UNSW Course Outline

MDIA5100 Industry Internship - 2024

Published on the 23 Sep 2024

General Course Information

Course Code : MDIA5100
Year : 2024
Term : Term 3
Teaching Period : T3
Is a multi-term course? : No
Faculty : Faculty of Arts, Design and Architecture
Academic Unit : School of the Arts and Media
Delivery Mode : In Person
Delivery Format : Standard
Delivery Location : Kensington
Campus : Sydney
Study Level : Postgraduate
Units of Credit : 6

Useful Links

Handbook Class Timetable

Course Details & Outcomes

Course Description

In this course, you'll undertake industry-engaged learning by interning with a relevant host while also earning credit towards your degree. Internships are a great way to gain work experience while you're studying. They can help improve your employability, develop your job-seeking skills,

clarify where you'd like to work after you graduate, generate material for your portfolio, increase your professional confidence, and build strategic professional networks.

SAM internships require 100 hours of work with a host organisation and can be taken in first, second or third term. You can either apply for a Faculty-sourced position with one of our partner organisations or independently find your own internship. Remote and hybrid internships are also available. Contact the Faculty's Work-Integrated Learning (WIL) unit (ada-wil@unsw.edu.au) for more information about which option is right for you. The WIL unit can also help you enrol in MDIA5100 so you are able to gain access to the course Moodle site. At the end of your placement, you'll need to submit a critical reflection on your experiences and a collection of work examples completed during your internship. This is a simple pass/fail course with no formal teaching components.

Before seeking an internship, we strongly recommend contacting UNSW Careers (https://www.student.unsw.edu.au/careers) and UNSW Employability (https://www.careers.unsw.edu.au) for help assembling your CV, cover letter, and other components of your application.

No minimum WAM is required.

For all further inquiries, please contact the Faculty's Work-Integrated Learning unit by emailing ada-wil@unsw.edu.au.

Course Aims

The aims of the course are:

- to provide students with experience of industry processes and practices
- to provide students with the opportunity to apply theoretical concepts and practical skills gained in the program to real-world contexts
- to enhance students' capacity for independent engagement with industry providers

Course Learning Outcomes

Course Learning Outcomes
CLO1 : Gain experience of industry processes and practices.
CLO2 : Apply theoretical concepts and practical skills gained in the program to real-world contexts.
CLO3 : Enhance capacity for independent engagement with industry providers.

Course Learning Outcomes	Assessment Item
CLO1 : Gain experience of industry processes and practices.	• Work Evidence • Critical Reflection
CLO2 : Apply theoretical concepts and practical skills gained in the program to real-world contexts.	• Critical Reflection
CLO3 : Enhance capacity for independent engagement with industry providers.	• Work Evidence

Learning and Teaching Technologies

Moodle - Learning Management System

Additional Course Information

The course feedback forms from the intern and the host, together with intern timesheets must be submitted to satisfactorily pass.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Work Evidence Assessment Format: Individual	50%	Due Date: 15/11/2024 11:55 PM
Critical Reflection Assessment Format: Individual	50%	Due Date: 15/11/2024 11:55 PM

Assessment Details
Work Evidence

Assessment Overview

Students will present a sample of, reports on, or links to original work undertaken/produced during and for the purposes of the internship. This may be a holistic written document (e.g. news story, client profile etc.) or records of research undertaken to prepare for a document/event/ process in the host organization, reporting on tasks undertaken, description of workflow in relation to a larger process, or similar, i.e. it should provide evidence of practical work undertaken during the placement. This should be a minimum of 250 words but may make up more of the combined total of 1500-2500 words for both assessment components.

Grading will be Satisfactory/Unsatisfactory only and no further feedback will be provided.

<u>Course Learning Outcomes</u>

- CLO1 : Gain experience of industry processes and practices.
- CLO3 : Enhance capacity for independent engagement with industry providers.

<u>Detailed Assessment Description</u>

Deadline: 11.55 pm, Friday, November 15, 2024 (i.e. the last Friday of Week 10 of the term). Please note that if you have not finished your internship by this date, you will still need to submit your Work Evidence by the deadline.

Length: The combined total of your Work Evidence and Critical Reflection should be between 1500 to 2500 words. Your Work Evidence should be a minimum of 250 words (or roughly equivalent) but can make up more of the combined total of 1500 to 2500 words.

Non-text-based material: Make a rough guesstimate of the word length equivalent if your Work Evidence is not text-based. We won't play hardball with the word lengths for this submission!

Format: Submit your Work Evidence as a Word document or PDF via the link you'll find on Moodle. While it's OK to include hyperlinks to your published work online, please ensure these links work if you have converted your document into a PDF. **Please don't combine your Work Evidence and Critical Reflection into a single document. These must be submitted via separate links as indicated on Moodle.**

Instructions: For this assessment task, you need to present a sample of, reports on, or links to original work you undertook/produced during and for the purposes of your internship. This could take the form of:

1. One or more complete documents and/or media files in their entirety (for example, a feature story, a client profile, a video, a podcast, a social media campaign strategy, etc.);
2. Curated extracts from/snapshots of several such documents and/or media files;
3. Records of research you undertook during your placement;
4. Description of the practical work you undertook during your placement; and/or
5. Some combination of the above.

Confidentiality: If confidentiality is an issue, please de-identify your critical reflection as required. For instance, you could write about your organisation in general terms rather than naming it.

Examples from other students: A collection of material submitted by previous SAM interns can

be found [here](#).

Grading: Grading will be Satisfactory/Unsatisfactory only. While we cannot provide marker's comments for this assignment, the Host Feedback Form completed by your supervisor offers a rich source of feedback on your performance during your internship.

Marking criteria: As per the course outline, in this assessment task, we wish to see that you:

- have demonstrated a serious attempt to answer the task requirements;
- have gained experience in industry processes and practices; and
- have enhanced your capacity for independent engagement with industry providers.

Language: Please submit your work in English! If you have interned at a company and produced material in another language, you will need to translate this so we can mark it!

Assessment Length

Minimum of 250 words (or rough equivalent for non-text-based submissions) but may make up more of the 1500 to 2500 words required for both assignments in this course

Assignment submission Turnitin type

This is not a Turnitin assignment

Generative AI Permission Level

Assistance with Attribution

This assessment requires you to write/create a first iteration of your submission yourself. You are then permitted to use generative AI tools, software or services to improve your submission in the ways set out below.

Any output of generative AI tools, software or services that is used within your assessment must be attributed with full referencing.

If outputs of generative AI tools, software or services form part of your submission and are not appropriately attributed, your Convenor will determine whether the omission is significant. If so, you may be asked to explain your submission. If you are unable to satisfactorily demonstrate your understanding of your submission you may be referred to UNSW Conduct & Integrity Office for investigation for academic misconduct and possible penalties.

For more information on Generative AI and permitted use please see [here](#).

Critical Reflection

<u>Assessment Overview</u>

Students will submit a critical reflection which (i) briefly describes the type of media organization they were placed in (in general terms only, without naming) and their role within it; (ii) identifies a relevant role in the organization at or close to entry level and the skills and attributes needed to complete such a role; (iii) addresses how the type of work they have undertaken/produced during their placement contributes to their host organization and/or relevant media industry. In this last component students should explicitly reflect on such factors as the host/industry agenda, challenges and innovations for the host/industry, questions of ethics which may arise in relation to this work, questions of industry standards, industry processes or media forms. Academic reference should be made, using the Harvard system, and a minimum of five separate academic sources used, to support/explain/define the relevant concepts. The reflective analysis as a whole should be a minimum of 500 words but may make up more of the combined total of 1500-2500 word limit for both assessment components.

Grading will be Satisfactory/Unsatisfactory only and no further feedback will be provided.

<u>Course Learning Outcomes</u>

- CLO1 : Gain experience of industry processes and practices.
- CLO2 : Apply theoretical concepts and practical skills gained in the program to real-world contexts.

<u>Detailed Assessment Description</u>

Deadline: 11.55 pm, Friday November 15 (i.e. the last Friday of Week 10 of term). If you haven't finalised your internship by the deadline, you will still need to submit your Critical Reflection by the deadline.

Length: The combined total of your Work Evidence and Critical Reflection should be between 1500 to 2500 words. Your Critical Reflection should be a minimum of 500 words but can make up more of the combined total of 1500 to 2500 words.

Format: Submit your Critical Reflection as a Word document or PDF via the link you'll find on Moodle. While it's fine to include hyperlinks in your submission, please make sure these links still work if you have converted your document into a PDF. **Please don't combine your Work Evidence and Critical Reflection into a single document. These must be submitted via separate links as indicated on Moodle.**

Instructions: Submit a Critical Reflection which:

1. Briefly describes the type of organisation you were placed in and your role within it.
2. Identifies a relevant role in the organisation at or close to "entry" level as well as the skills and attributes needed to complete such a role.
3. Addresses how the type of work you have undertaken/produced during your placement contributes to your host organisation and/or relevant industry. (Consider factors such as: the host/industry agenda; challenges and innovations for the host/industry; questions of ethics which may arise in relation to this work; questions of industry standards; host/industry processes, etc.)
4. Includes a minimum of five separate academic sources to support/explain/define the relevant concepts. Please use the Harvard system and see "Referencing help" below if you are struggling to locate relevant academic references.

Confidentiality: If confidentiality is an issue, please de-identify your critical reflection as required. For instance, you could write about your organisation in general terms rather than naming it.

Examples from other students: A collection of material submitted by previous SAM interns can be found here.

Grading: Grading will be Satisfactory/Unsatisfactory only. While we are unable to provide marker's comments for this assignment, the Host Feedback Form completed by your supervisor offers a rich source of feedback on your performance during your internship.

Marking criteria: As per the course outline, in this assessment task we wish to see that you:

- have demonstrated a serious attempt to answer the task requirements;
- have gained experience of industry processes and practices; and
- are able to apply some of the theoretical concepts and practical skills you have gained from your degree to real-world contexts.

Language: Please submit your work in English! If you have interned at a company and produced material in another language you will need to translate this so Emma can mark it!

HELP WITH ACADEMIC REFERENCING

In the past, students enrolled in this course have used references such as: university textbooks relevant to their industry, academic journal articles on internships and Work-Integrated Learning, and current labour market research such as the studies conducted by the Foundation for Young Australians and the CSIRO.

What counts as an academic reference?

1. those produced by scholars - either in textbooks, monographs, or academic journal articles (such as the results you would obtain from doing a Google Scholar search); and
2. surveys and studies conducted by reputable bodies such as government agencies and respected NGOs (such as the Foundation for Young Australians referred to above.

While you might find it useful to reference your host organisation's website and various media reports as part of your critical reflection, these do not typically count as academic references.

<u>Assessment Length</u>

Minimum of 500 words (or rough equivalent for non-text-based submissions) but may make up more of the 1500 to 2500 words required for both assignments in this course

<u>Assignment submission Turnitin type</u>

This is not a Turnitin assignment

<u>Generative AI Permission Level</u>

Assistance with Attribution

This assessment requires you to write/create a first iteration of your submission yourself. You are then permitted to use generative AI tools, software or services to improve your submission in the ways set out below.

Any output of generative AI tools, software or services that is used within your assessment must be attributed with full referencing.

If outputs of generative AI tools, software or services form part of your submission and are not appropriately attributed, your Convenor will determine whether the omission is significant. If so, you may be asked to explain your submission. If you are unable to satisfactorily demonstrate your understanding of your submission you may be referred to UNSW Conduct & Integrity Office for investigation for academic misconduct and possible penalties.

For more information on Generative AI and permitted use please see here.

General Assessment Information

This subject is ungraded so a pass is dependent on Satisfactory (SY) or Unsatisfactory (FL) in meeting the course requirements. An SY grade will not affect your weighted average mark (WAM) but a FL grade will. To receive a Satisfactory grade for this course, you will need to: Complete at least 100 hours of your internship. Complete (and submit to the Faculty WIL unit) a Timesheet showing the hours you worked during your internship Complete a Student Feedback

Form. Ask your supervisor to complete a Host Feedback Form. Complete and submit your Work Evidence (demonstrating a serious attempt to answer the task requirements). Complete and submit your Critical Reflection (demonstrating a serious attempt to answer the task requirements).

<u>Grading Basis</u>

Satisfactory

<u>Requirements to pass course</u>

See course Moodle site for details

Course Schedule

Attendance Requirements

While there are no formal classes involved in this subject, you must complete at least 100 hours of your internship and work through the onboarding kit and other resources provided on the course Moodle site. An Intern Feedback Form, Host Feedback Form and Timesheets must also be completed in order to pass this course (please see course Moodle site for further details).

Course Resources

Prescribed Resources

Please work through the onboarding kit you'll find on Moodle before commencing your internship. Other helpful resources can be found on the course Moodle site.

Course Evaluation and Development

We respond to feedback received via direct email to the Course Convenor and the WIL Unit, and information provided in the student and host feedback forms.

We hope you enjoy your internship!

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Emma Jane		Online		Contact Emma for Moodle & assessment task info	Yes	No
Administrator	Hattie Liang		Contact the WIL team for all admin-related internship inquiries	(02) 9385 8125	By appointment	No	Yes

Other Useful Information

Academic Information

For essential student information relating to:

- UNSW and Faculty policies and procedures;
- Student Support Services;
- Student equity and disability;
- Special Consideration in the event of illness or misadventure;
- Examination information;
- Review of results;

Please see: https://www.unsw.edu.au/arts-design-architecture/student-life/resources-support/protocols-guidelines

Academic Honesty and Plagarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

- Copying: Using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This includes copying materials, ideas or concepts from a book, article, report or other written document, presentation, composition, artwork, design, drawing, circuitry, computer program or software, website, internet, other electronic resource, or another person's assignment without appropriate acknowledgement.
- Inappropriate paraphrasing: Changing a few words and phrases while mostly retaining the original information, structure and/or progression of ideas of the original without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.
- Collusion: Working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student for the purpose of them plagiarising, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.
- Inappropriate citation: Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.
- Duplication ("self-plagiarism"): Submitting your own work, in whole or in part, where it has

previously been prepared or submitted for another assessment or course at UNSW or another university.

The UNSW Academic Skills support offers resources and individual consultations. Students are also reminded that careful time management is an important part of study. One of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items. UNSW Library has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW, but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose
- better manage your time
- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

Use of AI for assessments

As AI applications continue to develop, and technology rapidly progresses around us, we remain committed to our values around academic integrity at UNSW. Where the use of AI tools, such as ChatGPT, has been permitted by your course convener, they must be properly credited and your submissions must be substantially your own work.

In cases where the use of AI has been prohibited, please respect this and be aware that where unauthorised use is detected, penalties will apply.

[Use of AI for assessments | UNSW Current Students](#)

Submission of Assessment Tasks

Assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, alternative submission details will be stated on your

course's Moodle site. For information on how to submit assignments online via Moodle: https://student.unsw.edu.au/how-submit-assignment-moodle

Late Submission Penalty

UNSW has a standard late submission penalty of:

- 5% per calendar day,
- for all assessments where a penalty applies,
- capped at five calendar days (120 hours) from the assessment deadline, after which a student cannot submit an assessment, and
- no permitted variation.

Students are expected to manage their time to meet deadlines and to request Special Consideration as early as possible before the deadline. Support with Time Management is available here.

Important note: UNSW has a "fit to sit/submit" rule, which means that if you sit an exam or submit a piece of assessment, you are declaring yourself fit to do so and cannot later apply for Special Consideration. This is to ensure that if you feel unwell or are faced with significant circumstances beyond your control that affect your ability to study, you do not sit an examination or submit an assessment that does not reflect your best performance. Instead, you should apply for Special Consideration as soon as you realise you are not well enough or are otherwise unable to sit or submit an assessment.

School-specific Information

Use of Recording Devices

"To protect privacy and intellectual property, the School of the Arts and Media prohibits the use of recording devices in class (including live translation apps) without the explicit permission of the tutor and other class members. Doing so will be considered a breach of the UNSW Code of Conduct and Values."

School Contact Information

School of the Arts and Media

Location: Room 312, Level 3 Robert Webster Building

Opening Hours: Monday -Friday, 9am - 5 pm

Email: sam@unsw.edu.au

Phone: +612 9385 4856

web: https://www.unsw.edu.au/arts-design-architecture/our-schools/arts-media