### **MA Online Journalism:** MED7126 **- Data and Multimedia Journalism**

# **Assignment element 2:** Project **Portfolio (**80**%)**

You have explored the practical possibilities of data and multimedia journalism, and the conceptual frameworks and context surrounding that. This element of your assignment should demonstrate how you have applied that knowledge and experience in the real life context of an online media operation.

This will be done through a **portfolio of work**. Examples include:

* A series of stories using your skills, e.g. data journalism posts, visualisation
* A single issue site combining different media, e.g. video, text, maps
* a longform interactive article combining different media, e.g. text, charts, images (think *Snowfall*)

***NOTE:*** *If your project includes media or information which has been created by other students, it should be correctly attributed in your documentation.*

You should demonstrate an awareness of law and ethics, and incorporate distribution strategies into your production, e.g. community production, viral distribution, sharing via social media, etc.

These should be explored in a **1500-word critical evaluation** that will be submitted with your work and which should address the assessment criteria detailed below.

You should submit the following elements:

* Your stories, blog entries, etc. **in full**, as well as links to the live working versions online
* If you have created multimedia, relevant files in a web-ready format (e.g. mp3, mpeg)
* Links to any relevant social media accounts or hashtags dedicated to the project
* **A critical evaluation of your work and strategy, approx 1500 words**, covering newsgathering, production, distribution and law and ethics where relevant. [An example can be found here](http://doc?docid=0AZTo6f5Yj1iJZGd6MjliNjJfMTc1NGRwbmh4NWY3&hl=en_GB). You should be referring to analytics where relevant, and including evidence in clearly labelled appendices.
* A **logbook** of contacts (e.g. phone numbers, emails) and sources of third party imagery/video/audio used in your work (e.g. Creative Commons licences, permissions granted)
* A declaration of original work

The assignment is due **before 12 midday, Friday 12th May (week 14)** and should be submitted via Moodle. Marks are due within 4 working weeks, i.e. **June 17**

## **Mark scheme**

Your work will be awarded marks against the following criteria:

### **Research (newsgathering and technical research): - 40%**

* Originality of material
* Preparation
* Breadth and depth of research, including no. of bookmarks, RSS feeds, sources etc.
* Quality of links
* Range of links
* For video & audio you should be thinking particularly of the following areas of research: what prompted you to cover this topic; researching contributors; locations (including permissions to record); issues; organisations; footage from other sources.
* Technical skills research (how to do various things, or use particular tools)
* Tools research (software and hardware to do the job)
* Community research (engagement with online communities of support. Note that this should rely on *active sharing* rather than seeking help)

### **News production: - 40%**

* Originality of production approach
* Brevity, Adaptability, Scannability and Interactivity;
* Use of HTML, CMS or other languages and technologies
* Optimisation of images and multimedia where appropriate
* Use of online tools
* Creativity in experimentation
* Clarity of writing where appropriate
* Creativity and personality of writing style where appropriate
* Spelling, grammar, punctuation and sentence structure where appropriate
* Narrative structure
* You should read [the style guide](https://docs.google.com/document/pub?id=1Bp0VGxRuD0TD4dT2W9c_1wkfjyebxkinpAWmC0E71Do) and check your writing against that - this includes many common mistakes and things that we look for

### **Law, ethics and strategy (including distribution and social activity) - 20%**

* Understanding of copyright, libel, contempt, data protection and other laws
* Understanding of online ethics
* Strategy where relevant
* Management of UGC
* Engagement in communities
* Numbers of Twitter followers, blog subscribers, comments, numbers in Delicious network etc.
* Originality of approach

Please note that anonymous marking is not possible in this assignment due to authorship being explicit in publication.

**Indicative criteria boundaries are shown below.**

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| --- | --- | --- | --- | --- | --- | --- |
|  | **0 – 39%**  **Fail** | **40 – 49%**  **Fail** | **50 – 59%**  **Pass** | **60 – 69%**  **Strong Pass**  **(merit)** | **70 – 79%**  **Very Strong Pass**  **(distinction)** | **80 – 100%**  **Exceptionally Strong Pass**  **(distinction)** |
| Criterion 1  Mark: | **Research** | | | | | |
| The research is characterised by degrees of uneven grasp of the subject and use of very few usually poorly selected secondary sources, and limited awareness of professional contexts. A mark of 0 indicates that work is unacceptable or unsubmitted | Work fails to meet minimum postgraduate standardscharacterised by a few, and possibly poorly selected, secondary sources, and some awareness of professional contexts. | Good work characterised by a solid, if on occasions uneven, research of subject(s) tending towards secondary sources, but revealing clarity about professional contexts. | Very good work characterised by a competent exploration of subject(s) using a good range of secondary and primary sources and a familiarity with professional contexts. | Outstanding exploration of subject(s) based on well-selected secondary sources and original research. Showing an assured familiarity with professional contexts. | Outstanding and thorough work which contributes to the news agenda, particularly through primary research and its situation alongside secondary sources. |
| Criterion 2  Mark: | **Production** | | | | | |
| Artefacts ignore current challenges, are unorganised and ignore professional standards. They may have very limited use. They may not utilise even basic new technology, lack clarity and ignore professional conventions. A mark of 0 indicates that work is unacceptable or unsubmitted | Artefacts are unorganised in execution, or have deficiencies in professional standards. They may have some limited use, utilise some basic new technology, present ideas or concepts but these may lack clarity and ignore professional conventions. | Artefacts show evidence of organisation, professional processes and standards. Work will be useable in real situations and utilise some new technology, present ideas or concepts clearly and with due regard to professional conventions. | Artefacts are organised processes and produced to good professional standards. Work is distinctive and draws on professional conventions. | Artefacts are produced to very good professional standards marked by a developed ability to approach challenges with insight and innovation through systematic and managed processes using new technology. | Work is outstanding, at or above professional standards, and may include new or hybrid forms from disparate elements. |
| Criterion 3  Mark: | **Law, ethics and strategy** | | | | | |
| Reflection is descriptive rather than strategic, dominated by received notions and opinion and lacks evidentiary support or critical reflection. A mark of 0 indicates that work is unacceptable or unsubmitted | Evaluations will tend to received notions and opinion and will generally lack evidentiary support. | Some examples of evidence-based critical evaluation and reflective practice and an awareness of contemporary problems and some of the strategies applied to them. | Many examples of evidence-based critical evaluation and reflective practice and a rounded awareness of contemporary problems and the strategies applied to them. | Clear evidence of critical and reflexive engagement with the complexities of contemporary problems, and evaluations are consistently based upon evidence, a keen awareness of strategy, and offer original insights and solutions. | Outstanding reflection which discusses ideas or concepts in a sophisticated or developed manner and with due regard to professional conventions even when they break them. Clear evidence of critical and reflexive engagement with the complexities of contemporary problems, based upon evidence. |