**Assignment 1 Brief – Creative Journal**

**Task Aim**

The aim of this assignment is to produce a Creative Journal that displays the research and development cycle of a promotional video. Upon completion of the task you would have applied both creative and critical thinking skills through brainstorming and researching the video. You will be able to write an engaging treatment for the video and will begin to understand how to analyse and customise the HTML of an existing website.

**Task Description**

This assignment requires that you research and develop a plan for a video that promotes either a product or message of your choice. This process will be presented as a Padlet (www.padlet.com) Creative Journal embedded in a four-page website. The website will continue to be developed throughout the course and will be submitted for the final assessment.

First, choose something that you are interested in promoting. This might be something you have already made (a film, music, podcast, etc), a community group you belong to or a social issue.

Your Padlet Creative Journal must be embedded on the ‘Creative Journal’ (journal.htm) page of your website. You will create this website in Week 3.

Over the first five weeks of the course you will complete the following activities that should be included in your Padlet Creative Journal:

1. A list of 80 possibilities for the message to be promoted in your Assignment 2 video. See week 1 for further details.

2. A statement that summarises the message you will promote. See week 2 for further details.

3. A statement that identifies your target audience (include rationale for this as well.). See week 2 for further details.

4. An annotated bibliography containing at least three scholarly sources. These sources should provide a solid foundation of evidence for the message to be promoted in your Assignment 2 video. For the purposes of this assignment a scholarly article is defined by having both an author and reference list. Any sources that do not have these will not be counted. Each entry in the annotated bibliography should contain a summary and critique. In your critique, discuss how the sources was useful. Your annotated bibliography should be presented as a single journal entry and must use the UniSA Harvard Referencing style. You should also include at least three examples of promotional videos that are similar to yours, provide a critique identifying how your video will be distinctive from the examples. See week 2 for further details.

5. Use a creative thinking technique to create a mind map exploring your chosen promotional message. This should show that you have considered no less than 5 different perspectives, attitudes or approaches to your chosen promotional message. These ideas should be appropriate for a 30-second video ad. You must include a statement on how your promotional message will stand out from others that are similar. See week 4 for further details.

6. A one paragraph treatment for your Assignment 2 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 how your film will look and feel. See week 5 for further details.

In Week 3 we will provide a template for the website that you will house your Creative Journal. You will continue to develop this website throughout the course, but for this assignment you must have customised the text as follows:

* Home (default.htm) - write a one paragraph summary about the product you are promoting and one paragraph about the purpose of the website.
* Creative Journal (journal.htm) - embed your Padlet (www.padlet.com) on this page and write a one or two paragraph reflection on the first assignment. What were your initial thoughts about promoting the product? How did these thoughts change over the course of the assignment? What would you do differently next time? What did you do well?
* Video (video.htm) - to be completed for Assignment 2.
* Photo Gallery (gallery.htm) - to be completed for Assignment 3.

**Assignment Submission**

To submit the assignment, zip the customised web template folder and upload it to Learnonline by the due date.

**Assessment Criteria**

1. Journal contains weekly entries.

2. Evidence of creative thinking.

3. Annotated bibliography and correctly referenced.

4. Treatment (summary of the plot written as prose for Assignment 2 video production).

**Assignment Advice**

Please note that if you choose to promote an existing community or not-for-profit organisation you must gain their permission first. Submit the permission email trail with your assignment.

The platform for your Creative Journal must be a Padlet (www.padlet.com) that has been embedded on the ‘Creative Journal’ (journal.htm) page of your website. Record at least one entry per week. Treat this journal as a scrapbook of ideas for promoting your product. Include images, videos, documents, sketches, text or links to other online sources (scholarly sources, videos, web pages, online research).

The website template can be downloaded from Week 3 of the course activities.

**Academic Integrity**

The Annotated Bibliography should be formatted using the UniSA Harvard Referencing style.

Any images, videos or sounds attached to your Journal should contain a link to the online source.

This must be your own, original, individual work. Use this link to see guidelines in relation to academic integrity: <https://lo.unisa.edu.au/mod/book/view.php?id=252142>

**Assignment Feedback**

You will receive a PDF through Learnonline containing feedback for this assignment 2 - 3 weeks after the assignment due date.