

Roadmap to Final Portfolio

CCGL9065: Our Response to Climate Change

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1 The Big Picture

Your final portfolio demonstrates your ability to **move people to action** on climate change. Everything you’ve learned — the debates, the storytelling, the fact-checking — comes together here.

! The Golden Rule

Everything must be fact-checkable. You’re learning to persuade with *real stories*, not to deceive with fake ones. The power of a spectacle comes from its **truth**.

1.1 The Formula You’ve Practiced

Throughout this course, you’ve been building spectacles using:

$$\text{Fact} + \text{Human Story} + \text{Stakes} = \text{Spectacle}$$

Your final deliverables must demonstrate mastery of this formula.

1.2 The Three Pillars (All Deliverables)

Pillar	Question	What It Means
Verifiability	Can it be fact-checked?	Every claim has a credible source
Creativity	Is your spectacle compelling?	Facts transformed into emotional narratives
Conciseness	Did you say it efficiently?	Every word earns its place

2 Weekly Themes Reference

Your final work should draw from themes explored across the semester:

Week	Theme	Key Tensions
1	AI & Climate	Technology as savior vs. energy burden
2	Food Systems	Transform diet vs. preserve choice
3	Fashion/LCA	Consume less vs. affordable access
4	Energy	Transition now vs. pragmatic approach
5	Cities	Green infrastructure vs. housing needs
6	Economics	System change vs. market solutions
7	Truth & Narratives	Scientific consensus vs. healthy skepticism
8	Oceans	Conservation vs. livelihoods
9	Refugees	Open borders vs. local stability
10	Systems Thinking	Holistic view vs. targeted solutions
11	Space	Fix Earth first vs. explore & expand

Your final work should synthesize insights from multiple weeks — not just one topic.

3 Deliverable 1: Final Reflective Essay (20%)

3.1 Specifications

- **Length:** 750 words maximum (hard cap)
- **Format:** 12pt Times New Roman, double-spaced, APA citations
- **Sources:** Minimum 4 credible sources (peer-reviewed, major news, official reports)

3.2 Structure

Section	Words	Purpose
Hook	50–75	A vivid fact or human story that grabs attention
Context	100	Local (Hong Kong) and global stakes
Solution	300	What you propose, why it works, how to implement
Impact + Action	150	Who benefits + specific next step for reader
Conclusion	50	Memorable takeaway

3.3 Applying the Formula

Weak vs. Strong Opening

Weak: “Climate change is a serious problem that affects many people.”

Strong: “In 2024, a fisherman in Sai Kung pulled up his nets and found jellyfish where grouper used to be. The water is too warm now. His grandfather fished these waters for sixty years — he lasted three.”

The strong version has a **fact** (warming waters), a **human story** (the fisherman), and **stakes** (a livelihood destroyed).

3.4 What Gets an A

- Crystal clear thesis with one memorable solution
- Compelling evidence that moves readers emotionally
- Seamless structure that builds to an inevitable conclusion
- Polished prose with zero filler
- Call to action that readers could do *today*

3.5 What Gets a D

- Vague claims without sources (“studies show...”)
 - Generic statements that could apply to any topic
 - Chaotic structure that loses the reader
 - Padding to reach word count
 - No clear action for the reader
-

4 Deliverable 2: Video Essay (20%)

4.1 Specifications

- **Length:** 60 seconds maximum
- **Script:** 150 spoken words in English
- **Format:** HD (1080p), MP4, 100MB
- **Components:** Your voice + visuals + subtitles
- **Credits:** All media must be CC0, Creative Commons, or original

4.2 Structure

Segment	Duration	Content
Hook	5–8 sec	Shocking stat or personal story
Core	40–45 sec	Problem + your solution, succinctly
CTA	10–15 sec	Direct, specific next step

4.3 Applying the Formula

Your 60 seconds must be a **spectacle** — not a lecture.

Weak vs. Strong Video Opening

Weak: “Today I want to talk about climate change and why it matters...”

Strong: [Image of dried-up reservoir] “This used to be Hong Kong’s water supply. By 2050, it could look like this every summer. I’m going to tell you how to stop it.”

The strong version hooks immediately with stakes the viewer can *see*.

4.4 Reference Videos (Required Viewing)

Study these for pacing, visuals, and emotional impact:

1. [Video Example 1](#)
2. [Video Example 2](#)
3. [Video Example 3](#)

4.5 Rubric

Criterion	Weight	What It Means
Message Clarity	25%	One idea, understood in 5 seconds
Visual Storytelling	25%	Images that support (not decorate) your message
Audio Quality	20%	Clear voice, no background noise, good pacing
Creativity	20%	Fresh angle, memorable framing
CTA Strength	10%	Specific, doable action

5 Deliverable 3: Collage/Poster (20%)

5.1 Specifications

- **Size:** A3 (297 × 420 mm), 300dpi

- **Format:** PDF
- **Text:** 50 words total (headline + CTA only)
- **Required:** At least 1 data visualization + 1 powerful image
- **Credits:** APA citations in small font (not overpowering visuals)

5.2 Layout (Reference Only)

The layout below is just **one example** — you don’t have to follow it. Feel free to experiment with composition, asymmetry, or unconventional arrangements. What matters is **visual impact** and **clarity of message**, not adherence to a template.

HEADLINE (8-10 words)

CENTRAL GRAPHIC
(your most powerful image)

Data 1	Data 2	Data 3
(stat)	(stat)	(stat)

CTA: URL or QR Code

Creative Freedom

This is art, not a form. Break the grid if it serves your message. The only non-negotiables are: headline, at least one data point, one strong image, and a visible CTA.

5.3 Applying the Formula

Your collage IS a spectacle — visual instead of verbal.

Weak vs. Strong Headline

Weak: “Climate Change Is Bad For The Environment”

Strong: “Your Jeans Drank More Water Than You Will This Year”

The strong version is specific, surprising, and personal.

5.4 Reference Collages (Study These)

- [Collage Example 1](#)
- [Collage Example 2](#)
- [Collage Example 3](#)

5.5 Rubric

Criterion	Weight	What It Means
Visual Impact	30%	Grabs attention from across the room
Clarity of Message	25%	Understood in 3 seconds
Design Excellence	25%	Professional layout, clear hierarchy
Data Integrity	10%	Accurate stats with citations
CTA Visibility	10%	Impossible to miss

6 Weekly Research & Reflection (20%)

Your Notion portfolio documents your journey through the semester.

6.1 Weekly Requirements

Each week, your Notion entry should include:

1. **Fact** — A specific, sourced statistic or claim
2. **Story** — A real human example (not hypothetical)
3. **Spectacle** — Your transformation of fact + story into emotional narrative

6.2 Format Template

```
**[PRO-CLIMATE or PRO-DEVELOPMENT]**

**My Fact:**
[Specific claim with source]

**My Story:**
[Real person/event with source]

**My Spectacle:**
[Your 1-2 sentence transformation]

Full research: [Notion link]
```

6.3 Word Limits

Component	Target	Maximum
Weekly Notion entry	300–500 words	750 words
Slack post	100–150 words	200 words
Spectacle draft	1–2 sentences	3 sentences

Penalty: Exceeding maximum by >20% loses one grade step (A → A-, B+ → B).

7 Participation (20%)

Participation is split into two equal components:

7.1 In-Class Participation (10%)

Present **3 times** during the semester to earn the full 10%.

- Presentations happen during the debate/activity portion of lectures
- Can be as an individual or representing your group
- Quality matters less than showing up and contributing

7.2 Tutorial Participation (10%)

Attend a **majority of tutorials** (more than half) to earn the full 10%.

- Tutorials provide valuable prep for debates and portfolio work
 - Active engagement expected, but attendance is the baseline requirement
-

8 Quick Self-Check Before Submitting

Ask yourself:

- ☐ Can someone Google my facts and find them true?
- ☐ Did I cite specific, credible sources?
- ☐ Is my story about real people/events, not hypotheticals?
- ☐ Does my spectacle make people *feel* something?
- ☐ Could I cut 20% without losing meaning?
- ☐ Would I be comfortable defending this in a debate?
- ☐ Is my call to action specific and doable *today*?

If you answered “no” to any of these, **revise before submitting**.

9 Resources & Support

- **Office Hours:** After class, tutorials, or by appointment
- **Slack:** Reach out to us on Slack

i Quality Over Quantity

Aim to create something you'd proudly share on LinkedIn, Instagram, or hang on a public bulletin board — something that truly **moves people to act**.

10 Timeline Summary

Deliverable	Weight	Format	Key Requirement
Weekly Research	20%	Notion + Slack	Fact + Story + Spectacle each week
Video Essay	20%	60s MP4	Hook → Core → CTA
Reflective Essay	20%	750w PDF	Synthesis across weeks
Collage/Poster	20%	A3 PDF	50 words, visual impact
Participation	20%	In-class (10%) + Tutorial (10%)	3 presentations + majority tutorial attendance

Remember: Every deliverable must pass the fact-check test. Truth is not optional.