

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.

- *Interpret:* ~100 words

You need to elaborate on the meaning of your learning experience in relation to the larger environment of the media world itself. Here is how to approach this section:

- Opening sentence: restate the importance of your learning experience.
- Next 1-2 sentences: explain how you understand the experience to be (why is this aspect important, what other aspects are this concept connected to, etc.)
- **Example:** One practical implication of this approach to setting up audio effects is that listeners can tune in to quality, filtered sound and conversations regardless of whether they are wearing headphones or not. When I am in charge of a podcast's audio technology, I will look forward to

applying tools such as soundproof devices and appropriate microphone to achieve the best possible outcome for listeners.

- **Another idea for you:** I've come to understand the crucial role of engaging content in every podcast. Initially, our team selected "insert your topic here" as our topic. While it was insightful and meaningful, it lacked a unique angle. Following "insert your professor's name" advice, we adopted a fresh perspective, focusing on exploring After extensive teamwork and research, we successfully determined a fitting direction for our podcast's content. Although it was a challenging task, I was thrilled about the prospect of recording the podcast.

- *Evaluate: ~75 words*

For this segment, there is a need to identify the benefits and judge the content you've garnered. You can follow this model:

- 1st sentence: State the advantage/benefit that this learning experience has enabled you to gain
- 2nd sentence: State what aspect of your working skills has been changed by the above benefit
- **Example:** A major benefit from grasping these concepts pertains to boosting my technical competence when discussing podcasts and their production procedure. Now I believe in my knowledge of audio gadgets and can implement this even when I consume podcast content. Furthermore, understanding how certain types of podcasts demand specific tools to be applied gives me the incentive to select the best option available for both the production team and the listeners.
- **Another idea for you:** This experience has taught me the immense importance of creativity and innovative approaches, particularly for students in Professional Communication like myself. For any topic that appears dull or outdated, discovering a unique angle can rejuvenate its appeal to audiences.

- *Plan:* ~50 words

A detailed structure for this part is as follows:

- Introducing your future plan for your career: 1 sentence
- Establishing the premise of how your acquired knowledge/expertise will help you deliver on that plan: 1 sentence
- **Example:** This lesson has been highly instructive in terms of idea generation and content development, and it will be greatly beneficial for my future endeavors - becoming a content creator at Vietcetera production team.

2. FINAL REFLECTION:

This version of a reflection essay follows exactly the same structure devised above. However, it is advisable to explore more concepts and directions as this time you have 600 words. Adjust these points to the above framework:

- *Describe:*

You can mention 2 aspects instead of just 1 in the interim reflection. It is commendable that you discuss these points in a larger, broader scale rather than just containing it to a single concept.

Example: One of the very first insights I have been able to grasp is that for every category of mediated content there exist vast numbers of technological tools at my disposal to apply in their production processes.

TIPS: As you can see, instead of just mentioning there are a lot of tools for making a podcast, you generalize it to mean various different types of media. When you write it this way, the lecturer understands that you've synthesized and compiled your knowledge of many components to come up with this conclusion. The next sentences should elaborate on this point.

- *Interpret:*

Since you have 2 aspects on either learning experience or personal skills, a paragraph of 3-4 sentences should be assigned to interpret their implications and meanings. Here is a guideline:

- Aspect #1: learning experience
 - + Opening sentence: restate the importance of your chosen point.
 - + Next 1-2 sentences: elaborate on the meaning and impact of your point and what you did not know before learning about it.
 - + Concluding sentence: How you would apply this knowledge in real life experience in making media

Example: Working on a collaborative podcast significantly enhanced my abilities. Initially, tools like seemed daunting. Despite this, I chose to handle the part, eager to step out of my comfort zone and tackle something completely new.

Initially, I struggled with the complex interface of, finding even basic tasks like or challenging. The turning point came when I realized I hadn't paid enough attention to the tutorial videos provided by our lecturer on Canvas. Dedicating time to these tutorials and additional resources like YouTube, I gradually became more comfortable with the tools and discovered a newfound proficiency in

Previously, I had always been overly meticulous, preferring to plan every aspect of my life. However, this experience taught me the value of a 'dare-to-try' attitude. Although the results weren't exactly as I had hoped due to my initial lack of skills, I don't regret my decision. The lessons I learned from this course, especially about embracing challenges and not fearing failure, are invaluable and have profoundly influenced my approach to learning and personal growth.

- Aspect #2: personal skill
 - + Opening sentence: restate the importance of your chosen skill.

- + Next 2-3 sentences: explain how you understand the skill to be (why do people praise this skill, what other skills is this skill connected to, etc.).

Example: This experience was instrumental in developing not just my audio editing skills, but also my emotional management abilities, which are crucial in tackling challenges effectively. Previously, I would often become panicked and stressed when faced with difficult situations. However, through this experience, I've learned to remain calm and seek solutions rather than succumbing to negative emotions. Both these skills – audio editing and emotional management – are vitally important for my future career prospects.

- *Evaluate:*

A simple structure such as this can be inspected:

- Opening sentence: state the values regarding the aspect's usefulness.
- Next 1-2 sentences: identify benefits and advantages that the aspect presents to you.
- 1-2 concluding sentences: State any intention you have in digging deeper into the concept

Example: I plan to become a content creator, so the editing skill will help me a lot in my career path. The emotion management skill will help me face every facet of life.

- *Plan:*

A detailed structure for this part is as follows:

- Introducing your future plan for your career: 1 sentence
- Establishing the premise of how your acquired knowledge/expertise will help you deliver on that plan: 1-2 sentences
- Opening up about how the skill helps you in your general daily life: 1 sentence

TIPS: Since you'll be integrating these reflections into your online portfolio website, you can insert your student-created images in between paragraphs so as to provide depth and aesthetics to your writing.

D. TIPS & TRICKS

- Phần chụp ảnh selfie phải luôn khi source người chụp → Nếu không có thì sẽ bị trừ điểm PROFESSIONALISM
- Key: PROFESSIONALISM (vì rationale của asm 3 này là tạo 1 online portfolio để mọi người đi xin việc)
- Suggested structure
 - **About Me:** Giới thiệu về creativity philosophy, ambition và hành trình trở thành 1 người PR specialist
 - **Making Media Products** (Podcast, Magazine ...)
 - **Other works** (Photographs, Blogs, Academic Works ...)
 - **Reflection**
- **Lưu ý cho web**
 - Không đính kèm ảnh selfie, private photos → trừ điểm professionalism
 - Sử dụng 1 palette màu (2-3 màu), design phải consistent giữa các trang
 - Không sử dụng quá nhiều font chữ, 1-2 font thôi (1 font cho tiêu đề, 1 font cho content)
 - Ưu tiên sự tối giản (nhưng không nhàm chán), đừng màu mè colorful quá nhé!
- Lưu ý cho reflection: Vì reflection sẽ đính kèm luôn trong website, nên sẽ ấn tượng hơn nếu mng chèn thêm **những ảnh, video behind the scene của quá trình làm podcast và magazine** → đây sẽ là 1 điểm cộng (vid ko cần quá dài, tầm 30s-1p là được, nhưng edit sao cho cuốn tí)

D. REFERENCES:

Geoghehan MW and Klass D (2005) *Podcast Solutions: The Complete Guide to Podcasting*, Apress Berkeley, CA.

Rowles D and Rogers C (2019) *Podcasting marketing strategy : a complete guide to creating, publishing and monetizing a successful podcast*, Kogan Page, Limited.