-7	Fair 6-4	Basic 3-0	Weightage	Marks
Originality	The video	The video	The student	5	X 5
	shows great	shows certain	copy ideas from		10
	originality. The	originality.	other		
	video is creative	,	group/resources.		
	and interesting		The video is		
			boring		
Content:	Video includes	Video includes	Video is missing	10	X 10
Introduction	enough material	most material	a lot of key		10
of group and	to give a deep	but is lacking	points and has		
Overview of	understanding	few key points.	inaccuracies that		
the	of the visit. The		make it a poor		
Program/Visit	knowledge of		video.		
	the topic is				
	excellent				
<b>Content:</b>	-Good and	Moderate	Poor	10	X 10
Detail	Comprehensive	explanations on	explanation on		10
presentation	elaborations	Company	Company		
on	including	Profile,	Profile,		
<b>UTMDigital</b>	Company	Structure and	Structure and		
which include	Profile,	Services	Services		
Interview	Structure and				
Session with	Services,				
<b>UTMDigital</b>		ession was well rec	corded and placed	10	X 10
Staff	in the video.				10
		wed is extremely a			
	± .	and position of th	e interviewee are		
	clearly mentioned				
		are in logical orde			
	-	draw out informa			
	interviewed				
		the recording is g			
	All of the above	All of the above	Some of the		
	aspect are well	aspect are	aspect are		
	considered and	moderately	considered but		
	covered	considered and	poorly covered.		
Contout: Ti	The session	covered	The coesi	1.5	V 15
Content: The	The session was	The session was	The session was	15	X 15
attended Talk	well explained,	moderately	poorly		10
	recorded and	explained,	explained and		
	placed in the	somewhat	recorded.		
	video.	recorded and			
		placed in the video			
		video			
			l		

G	1 5 1	1 0	1 . 1 . 0	20	X 20	$\overline{}$
Content:		rities give benefit to		20	X 20	)
Conclusion		ese activities impac	ct on the outcome		10	
and	of the cours	e/subject?				
Reflections	3. Do you lea					
	activity?	_				
	4. Do the activ					
	student?					
	5. Do you fee					
	attending the talk helps you learn the course					
	material better? Provide justifications.					
	Excellent					
		Fair explanation				
	explanation of	-	explanation of			
	point 1-5.	The conclusion	1			
	The conclusion	and reflection				
	and reflection	are recognizable				
	are strong and	but does not tie	′			
	leaves the	up. Several	video just ends.			
	viewer with a	loose ends.				
	feeling that they					
	understand what					
	the student is					
	"getting at"					
Media	Multimedia	Video, Text,	Text, image	5	X 5	
1,10010	1 TOTAL TOTAL	image	Tom, mage	3	10	
Sequencing of	Communication	Most	There is no	5	X 5	—
Information	of facts is	information is	apparent plan	3	10	
Imormation	organized in a	organized in a				
	comprehensible,	comprehensible,				
	-	· ·				
D.P	logical way.	logical way	information	10	X 10	
Delivery and	Presentation is	Presentation is	Presentation is	10	$\frac{10}{10}$	,
Videography	very well	somewhat	clearly		10	
Clarity		prepared. Good				
	deliver results in	voice volume,				
	a clear and	tone and pacing.	volume, tone			
	concise manner.	Some	and pacing			
	Volume, pacing	appropriate	inappropriate			
	and gestures	gestures that	C			
	contribute	supported the	detracted from			
	maximally to	presentation.	the presentation			
	the presentation.					
Time Limit	$3-5 \min$	5 – 8 min	More than 8	5	X 5	
			minutes		10	
Timeliness	Submission of	one day late	more than one	5	X 5	
	video "on time"	<i></i>	day late	2	10	
Total				100		$\exists$
				100		
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