



UNSW Course Outline

MDIA3003 Professional Portfolio - 2024

Published on the 14 May 2024

General Course Information

Course Code : MDIA3003

Year : 2024

Term : Term 2

Teaching Period : T2

Is a multi-term course? : No

Faculty : Faculty of Arts, Design and Architecture

Academic Unit : School of the Arts and Media

Delivery Mode : Online

Delivery Format : Standard

Delivery Location : Kensington

Campus : Sydney

Study Level : Undergraduate

Units of Credit : 6

Useful Links

[Handbook Class Timetable](#)

Course Details & Outcomes

Course Description

Emerging technologies and digital disruption have dramatically transformed the types of work we do as well as the entire job application and interviewing process. In this hands-on course, you'll use future-focused methods to find and land the jobs you want – even if these turn out to

be roles that didn't exist when you first started your degree. You'll learn practical tips and tricks from industry insiders, hone your networking skills, produce a video pitch, and develop a polished and highly career-specific portfolio showcasing your work. You'll also engage in rapid digital upskilling to help ensure your resume gets past the AI-powered recruitment robots that are the new normal in contemporary hiring. This course uses a bespoke approach which means you can use it to target any role in any organisation in any sector you like – including those outside Australia.

Course Learning Outcomes

| Course Learning Outcomes |
|--------------------------------------------------------------------------------------------------------|
| CLO1 : Research and analyse industry processes and practices. |
| CLO2 : Locate individual practice within current industry contexts. |
| CLO3 : Effectively present individual practice and expertise to potential employers. |
| CLO4 : Reflect on and evaluate the future direction of industry and its impact on individual practice. |

| Course Learning Outcomes | Assessment Item |
|--------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|
| CLO1 : Research and analyse industry processes and practices. | <ul style="list-style-type: none">• Industry-Ready Product• Comprehensive Portfolio |
| CLO2 : Locate individual practice within current industry contexts. | <ul style="list-style-type: none">• Industry-Ready Product• Comprehensive Portfolio |
| CLO3 : Effectively present individual practice and expertise to potential employers. | <ul style="list-style-type: none">• Industry-Ready Product• Comprehensive Portfolio |
| CLO4 : Reflect on and evaluate the future direction of industry and its impact on individual practice. | <ul style="list-style-type: none">• Comprehensive Portfolio |

Learning and Teaching Technologies

Moodle - Learning Management System | Zoom

Additional Course Information

Artificial Intelligence (AI)

Understanding and leveraging AI is becoming critical for landing jobs in an increasingly competitive and technologically advanced landscape. Over the term, we'll work with various generative AI tools and platforms so you can understand more about their uses and limitations.

We'll also encourage you to use these tools in your assessment tasks in forms such as brainstorming, summarising, and simplifying (although this is not mandatory). We'll support you in experimenting with using AI tools to boost your productivity, enhance your work, and demonstrate digital savvy while avoiding using AI in ways that bypass the learning process and are unethical.

Assessments

Assessment Structure

| Assessment Item | Weight | Relevant Dates |
|----------------------------------------------------------|--------|-------------------------------------------------------------|
| Industry-Ready Product Short Extension: Yes (2 days) | 40% | Due Date: 21/06/2024 11:55 PM |
| Comprehensive Portfolio Short Extension: Yes (2 days) | 60% | Start Date: Not Applicable Due Date: 02/08/2024 11:55 PM |

Assessment Details

Industry-Ready Product

Assessment Overview

1000 words (or equivalent).

Students will receive feedback via course LMS

Course Learning Outcomes

- CL01 : Research and analyse industry processes and practices.
- CL02 : Locate individual practice within current industry contexts.
- CL03 : Effectively present individual practice and expertise to potential employers.

Detailed Assessment Description

Assessment Task One (AT1)

AT1 involves creating a new piece of work for your Portfolio. It can involve almost any format that suits your target position and would help you land a specific job at an interview.

What

- (1) a completed IRP Justification Template - worth 30% of this task
- (2) an Industry-Ready Product (IRP) - worth 70% of this task

Overall weighting

AT1 is worth 40% of your final grade for this course

When

This assignment is due at 11.55 pm on Friday, June 21 (i.e. Week Four)

Length

- (1) IRP Justification Template - various word limits (download template on course Moodle site)
- (2) IRP - 1000 words or equivalent for submissions that are not text-based or that are only partly text-based

Instructions

(1) Choose a single target industry sector target, organisation, and target position you might be eligible to apply for in your target organisation.

Look for a real-life position that you can research in detail. These could include:

- a promotion if you are already working
- a paid version of your current position if you are interning
- a graduate program
- a recently filled position
- a position your networking contacts have informed you will be opening up soon (but only if you are confident you can gather sufficient information about its requirements)

(2) Research what would be advantageous to bring to a job interview (or in-house promotion interview) in your Portfolio if you were applying for this job.

Please don't make assumptions or generalisations - and be sure to look for hard evidence.

Examples of how you could conduct this research include:

- closely studying the job ad
- contacting someone at the target organisation
- reaching out to networking contacts
- approaching someone who previously held the position
- researching similar positions (although this option tends to garner the least helpful information)

If you're applying for a job for which it is impossible to make a work sample Portfolio - such as some graduate programs - consider creating a new piece of work for an Interview Portfolio, Please discuss this option with your tutor during an online tutorial before you start work on your

assignment ????

(3) Devise and produce a relevant work sample - we're calling it an Industry-Ready Product (IRP) - that is based on your research and would be suitable to include in your Portfolio for your target position.

Your IRP needs to meet professional standards - an exemplar of the work you would present in your Portfolio during a job interview for your target position.

If your submission is not solely text-based, it should still be approximately 1000 words or equivalent in length (see the course Moodle site for calculation assistance). Submitting several shorter pieces that add up to this word count is fine.

4. Download and complete an IRP Justification Template via the course Moodle site.

5. Submit your IRP and completed IRP Justification Template via the AT1 link on Moodle.

Tip: While your IRP is designed to help you land a job, this piece of work should not be an explicit pitch about yourself and your abilities. Instead, it is a *demonstration* of these abilities. You are showing a potential employer that you would be perfect for the role by offering them an exemplar of precisely the type of work you would be doing if you got this job.

Assessment Length

1000 words or equivalent

Assignment submission Turnitin type

This is not a Turnitin assignment

Comprehensive Portfolio

Assessment Overview

1 minute video pitch and 3000-4000 words (or equivalent).

Students will receive feedback via course LMS.

Course Learning Outcomes

- CL01 : Research and analyse industry processes and practices.
- CL02 : Locate individual practice within current industry contexts.
- CL03 : Effectively present individual practice and expertise to potential employers.
- CL04 : Reflect on and evaluate the future direction of industry and its impact on individual practice.

Detailed Assessment Description

Assessment Task Two (AT2)

In AT2, you'll create all the bits and pieces (the businessy term is "collateral") you'll need to land any job that takes your fancy. In fact, many previous students from this course have told us they used AT2 - unchanged - to apply for positions and successfully landed the gigs! Please note, however, that the AT2 Cover Letter, CV, and Portfolio must all target a single target position. The Video Pitch can be aimed at a more general audience.

COMPONENTS

1. Leadership & Participation (various word lengths - see template on course Moodle site) - 10%
2. Critical Reflection Template (various word lengths - see template on course Moodle site) - 20%
3. Video Pitch (one to two minutes) - 20%
4. Cover Letter (one A4 page maximum) - 10%
5. CV (two A4 pages maximum) - 10%
6. Portfolio (2000 words or equivalent for non-text-based submissions) - 30%

Overall weighting

AT2 will make up 60% of your final grade for this course.

INSTRUCTIONS

1. Leadership & Participation

Download a Leadership & Participation template from the course Moodle site in Week One and follow the instructions given in class each week to make weekly entries. Some weeks, we'll give you specific Leadership & Participation tasks; other weeks, we'll invite you to choose your own as per the below.

Week One: video intro (instructions provided in Week One)

Week Two: choose your own

Week Three: networking activity (instructions provided in Week Three)

Week Four: choose your own

Week Five: tech tip activity (instructions provided in Week Five)

Week Six: there's no task this week - it's flex week!

Week Seven: digital upskilling activity (instructions provided in Week Seven)

Week Eight: choose your own

Week Nine: "Attack on Typos!" activity (instructions provided in Week Nine)

Week Ten: choose your own

2. Critical Reflection

Download a Critical Reflection Template from the course Moodle site and follow the instructions given in the Week Eight lecture and tutorials to begin completing its various components.

3. Video Pitch

Follow the Week Eight instructions and record a 1-2 minute video in which you pitch yourself to a potential employer or employers. Ensure that at least one-third of this video involves you speaking to the camera.

Target audience: Unlike your Cover Letter, CV, and Portfolio, your Video Pitch can target a more general audience rather than just one job. Since its primary purpose is to help you get work, your decisions about tone, content, and style should suit your professional requirements.

Content: Aim for a selective presentation rather than a verbal version of your CV. Consider spinning your achievements and interests so they are relevant to your target audience.

Show rather than tell: Use specific, evidence-based examples to show the excellence of any relevant transferable and technical skills rather than saying something along the lines of, "I have many excellent transferable and technical skills."

Tone: Be engaging, informative, persuasive, and entertaining, but please make sure this is appropriate for your target audience.

Production values: Focus on the basics: a steady camera, adequate lighting, an appropriate background, landscape rather than portrait mode, and clear audio. Feel free to use more advanced editing techniques so long as you know what you are doing, and they don't detract from your content.

Special effects: Props and special effects are fine if they suit your target industry and job. They are, however, not mandatory. Constraint breeds creativity!

Scripting: Try to avoid using notes or memorising written speeches. The latter tends to sound too "readerly".

Jargon: Jargon hurts human ears! Let's leave it in Cultural Studies textbooks where it belongs!

Inspo: Find examples of high-scoring Video Pitches on the course website.

Video Pitch file size: If the final version of your clip is larger than 200MB, compress and web-optimize it using the free and open-source HandBrake software (instructions are provided on the course Moodle site).

4. Cover Letter

Follow the Week Nine lecture instructions and compose an introductory letter to the organisation you are targeting for this assignment. You may compose this in response to a job advertisement or as the written equivalent of a "cold call" seeking an internship or freelance or permanent work. Make sure you state the specific position in which you are interested.

Target position: As with AT1, the Cover Letter, CV, and Portfolio you submit for this assignment must all target one specific job at one specific company (although this job and company can vary from the ones you targeted for AT1 or any of the other activities in this course).

Tone: You may wish to adopt a traditional approach or something more creative, depending on your target role.

Robots: Remember that your Cover Letter will likely be screened by automated recruitment software before it reaches a human, so optimize it using keywords and use design elements judiciously.

Proofreading: If your Cover Letter contains line-by-line presentation errors (such as grammar, punctuation, spelling and syntax errors), it is likely to be rejected by automated systems and human recruiters alike. Proofread like your livelihood depends on it!

5. CV

Follow the Week Nine lecture instructions and present your CV with a structure, format, and content tailored to match the requirements of your target employer and position. Remember that human recruiters spend just seconds looking at applicants' resumes, so making an excellent first impression is essential.

Target position: As with AT1, the Cover Letter, CV, and Portfolio you submit for this assignment must all target one specific job at one specific company (although this job and company can vary

from the ones you targeted for AT1 or any of the other activities in this course).

Content: Depending on your target role, you may wish to include:

- relevant internship or employment history
- your academic record
- your professional interests
- your achievements at university
- any creative projects in which you've been involved (stating your specific role)
- your digital and/or media production skills

Ensure your CV is clear, concise, easy to read and not full of extraneous information. Each time you make an inclusion, ask yourself, "Is this relevant to my target position?" If in doubt, leave it out.

Tone: You may wish to adopt a traditional approach or something more creative, depending on your target role.

Referees: If you include referees, ensure you have first asked for and received their permission.

Robots: Remember that your CV will likely be screened by automated recruitment software before it reaches a human, so optimise it using keywords - and use design elements judiciously.

Proofreading: If your CV contains line-by-line presentation errors (such as grammar, punctuation, spelling and syntax errors), it is likely to be rejected by automated systems and human recruiters. Proofread like you've never proofread before! As with your Cover Letter, your grade for this section of AT2 will plummet if your line-by-line writing contains presentation errors.

Digital CVs: If your CV is part of your website, submit both a PDF version via Moodle as well as directing your marker to the relevant URL.

6. Portfolio

Follow the Week Eight instructions and collect, curate, and creatively assemble a small collection of your best and most relevant professional work.

Target role: As with AT1, the Cover Letter, CV, and Portfolio you submit for this assignment must all target one specific job at one specific company (although this job and company can vary from the ones you targeted for AT1 or any of the other activities in this course).

Content: How you spread your material over the word count can vary: for instance, you might

submit four large pieces or eight smaller ones, depending on your target organisation's requirements. You could also use representative samples of a large number of different pieces. In general, we advise against including one very long piece of work. Instead, use small samples/snapshots of your best material so recruiters can quickly understand your range of skills.

Cohesion: Your Portfolio will likely contain similar sorts of material rather than a bit of this and a bit of that. Do not include work that is not relevant to your target position. An eclectic Portfolio will not receive a high mark unless you have made a convincing and evidence-based case (via your Critical Reflection Template) that your target employer is looking for this sort of diversity in applicants' Portfolios.

Impact: Select your material carefully and present it in a way that *pops*. Your marker – like your potential employers – should be able to get a good idea of your capabilities quickly. A strong Portfolio has striking style as well as substance. While most recruiters will only skim-read your work, they will read more deeply if something catches their eye. Make sure your Portfolio components stand up to close inspection.

Navigation: When designing your Portfolio, ensure it is user-friendly and visually appealing. Make it easy to navigate by grouping similar items and providing context for your work when necessary.

Interview Portfolios: If you are submitting an Interview Portfolio, make sure you have talked through this decision with your tutor, and provide a robust and evidence-based justification - via your Critical Reflection Template - about why you are submitting this type of Portfolio (more information about Interview Portfolios is available on the MDIA3003 Moodle site).

Proofreading: As with your Cover Letter and CV, your grade for this section of AT2 will plummet if your line-by-line writing contains presentation errors. Recruiters tell us time and again that grammar, spelling, punctuation, and other errors are dealbreakers!

Assessment Length

1- to 2-minute video pitch and 3000-4000 words (or equivalent)

Assignment submission Turnitin type

This is not a Turnitin assignment

General Assessment Information

Grading Basis

Standard

Course Schedule

| Teaching Week/Module | Activity Type | Content |
|------------------------------|---------------|-----------------------------------------------------------------------------------------------------------------------|
| Week 0 : 20 May - 26 May | Activity | Complete a short onboarding survey to unlock the course! |
| Week 1 : 27 May - 2 June | Lecture | Course and assignment overview + bonus drop-in session |
| | Activity | Leadership & Participation activity: Video intro |
| | Tutorial | Crack the job ad code |
| Week 2 : 3 June - 9 June | Lecture | Artificial Intelligence (AI) and your career |
| | Tutorial | Pitch a killer idea for Assessment Task One (AT1) |
| | Activity | Leadership & Participation activity: Choose your own adventure! (see course Moodle site for options) |
| Week 3 : 10 June - 16 June | Lecture | Networking and LinkedIn |
| | Tutorial | Improve your schmooze! |
| | Activity | Leadership & Participation activity: Kickstart your professional network |
| Week 4 : 17 June - 23 June | Lecture | AT1 drop-in sessions |
| | Tutorial | AT1 drop-in sessions |
| | Activity | Leadership & Participation activity: Choose your own adventure! (see course Moodle site for options) |
| Week 5 : 24 June - 30 June | Lecture | Technical and transferable skills |
| | Tutorial | Spin your existing skills to land jobs you're not quite qualified for |
| | Activity | Leadership & Participation activity: Share your favourite tech tip or hack |
| Week 6 : 1 July - 7 July | Other | FLEX WEEK - NO CLASSES! |
| Week 7 : 8 July - 14 July | Lecture | One-on-one consults (book via course Moodle site) |
| | Tutorial | Tech savvy and job seeker Search Engine Optimisation (SEO) |
| | Activity | Leadership & Participation activity: Rapid digital upskilling |
| Week 8 : 15 July - 21 July | Lecture | One-on-one consults (book via course Moodle site) |
| | Tutorial | Assessment Task Two (AT2) workshop |
| | Activity | Leadership & Participation activity: Choose your own adventure! (see course Moodle site for options) |
| Week 9 : 22 July - 28 July | Lecture | Cover Letters & CVs |
| | Tutorial | Clean copy crusade: learn how to add an easy 13% to your AT2 grade using nothing more than the power of proofreading! |
| | Activity | Leadership & Participation activity: Attack on typos! |
| Week 10 : 29 July - 4 August | Lecture | Job interviews & negotiating money + bonus drop-in session |
| | Tutorial | Drop-in sessions for last-minute queries about AT2 |
| | Activity | Leadership & Participation activity: Choose your own adventure! (see course Moodle site for options) |

Attendance Requirements

SAM attendance guidelines.

Students are expected to be regular and punctual in attendance at all classes for the School of

the Arts & Media (SAM) courses in which they are enrolled. We expect **80% minimum attendance in tutorials**. If students have more than two unexplained absences they may be refused final assessment.

Students who do not meet attendance expectations run the risk of failing a course. No additional or special consideration will be provided if a student misses out on essential course information and materials, or misses an assessment task/deadline, due to unexplained absences or an unapproved lack of attendance.

A student may be advised by the Course Convenor to withdraw from the course if significant learning activities are missed. Alternatively, a student may be required to undertake supplementary class(es) or task(s) as prescribed by the Course Convenor.

If assessment tasks have been missed, the student should apply for [Special Consideration](#), accompanied by appropriate documentation.

General Schedule Information

See course Moodle site

Course Resources

Course Evaluation and Development

Previous students told us they wished they had more:

- wayfinders for Moodle
- help landing jobs outside the Media Comms sector
- cute fur monsters generated by AI

We have responded to this feedback by:

- simplifying the course Moodle site
- adjusting the assignments so they can be used to forge just about any career in the known universe
- adding *so" many more AI fur monsters :)

Staff Details

| Position | Name | Email | Location | Phone | Availability | Equitable Learning Services Contact | Primary Contact |
|----------|-----------|-------|----------|------------|--------------|-------------------------------------|-----------------|
| Convenor | Emma Jane | | online | 0412429027 | | Yes | Yes |

Other Useful Information

Academic Information

Due to evolving advice by NSW Health, students must check for updated information regarding online learning for all Arts, Design and Architecture courses this term (via Moodle or course information provided).

Please see: <https://www.unsw.edu.au/arts-design-architecture/student-life/resources-support/protocols-guidelines> for essential student information relating to:

- UNSW and Faculty policies and procedures;
- Student Support Services;
- Dean's List;
- review of results;
- credit transfer;
- cross-institutional study and exchange;
- examination information;
- enrolment information;
- Special Consideration in the event of illness or misadventure;
- student equity and disability;

And other essential academic information.

Academic Honesty and Plagiarism

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

Turnitin Submission

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on externalteltsupport@unsw.edu.au

Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin, you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support, you will automatically receive a ticket number, but if you telephone, you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally, 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](#).

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>