

## Assignment 2

Subject	: Technology and Information System (SECP1513)
Session	: 202520261
Task	: VIDEO BLOG (VLOG) to UTMDigital Open Day
Due Date	: 10 days after your visit to UTMDigital Open Day. Submit softcopy (e.g mp4) via e-learning.



### Instructions:

- Students are required to prepare a VIDEO BLOG to UTMDigital Open Day.
- The video contributes **10%** of the course assessment and it is a **group assignment**. The video can be created using any related software and its content is based on visit to UTMDigital Open Day.
- The video blog includes:
  - Introduction of your group and the visit:** Your group profile – members, section, faculty, organization you visited, names and positions of faculty members who accompanied students, total number of people that took part in it.
  - Overview of the Program/Visit:** Here you provide the timeline of the visit, enumerating, point by point, every part of your journey. Where and when you started. Give a glance of recording during the visit (activities, the department that you visited)
  - Detail presentation on UTMDigital:** Visualize the more significant stages of your visit in greater detail. Describe company profile and structure of UTMDigital, their services and other related information. If you visited particular facilities, you enumerate them and their locations, mention staff

members accompanying you during the visit and what new information you got in the process. Include recording on the interview that you conducted with any of the UTMDigital staff regarding appropriate information related to services delivered by UTMDigital. State the name and position of the interviewee, the list of interview questions and received answers

- d) **The attended talk:** Describe when and where the talk took place, how long they lasted, who conducted them, what they were about, what you've learned, and your general impressions. Also include a glance of the recorded talk
- e) **Conclusion and Reflection:** Include your impressions about the visit. Give opinions of the entire event: Do the activities give benefit to the student (whether it was useful or not), How do these activities impact on the outcome of the course/subject? Do you learn something impactful from the activity? Do the activities spark excitement/interest among the student? Do you feel that visiting the organization and attending the talk helps you learn the course material better? Provide justifications. You may also add other information such as whether the UTMDigital's staff was helpful and supportive, whether you got any particular new knowledge and experiences from it and so on.
- f) The limit time for the video is **3 - 5 minutes**.
- g) Every group should create the video using your own works. PLAGIARISM of the content is prohibited. If any of the content is known to be copied from other group/resources, you will be given 0 mark.

## **RUBRIC FOR VIDEO BLOG**

Criteria	Excellent <b>10-7</b>	Fair <b>6-4</b>	Basic <b>3-0</b>	Weightage	Marks
<b>Originality</b>	The video shows great originality. The video is creative and interesting	The video shows certain originality.	The student copy ideas from other group/resources. The video is boring	5	<u>      </u> X 5 10
<b>Content: Introduction of group and Overview of the Program/Visit</b>	Video includes enough material to give a deep understanding of the visit. The knowledge of the topic is excellent	Video includes most material but is lacking few key points.	Video is missing a lot of key points and has inaccuracies that make it a poor video.	10	<u>      </u> X 10 10
<b>Content: Detail presentation on UTMDigital which include Interview Session with UTMDigital Staff</b>	-Good and Comprehensive elaborations including Company Profile, Structure and Services,  -The interview session was well recorded and placed in the video. - Person interviewed is extremely appropriate for the topic, the name and position of the interviewee are clearly mentioned in the video. -Questions asked are in logical order, appropriate for the topic and to draw out information from person interviewed -Audio Quality of the recording is good	Moderate explanations on Company Profile, Structure and Services	Poor explanation on Company Profile, Structure and Services	10	<u>      </u> X 10 10
	All of the above aspect are well considered and covered	All of the above aspect are moderately considered and covered	Some of the aspect are considered but poorly covered.		
<b>Content: The attended Talk</b>	The session was well explained, recorded and placed in the video.	The session was moderately explained, somewhat recorded and placed in the video	The session was poorly explained and recorded.	15	<u>      </u> X 15 10

<b>Content: Conclusion and Reflections</b>	1. Do the activities give benefit to the student? 2. How do these activities impact on the outcome of the course/subject? 3. Do you learn something impactful from the activity? 4. Do the activities spark excitement/interest in the student? 5. Do you feel that visiting the organization and attending the talk helps you learn the course material better? Provide justifications.	20	X 20 — 10		
	Excellent explanation of point 1-5. The conclusion and reflection are strong and leaves the viewer with a feeling that they understand what the student is “getting at”	Fair explanation of point 1-5. The conclusion and reflection are recognizable but does not tie up. Several loose ends.	Poor explanation of point 1-5. There is no clear conclusion and reflection, the video just ends.		
<b>Media</b>	Multimedia	Video, Text, image	Text, image	5	X 5 — 10
<b>Sequencing of Information</b>	Communication of facts is organized in a comprehensible, logical way.	Most information is organized in a comprehensible, logical way	There is no apparent plan for the organization of information	5	X 5 — 10
<b>Delivery and Videography Clarity</b>	Presentation is very well prepared and deliver results in a clear and concise manner. Volume, pacing and gestures contribute maximally to the presentation.	Presentation is somewhat prepared. Good voice volume, tone and pacing. Some appropriate gestures that supported the presentation.	Presentation is clearly unprepared. Poor voice volume, tone and pacing inappropriate gestures which detracted from the presentation	10	X 10 — 10
<b>Time Limit</b>	3 – 5 min	5 – 8 min	More than 8 minutes	5	X 5 — 10
<b>Timeliness</b>	Submission of video “on time”	one day late	more than one day late	5	X 5 — 10
<b>Total</b>				100	