



UTM
UNIVERSITI TEKNOLOGI MALAYSIA

FACULTY OF COMPUTING
UTM Johor Bahru

ASSIGNMENT 4

Subject : Technology and Information System (SECP1513)
Task : **NEWSLETTER** on Industrial Talk 3 (Tech-Driven Innovation)
Title : Technology Information System
Due : 24th Jan 2024
Submission : Submit softcopy (in .pdf format) via e-learning and e-portfolio, GitHub.

Instruction:

1. Students are required to prepare **TWO (2) PAGES NEWSLETTER** about this Industrial Talk
2. For this **Newsletter**, the content should include a description on:
 - a. Summary of the Talk.
 - b. The technologies and issues discussed in the talk.
 - c. The reflection from the talk

****Note:** The content of your newsletter is your own opinion and views. You may refer the rubric of newsletter in the next page.

3. The **two (2) pages newsletter** will contribute 10% of the course assessment.
4. Follow the **Format of Newsletter** as follows:
 - a. Portrait layout.
 - b. Justify alignment for text description.
 - c. Include the date in each newsletter.
 - d. Include your name & matric card at the bottom in each newsletter.
 - e. Design your newsletters using your own creativities.
5. You may refer the following link as your reference for your newsletter making:
 - a. <https://www.postermymwall.com/index.php/art/template/2375c421a3e60145601c826d45ab2762/newsletter-poster-template#.YY6JYmBBw2w>
 - b. <https://www.postermymwall.com/index.php/posterbuilder/copy/3a7b215731335fa7c81eb37d3fe661f6>
6. **PLAGIARISM** of the content is prohibited. If any of the content is known to be copied from other website/review/blogs, you will be given **ZERO (0) mark**.
7. You can get photos/information from other resources, but you must include **credits (In citation/link)** to the original owners.

Rubric for Two (2) Pages Newsletter

Criteria	Excellent 10-7	Fair 6-4	Poor 3-0	WEIGHTAGE	MARKS
Informative and Attractive	<ul style="list-style-type: none"> Provide accurate information (content). All required information is presented in a logical order. 	<ul style="list-style-type: none"> Some information (content) is inaccurate, but presented in a logical order. Very few required information is missing and presented in a logical order. 	<ul style="list-style-type: none"> Most Information (content) are inaccurate, or not presented in a logical order, making it difficult to follow. Most required information is missing and not presented in a logical order, making it difficult to follow. 	10	<div> <div>10</div> <div>X</div> <div>10</div> </div>
Contents	<ul style="list-style-type: none"> Newsletter on Industrial Talk contents: Summary, the discussed issue, reflection and so on. 			30	<div> <div>10</div> <div>X</div> <div>30</div> </div>
	<ul style="list-style-type: none"> All contents included Very good presentation of content and well organized. Use many graphics and pictures. 	<ul style="list-style-type: none"> Included but not well covered Moderate presentation of content and well organized Use moderate graphics and pictures. 	<ul style="list-style-type: none"> Included but poorly covered Lack of content and not organized properly. Use inappropriate graphics or pictures. 		
Reflection	<ul style="list-style-type: none"> Newsletter on Industrial Talk: What is the motivation/ insights/information did you gain from this talk and how the innovation helps human life in particular aspect? 			30	<div> <div>10</div> <div>X</div> <div>30</div> </div>
	<ul style="list-style-type: none"> Excellent explanation 	<ul style="list-style-type: none"> Fair explanation 	<ul style="list-style-type: none"> Poor explanation 		
Features	<ul style="list-style-type: none"> Include all required features, such as main article, 	<ul style="list-style-type: none"> Not all required features, such as main article, 	<ul style="list-style-type: none"> Lack of features, such as main article, graphics with 	10	<div> <div>10</div> <div>X</div> <div>10</div> </div>

Criteria	Excellent 10-7	Fair 6-4	Poor 3-0	WEIGHTAGE	MARKS
	graphics with captions and editorials. • All features relate to the subject and are appropriate for the targeted audience. • The layout is creative.	graphics with captions and editorials. • All features are almost related to the subject and are appropriate for the targeted audience. • The layout shows some degree of creativity but is not organized logically and/or is cluttered.	captions and editorials. • All features are unrelated to the subject and are inappropriate for the targeted audience. • The layout is messy, disorganized or cluttered.		
Organization and Structure	• Structure of text is interesting and organized very well, easy to understand.	• Structure of text is quite interesting and organized.	• Most parts of the structure of text are not really interesting and unorganized.	10	<div> <div></div> <div>10</div> <div>X</div> <div>10</div> </div>
Text	• All texts are easy to read and clear explanation. • Use appropriate font size. • Use not more than three different font styles.	• Most texts are easy to read and clear explanation. • Use appropriate font size. • Use more than three different font styles.	• Some texts are difficult to read unclear explanation. • Use medium font size. • Use more than four different font styles.	5	<div> <div></div> <div>10</div> <div>X</div> <div>5</div> </div>
Timeliness	• Due on time	• Due one day late	• Due more than one day late	5	<div> <div></div> <div>10</div> <div>X</div> <div>5</div> </div>
Total					/ 100

