CREATIVE INDUSTRY CHALLENGE

ASSESSMENT 2: Challenge Portfolio

Module Coordinator: Dr. Yousra Asim

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| Contribution towards overall module mark | 80% |
| Date set | Feb 12, 2025 |
| Marked work returned by | 8 July, 2025 |
| DEADLINE DATE | Project group presentation -  Week 2-6 June 2025 (As per timetable)  Turnitin submission- 7th June 2025 |

Assessment 2: Challenge Portfolio

**The Brief**

You will work in a team to deliver a prototype to a creative industry company. The prototype will respond to a professional brief written by the company. Your response to the brief should be creative and innovative while taking into consideration the brand values of the company. The prototype will be showcased to the company in a presentation. Your prototype must creatively use technology and be completed to a professional standard. You must create an accompanying walkthrough video of your prototype being used.

You must submit a statement (~ 300 words) reflecting on your contribution to your team alongside a link to your team project file. This reflection could include skills you have used in the making of the prototype, project management, attendance at team meetings, ideation contributions etc. Collaboration and individual contribution is further determined by your attendance at Creative Industry Challenge sessions, and your group contribution rating.

To calculate the contribution rating each team member will be given 20 points to rank the contribution of other team members. The average contribution of the marks will be used to help review the engagement and contribution marking criteria.

**Deliverables**

The deliverables for this assessment are as follows:

* A prototype. responding to a professional brief, taking the form of a creative technology artefact to be showcased to the company in a final presentation.
* Statement on collaboration and individual contribution (~ 300 words) including the sway link to be submitted via Turnitin.
* A group project development document to be submitted via google drive link.
* Google drive link with executable project with all resources( files, documents, videos, evidences)
* The Google Drive and YouTube links for the following videos
  + Promotional video ( Max 1 min without voiceover)
  + Walkthrough video of project developed (3 to 5 min)

**Submission**

Please follow the submission instructions below. Work that is submitted incorrectly may not be accepted or could incur a points penalty.

Your work must be submitted via Turnitin. Please adhere to the following method:

* Log into your Google Drive account.
* Create a folder for your project. Call it something meaningful.
* Upload your work to your new folder.
* Right click your folder, select ‘Get Shareable Link’, turn ‘Link Sharing’ on then copy the URL provided.
* Paste the URL into a Word document (please do not include your name or student number for the purposes of anonymous marking).
* Include any additional written work (e.g. development documents) to your Word document.
* Log into Study Lab, go to the Assessment tab and submit your Word document via the appropriate Turnitin Link.

Before submitting have you…

* Spell-checked and grammar-checked your work? Please make an appointment with the [Writing and Learning Centre](https://www.bathspa.ac.uk/library/writing-and-learning-centre/) or speak to your tutor if you are experiencing challenges in this area.
* Formatted your written work to the specification below?
* Referenced all sources of information accurately? Please refer to [www.citethemrightonline.com](http://www.citethemrightonline.com) (Harvard) for guidance.

Your work must be submitted via Turnitin. Please adhere to the following method:

* Save your work as a Word document (please do not include your name or student number for the purposes of anonymous marking).
* Log into Study Lab, go to the Assessment tab and submit your Word document via the appropriate Turnitin Link.

**Format**

* Videos should be in mp4 format
* Project files should be zipped/compressed for ease of upload and download
* Statement on individual contributions should be spelling and grammar checked

**Marking Criteria**

Assessment 2: Challenge Portfolio will be marked against the following criteria:

1. Prototype/artefact | 70%
2. Collaboration and Individual Contribution| 30%

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| Criteria | Weighting |  | Marks |
| Prototype/artefact | 70% | A very poor application of key experience design principles  A very poor use of technology to address a project brief.  Prototype is very poorly presented at showcase, no video documentation present. | 0 - 19  (Low Fail) |
| A poor application of key experience design principles  A poor use of technology to address a project brief  Prototype poorly presented at showcase, limited video documentation present. | 20 - 39  (Fail) |
| A basic application of key experience design principles  A basic use of technology to address a project brief  Basic presentation of prototype pat showcase, video documentation present. | 40 - 49  (Third) |
| A fair application of key experience design principles  A creative use of technology to address a project brief in a fairly innovative way.  Fairly engaging presentation of prototype at showcase, video documentation present. | 50 - 59  (2:2) |
| A good application of key experience design principles.  A creative use of technology to address a project brief in an innovative way.  An engaging presentation of the prototype at showcase, video documentation is well presented. | 60 - 69  (2:1) |
| A very good application of key experience design principles  A creative use of technology to address a project brief in an original and innovative way.  A very engaging presentation of the prototype at showcase, video documentation is well presented. | 70 - 79  (First) |
| An excellent application of key experience design principles  A creative use of technology to address a project brief in a highly original and innovative way.  An excellent presentation of the prototype at showcase, video documentation is well presented. | 80 - 89  (High First) |
| Beyond expectations for this level of study. | 90 - 100  (Outstanding) |
| Collaboration and Individual Contribution | 30% | Little to no evidence of collaboration.  A very limited individual contribution to your team through your role(s). | 0 - 19  (Low Fail) |
| Limited evidence of collaboration.  A limited individual contribution to your team through your role(s). | 20 - 39  (Fail) |
| Some evidence of basic collaboration. Little definition in the team roles.  A basic individual contribution to your team through your role(s). | 40 - 49  (Third) |
| Evidence of fair collaboration and definition of team roles.  A fair individual contribution to your team through your individual contribution to your team through your role(s). | 50 - 59  (2:2) |
| Evidence of good collaboration and definition of team roles.  A good individual contribution to your team through your role(s). | 60 - 69  (2:1) |
| Very good evidence of collaboration and the application of the team roles.  A very good individual contribution to your team through your role(s). | 70 - 79  (First) |
| Excellent evidence of collaboration and the application of the team roles.  An excellent individual contribution to your team through your role(s). | 80 - 89  (High First) |
| Beyond expectations for this level of study. | 90 - 100  (Outstanding) |

**Intended Learning Outcomes (ILOs)**

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| ILO | Assessed |
| An ability to address a given problem as part of a project team and via the creative  use of technology. | ✓ |
| Effective presentation of ideas to specialist audiences. |  |
| An ability to evaluate the value of original ideas against emerging industry trends,  and then respond proactively to conclusions. | ✓ |
| The application of key experience design principles to improve the usability of  prototype creative computing artefacts. | ✓ |

Mark penalties may be applied to late submissions without prior approval of an extension. Please ensure that you prepare and submit your work in good time to allow for any issues that may arise.