

SUSTAINABLE INNOVATION PROJECT
CC1S10

CA1 (20%)
TIPS FOR WRITING

CA1 Reflection Journal (Individual)

- Take note of plagiarism rules and penalties relating to incomplete or improper submissions
- Ensure declarations are duly checked in the cover page
- Use relevant observations, reflections and project documentation you have been collecting along the way in your reflection
- Submit your response using the RJ Template in Brightspace

Journal Format

Your written reflection should:

- **Not exceed 1500 words in total.** Indicate the total word count at the end of each question accompanied by project photographs with captions. Do clearly link any photographs and visuals to your analysis.
- You can include other supporting material (e.g., articles, sketches) that helps to substantiate your reflection, where appropriate. Make sure to **cite your sources**.
- Be produced in MS Word so it that allows you to create and save your reflection journal as a PDF file.
- Include the **CA1 Reflection Journal Submission Cover and Score sheet (see page 5).** **This is compulsory.** You may also download it from **BB > Module Information > Module Map > Lesson 6**.
- You must **complete the Declaration of Original Work** on the cover sheet, failing which **5 marks will be deducted** from the final mark awarded for your work.

Journal Content and Assessment Rubric (See pages 7 to 8 for the Assessment Rubric)

Refer to the SIP CA Brief
(available in Brightspace) for
requirements and details

Submission will be entered later.

CA1 Late Submissions: Note the following penalties will apply if your work does not meet requirements:

Submission Deadline	Absolute Deadline	If your submission does not have a complete Declaration of Original Work...	
Work submitted after Monday, 8 June 2020, 17:00 hrs, will receive 50% of the mark awarded.	Work submitted after Monday, 15 June 2020, 17:00 hrs, will not be graded (i.e., marked "AB" and you will not receive any marks for the work).	Work submitted by the Submission Deadline without a complete Declaration will have 5 marks deducted. Marks will not be deducted if you complete the Declaration and re-send it to your lecturer by the Absolute Deadline. It is not the responsibility of the lecturer to remind or chase you to do so.	Work submitted after the Submission Deadline but before the Absolute Deadline without a complete Declaration will receive 50% of the mark awarded and have 5 marks deducted on top of it.

Be reminded of the penalty for plagiarised submissions, as stated on [Page 2 of this CA brief](#).

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CA1 Rubrics*



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CA1 Individual Reflection Journal (20%): Questions and Assessment Rubrics

Questions	Assessment Rubric	Marks Range
QUESTION 1: KNOWLEDGE OF PROBLEM (35 marks) Using evidence from your primary and secondary research, explain the insights that you have gathered about your problem and why your project is relevant/important to our society. (Max of 500 words)	<ul style="list-style-type: none"> • Demonstrates in-depth insights of the problem • Demonstrates clear awareness of the project's relevance and importance to our society • Justifies personal viewpoints and insights with relevant details/quotes from primary and secondary research. 	A: 28 - 35 marks
	<ul style="list-style-type: none"> • Demonstrates general understanding of the problem • Demonstrates limited awareness of the project's relevance and importance to our society • Justifies personal viewpoints and insights with broad details/quotes from primary and secondary research. 	B: 25 - < 28 marks
	<ul style="list-style-type: none"> • Demonstrates partial understanding of the problem • Demonstrates partial awareness of the project's relevance and importance to our society • Justifies personal viewpoints and insights with vague details/quotes from primary and secondary research. 	C: 21 - < 25 marks
	<ul style="list-style-type: none"> • Demonstrates superficial understanding of the problem • Demonstrates superficial awareness of the project's relevance and importance to our society. There may be occasional evidence of misunderstanding or a lack of clarity. • Justifies personal viewpoints and insights with irrelevant details/quotes from primary and secondary research. 	D: 16 - < 21 marks
	<ul style="list-style-type: none"> • Does not provide insights on the problem • Unable to explain the project's relevance and importance to our society • Does not show any evidence of primary and secondary research 	F: 0 - < 16 marks
QUESTION 1a: CITATIONS (5 marks)	• Always cites sources used (in text/reference)	A: 5 marks
	• Usually cites sources used (in text/reference)	B: 4 marks
	• Sometimes cites sources used (in text/reference)	C: 3 marks
	• Seldom cites sources used (in text/reference)	D: 2 marks
	• Rarely cites sources (in text/reference)	F: 1 mark

*** Refer to CA Brief for details**

CA1 Rubrics*



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QUESTION 2: KNOWLEDGE OF DT PROCESS (60 marks) Explain how you applied the DT tools (e.g., SPICE, POEMS, interviews & observations, clustering & insight gathering, Persona) to help you determine your persona's needs. Use specific examples from your project to justify your interpretations. (Max of 700 words)	<ul style="list-style-type: none"> Demonstrates competent use of DT tools in the project Evaluates thoroughly how the tools helped them to determine the persona's needs Supports viewpoints and interpretations with clear and detailed project examples 	A: 48 - 60 marks
	<ul style="list-style-type: none"> Demonstrates correct but limited use of DT tools in the project Evaluates how the tools helped them to determine the persona's needs Supports viewpoints and interpretations with some project examples 	B: 43- < 48 marks
	<ul style="list-style-type: none"> Describes use of DT tools in the project but there may be errors or lack of clarity in the student's understanding Describes without explaining how the tools helped them to determine the persona's needs Supports viewpoints and interpretations with simple project examples without elaboration 	C: 36 - < 43 marks
	<ul style="list-style-type: none"> Describes use of DT tools in the project briefly with significant errors or distinct gaps in student understanding. Makes flawed arguments on how the tools helped them to determine the persona's needs Supports viewpoints and interpretations with vague or irrelevant project examples 	D: 26- < 36 marks
	<ul style="list-style-type: none"> Does not describe any of the tools used or makes glaring errors in the description. No analysis of how the tools helped them to determine the persona's needs Does not support viewpoints and interpretations with project examples 	F: 0 - < 26 marks

[End]

*** Refer to CA Brief for details**

Reflection Journal (Individual) - Questions

QUESTION 1: KNOWLEDGE OF PROBLEM *(35 marks)*

Using evidence from your primary and secondary research, explain the insights that you have gathered about your problem and why your project is relevant/important to our society. *(500 words)*

QUESTION 1a: CITATIONS *(5 Marks)*

QUESTION 2: KNOWLEDGE OF PROCESS *(60 MARKS)*

Explain how you applied the DT tools (e.g., SPICE, POEMS, interviews & observations, clustering & insight gathering, Persona) to help you determine your persona's needs. Use specific examples from your project to justify your interpretations. *(700 words)*

Example of a response:

QUESTION 1: KNOWLEDGE OF PROBLEM (35 marks)

Using evidence from your primary and secondary research, explain the insights that you have gathered about your problem and why your project is relevant/important to our society. (500 words)

In my research I have discovered that although Singapore's crime rate has dipped around 2017-2018 but reports of molest on public transport up to 60 per cent. It is said that cases went up by 22.2 per cent, with 1,566 cases reported in 2017. So, I have learned that in Singapore although we do not hear much or seen much about cases of molesting, it is still happening around in Singapore. However, what is lacking is information on sexual harassment in institutes of higher learning... An example would be NTU's code of conduct – "All forms of harassment, including sexual harassment, and bullying are expressly forbidden in NTU, including by physical, verbal or electronic means" – in 11 pages of rules. **I've asked several of them 'why not report it to HR?' and they either shrugged it off, or simply told me that they don't want to risk any troubles coming to them, and because he's in the upper management, he has immense power over everyone else".** This made me realise that many of our victims in our communities intention of not reporting these cases to the police was not due to the fact that they were embarrassed by it although this may still be part of the reason.

S.Research

Insight

S.Research

P.Research

Insight

Example of a response:

QUESTION 1a: CITATIONS (5 Marks)

Citations also refers to in-text citations used in your writing. Absence of citations may be considered plagiarism.

- Fielder-Jenks, C. (2018). Five Signs & Symptoms of Unhealthy Body Image. Retrieved from <https://www.eatingdisorderhope.com/blog/five-signs-poor-body-image>
- Hamilton, G., Culler, L. & Elenback, R. (2018). Anorexia Nervosa – Highest Mortality Rate of Any Mental Disorder: Why?. Retrieved from <https://www.eatingdisorderhope.com/information/anorexia/anorexia-death-rate#:~:text=Anorexia%20nervosa%20has%20the%20highest,life%2Dthreatening%20and%20destructive%20complications>.

Example of In-text citations

In my research I have discovered that although Singapore's crime rate has dipped around 2017-2018 but reports of molest on public transport up to 60 per cent. It is said that cases went up by 22.2 per cent, with 1,566 cases reported in 2017 (*Smith, 2015; Wong, 2015; Patel, 2016*).

Example of a response:

QUESTION 2: KNOWLEDGE OF PROCESS (60 MARKS)

Explain how you applied the DT tools (e.g., SPICE, POEMS, interviews & observations, clustering & insight gathering, Persona) to help you determine your persona's needs. Use specific examples from your project to justify your interpretations. (700 words)

I knew that in order to collect data that would be more useful, I would have to engage in a deeper conversation with my interviewee and get her to open up more. I was able to do this through probing during the interview.

For example, my interviewee stated that, "Because with so much work and all, stress eating is a problem for me", so I picked up on the relevant point, stress eating, and asked her how she felt after stress eating and what would she do after stress eating. She then answered saying that "I actually feel really shitty and really bad. I feel horrible about myself and start blaming myself again. If I have the time, I would try to do a 20min HIIT exercise." Both statements include data points that are related to exercising, therefore, we clustered them together, along with other similar data points.

While I do feel that clustering data is a good DT tool as it would help us to gain insights and learn about our users' needs, I feel that at times it might get a bit too overwhelming as we have so many different data points and this leads to me getting stuck at times, trying to find a suitable cluster to place a certain data point in.

Reflection

Project Examples

Insight

Reflection

CA1 INDIVIDUAL REFLECTION JOURNAL (20%)

Assessment Deadline

Week 8

Monday, 6 June 2022

By 5pm

***Revisit Week 5 lessons for help on CA1 Reflection Journal.
Access your CA Brief for more details.***

Late Penalty* for CA1

Submission Deadline	Absolute Deadline	If your submission does not have a complete Declaration of Original Work	
Work submitted after Monday, 6 June 2022, 17:00 hrs, will receive 50% of the mark awarded.	Work submitted after Monday, 13 June 2022, 17:00 hrs, will not be graded (i.e., marked “AB” and you will not receive any mark for the work).	<p>Work submitted by the Submission Deadline without a complete Declaration will have 5 marks deducted.</p> <p>Marks will not be deducted, if you complete the Declaration, and re-send it to your lecturer by the Absolute Deadline.</p> <p>It is not the responsibility of the lecturer to remind or chase you to complete the declaration.</p>	Work submitted after the Submission Deadline but before the Absolute Deadline without a complete Declaration will receive 50% of the mark awarded and have 5 marks deducted on top of it.

*** Refer to CA Brief for details**

In you have any questions prior to CA1, arrange for a consult with your lecturer during lesson time.