

<b>Student's Name</b>		<b>Grade:</b>							
<b>Assessor's Name(s)</b>		<b>Graduate Qualities</b>							
<b>Course</b>	Introduction to Digital Media	Body of Knowledge Lifelong Learning Problem Solving Group/Self Work Ethical Action Communication International Persp.							
<b>Assignment</b>	Assignment 1								
<b>Weighting</b>	30%								
<b>Due Date</b>	Monday, Week 6								
<b>Assessment Criteria</b>	<b>Weighting</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
Journal contains weekly entries	20%		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Evidence of creative thinking	25%		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Annotated Bibliography	30%		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Treatment	25%		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Submission Requirements ("Deliverables")</b>		Submitted	Not Submitted Penalty						%
Sub 1 (submit to learnonline)		Yes	0						5
Zip the customised web template folder and upload it to Learnonline by the due date									
<b>Grade Penalties</b>		Penalty Days						%	
Late Submission (without approved extension)		0						5	
5% penalty for each day late.									
<b>Assessment Criteria</b>	<b>Feedback</b>								
	<b>Fail &lt; ! &gt; Pass</b>								
<b>Journal contains weekly entries</b>	Not Submitted	Very Poor	Inadequate	!	OK	Good	Great	Excellent	Fantastic
Journal identifies the message to be promoted and profiles target audience. The journal provides insight into the research & development of your promotional video written over five weeks and includes text, images and video. The journal has been created using Padlet (padlet.com) and has been embedded into the web template. The default.htm & journal.htm pages of the website have been customised.									
<b>Evidence of creative thinking</b>	Not Submitted	Very Poor	Inadequate	!	OK	Good	Great	Excellent	Fantastic
Your journal demonstrates that you have researched and considered your product or message from multiple perspectives, recorded what has been done before and shown how this product has been promoted previously. You have attempted to promote this product/message in a new or different way. Mind map submitted and summary written.									
<b>Annotated Bibliography</b>	Not Submitted	Very Poor	Inadequate	!	OK	Good	Great	Excellent	Fantastic
The annotated bibliography provides a summary and critique of each source of research you have found--was the source useful? Why? A minimum of three scholarly sources plus three existing promo videos that are similar to your own. Presented as a single list in the journal or an attached Word document. Each source must be referenced using UniSA Harvard Referencing format.									
<b>Treatment</b>	Not Submitted	Very Poor	Inadequate	!	OK	Good	Great	Excellent	Fantastic
Based upon your research write a one paragraph treatment for your Assignment Two video production. A treatment is a summary of the plot written as prose. This should be written in the present tense and give a clear, visual description of what will be seen and heard in the video.									