

ASSIGNMENT GOALS

In small teams, students will prepare an **infographic** and a **1-minute video walk-through of infographic** on a topic related to the roles of information technology in businesses. An infographic is a highly visual representation of information, data, or content that is intended to quickly communicate information to a reader. Infographics allow for practicing new digital competencies and visual literacies. As a quick visual representation, an infographic should be easily comprehended and read in less than a minute.

Possible topic areas are provided below. You can either choose one of them or determine your own topic which is aligned with the course objective. There are several sub-topics in each of these areas – focus on the specific ones, you cannot cover them all in 1 minute!

Topic Area Details

1. Human-computer interaction + cyborgs

With technology getting smaller and more portable, many devices are extending the capabilities of the human body. What are some emerging issues with HCI? Consider teleoperation, wearables, or other technologies that either enhance or augment the human body.

2. Data Privacy and Security

There is a lot of data being collected daily about you. These include: short recordings of what you say at home (Alexa, Google Home, etc), tracking what you do online as well as your biometrics obtained from wearables. In the wrong hands, this data can have serious consequences. Consider applications to insurance, and implications for data security.

3. Automation and Machine Learning

Many jobs are being automated. Systems are becoming increasingly intelligent and have recently beaten humans at challenging games (including Go). What are the emerging fields that are being automated? What are some approaches to machine learning? What challenges are researchers currently facing? Consider the automation of driving, hiring, resume review, or other routine tasks. Also consider Robotic Process Automation (RPA), or applications to financial audits.

4. Voice/Video Generation & Recognition

AI has been used to classify images, to generate both video and audio, and to do other awesome things. What are the technologies powering these developments? What are some emerging areas in the space? Consider technologies such as Amazon Go, Facebook automatically tagging images, Alexa and Google Home, deep fakes, etc.

5. Business intelligence + Data mining

Businesses collect a ton of information about their customers. How are they using this data to improve their businesses? What types of insights have been made possible with this technology? Stay away from the privacy implications as this is being handled in another topic. Consider: anticipatory shipping, smarter advertising, and influencing the voting population.

6. Identification and prevention of misinformation (fake news)

The spread of misinformation online has led to a variety of companies developing technologies to prevent this problem. Yet, a full-blown solution seems elusive. What are the current developments in this space? What challenges are currently being faced by researchers? Have solutions been developed, if so, by whom?

7. Visual analytics + dashboards

Data can tell a story. Choosing the right visual for the right type of data can make the difference between making your point and confusing your audience. How are researchers tackling the mounting volume of data being created each day and are any businesses taking advantage of the opportunities being created? Consider visual and data analytics, dashboards, etc.

ASSIGNMENT SUBMISSION REQUIREMENTS

- 1) Submit the **Infographic** image in **PDF/JPG/PNG** format (high resolution) via **Canvas Assignments**
- 2) Submit the **References** in **PDF** format via **Canvas Assignments**
 - **Cover Page** with title, course/section #, group #, and group members' names
 - **Reference List** in APA format, listing all sources, images and other media included in infographic/video
- 3) Submit the **Multiple Choice Questions** in **Text** format via **Canvas Assignments**
 - Use the given template to format your MCQs
 - Include **3 MCQs** based on the content covered in your Tech Talk
- 4) Submit the **Video** in **MP4** format via **Canvas Media Gallery**
 - The video cannot exceed **1 minute** in length
 - Name your file and media as your **group number G##** (i.e. G01 to G30)

Peer Evaluation

Each group member is expected to contribute equally to the team effort. Peer evaluation represents an opportunity for you and your peers to evaluate your individual participation and contributions based on work within your team. At the end of term, each team member must complete **Group Peer Evaluation via iPeer** indicating each of team member's contribution to the group project. On iPeer, **each individual member** will be asked to allocate a **total of 100 marks per each teammate** (you can give more or less than 100 marks per each member, but they all have to add up to 100 marks * number of members) and **comment** on their contribution -- including yourself!

Students who do NOT submit **Group iPeer Evaluation** by the deadline will be **deducted 10%** of the Group Projects mark!

ASSIGNMENT GUIDELINES

INFOGRAPHIC:

There are many tools online that can assist you with creating infographics:

- Canva Infographic Maker - www.canva.com/tools/infographic-maker-v1
- Piktochart Infographic Maker - <https://piktochart.com/formats/infographics/>
- Infogram Infographic Templates - infogram.com/templates#infographics
- PicMonkey Infographic Templates - www.picmonkey.com/templates/infographic

VIDEO FORMAT:

For best results, you should use *YouTube* video encoding recommendations:

- Video format: **MP4**
- Video Resolution: **16:9 aspect ratio, 720p: 1280x720 (HD)**
- Audio Codec: **AAC-LC** (Channels: Stereo or Stereo + 5.1 Sample rate: 96khz or 48 khz)
- Video Codec: **H.264 at about 4000 kb/s**

NOTE: Visit Sauder's [Digital Media Lab](#) for assistance in creating and editing videos

VIDEO FILE SUBMISSION:

You must upload your **Tech Talk MP4** file to **Media Gallery** tool on Canvas:

- Click on the **Add Media** button
- Click on the **ADD NEW** drop-down arrow and select **Media Upload**
- **Chose a file to upload** – name your file and media as your **group number G##** (i.e. G01 to G30)

TECH TALK GRADING RUBRIC

Tech Talk Rubric (12%)	
Criteria	Points
Topic: The topic of the infographic is specific in nature and is intended to inform or convince the viewer	20
Content: All content effectively delivers the purpose of the infographic (visual, textual, MCQs)	25
Design: Fonts, colours, layout, & visual elements meaningfully contribute to the infographic's ability to convey the overall message	25
Organization: Information is systematically organized and supports readers' comprehension of the main message	25
Video: Narrative provides clear walk-through of the infographic content and supplements the visuals	25
Deductions: Missing files, spelling or grammatical errors, formatting issues, or otherwise not following assignment instructions (max 50%)	-60
TOTAL	120

NOTE: each of the **Criteria** will be marked using the following scale:

Below Expectations 50-65%	Meets Expectations 70-85%	Exceeds Expectations 90-100%
------------------------------	------------------------------	---------------------------------

IMPORTANT NOTE

This project is worth **12%** of your course grade! See **Canvas Assignments** for the exact **deadline**!

LATE assignments will NOT be accepted and will result in zero grade for the whole team!

NOTE: If you do NOT participate in the group project, you will receive **zero (0)** mark on the assignment! Please keep in mind that your actual grade on this project may be adjusted, according to your group's evaluation of your contribution on the **Group iPeer Evaluation**.