

INSTRUCTION GUIDELINE

MAKING MEDIA

ASSIGNMENT 3 - INDIVIDUAL REFLECTION

A. ASSIGNMENT SUMMARY:

In this section, we will revisit the assignment's expectations and the steps necessary to complete the assignment effectively.

1. Assessed criteria:

- Critically analyze and evaluate your own learning styles.
- Reflect upon and explain your creative choices in individual and group contexts.

2. Assignment details:

- *Requirement:* reflect on the creative journey throughout the course
- *Format:* Interim written reflection at 300-350 words (x1); final reflection at a minimum of 600-words (x1) or 3-5-minute interim video reflection (x1); 10-minute final video reflection (x1). For this instruction, the blogs will be the point of focus.
- *Objectives:*
 - Interim written reflection of 300-350 words
 - Final reflection at a minimum of 600 words
 - Reflections should be focused on your experience as a student of COMM2692 and not overly emphasize your assignment or your wider experience as a university student.
- *Assignment structure:* follow the DIEP format
 - Describe
 - Interpret
 - Evaluate
 - Plan

B. KEYWORD EXPLANATION

For the DIEP model, please visit [this link](#) (Reflective writing by RMIT Learning Lab for a closer focus).

C. DETAILED OUTLINE:

In this step, we will discuss in detail each component and its requirements within the assignment.

1. INTERIM REFLECTION:

- *Introduction:* ~50 words

You are not required to compose an entire introduction paragraph for this section but rather just 1 or 2 sentences as a preface to the learning experience and implications you'll reveal later on.

Example: As the independent learning week draws near, it is pivotal for a Professional Communication student like myself to reflect on the creative journey in the Making Media course. Personally, the most significant and eye-opening knowledge I have been able to comprehend is the podcasting process and all of its glamor, since it plays a prominent role in the nuanced world of contemporary media.

- *Describe:* ~100 words

In this section, touch on 1-2 aspects that you've learnt or practiced during your time producing the campaign. For this interim essay, it is recommended that you choose one aspect that relates to the different media formats you've been taught (podcasting - week 1, scriptwriting - week 2, website design - week 5, graphic design - week 6) OR one reflecting either a soft or hard skill you've been able to demonstrate (time management, teamwork, project management, consultation with lecturers, etc.). The following structure should help:

- Option #1: media format (recommended)

- + This is where you can demonstrate your grasp and command over the course lecture. With the help of a few scholarly sources, your reflection is going to have more credibility.
- + **Example:** Right from week two, we were introduced to the concept of podcasting and technology of audio effects, highlighting its disposition as one of the key media forms of content we have to understand. To successfully produce a quality podcast, one must perform research, both primary and secondary, to understand the following points: the audience's identity, their purposes, their current position in the pursuit of such purposes, one's personal agenda when starting a podcast and the position of the brand (Rowles and Rogers 2019). Other than that, it is also a requirement to ensure audio attributes can accommodate the needs to 'record, edit, mix, and master' the production process (Geoghehan and Klass 2005:58). Instead of just microphones and free audio adjustment softwares, the world of podcasting offers a variety of gadgets: from cables to connectors, from mixers to sound cards.