**LEARNING OUTCOMES**

This assignment requires you to draw on several areas of study within this module. You are expected to demonstrate and will be evaluated as follows:

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| CLO2 | Identify the relationship between culture and communication using appropriate methods and approaches (A4, PLO4) | Individual Digital Story |
| CLO3 | Explain the importance of cultural diversity and intercultural communication from a personal perspective (A3, PLO5) | Individual Digital Story |

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| **Individual Reflective Report (70% / Raw mark 70)** |

1. **INDIVIDUAL DIGITAL STORY**

You will need to submit an **INDIVIDUAL** digital story of **3 minutes** on a cultural experience which has impacted your life. There are a range of materials available on Moodle which include ‘creating a digital story’, samples of previously submitted digital stories, digital story workshops and the legal checklist. This task will show your ability to visualise and narrate your experiences and should be structured to include the following elements:

1. **ASSIGNMENT GUIDELINES**

Your document should incorporate the following items:

Purpose - What is your digital story about? What is your focus? What is the context?

Storytelling - What was the experience? How did it make you feel? Does the structure of the story make sense?

Creativity – What methods are you using to express your experiences? Is your digital story visually appealing and informative?

Reflections after the experience - What are your conclusions? What does the audience take away from this digital story? What did you learn from the experience?

Formatting – Are the visuals, audio and any artwork sourced appropriately? Is ERASMUS acknowledged in line with the guidelines?

1. **MARKING CRITERIA**

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| Criteria | Reflective Journal | Marks Allocation |
| Creativity and Originality of the design | You should be able to demonstrate an original and creative digital story. | 20 |
| Impact and Content of the Storytelling | You should be able to demonstrate a clear message in your story, exhibiting imagination and be inspiring and motivating. | 30 |
| Editing and Cinematography | You should be able to demonstrate appropriate use of video and sound, with an appropriate relationship between techniques used and the digital story being told. | 10 |
| Structure and Navigation | Your story should be easy to navigate through, have clear transition between sections with a structure appropriate to the subject of the story. | 10 |
| Total | | 70 |

END