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School of Computing, Engineering and Mathematics

Assessment Brief Form

Module Title:	Working in the Computer Industry
Module Code:	CI465
Author(s)/Marker(s) of Assignment	Andrew Montgomery/Personal Tutors

Assignment No:	1
Assignment Title:	Group Project
Percentage contribution to module mark:	50%
Weighting of component assessments within this assignment:	n/a
Module Learning Outcome/s Covered: (Refer to module syllabus)	LO1 Understand the industry sector relevant to their course and the career opportunities it offers. LO3 Use the University learning environment effectively. LO4 Demonstrate academic, employability and communication skills. LO5 Understand the legal and ethical issues relevant to studying and working in the digital and games industries.

Assignment Brief and Assessment Criteria:

Project done in groups of 3-4, investigating a company in the digital OR games sector. Students can choose to be assessed by ONE of the following –

- A 3,000 word group report, plus an individual statement of contribution to the group effort; OR
- A 30 minute (maximum) group slideshow presentation, including questions (each group member must contribute to the creation and delivery of the presentation); OR
- A 5-6 minute video production, hosted online, plus an individual statement of contribution to the group effort.

The objective of this assessment is for the assessment groups to present research into a company that operates in the games or broader digital sector, using one of the methods listed below.

The core objectives of the project should be:

- Describe what the company does, who its customers are, what products / services it sells, its history, where it operates from, where it sells its product/services, legal and ethical issues faced;
- Describe the broader environment/market that the company operates in, who are its main competitors, how is it positioned within this market, what are the key trends taking place in this market, ethical issues related to their industry;
- Explain the technologies underpinning the company's products/services, how are these technologies evolving, what is the future for these technologies, what technologies may replace them (if applicable);
- Concluding thoughts on what the future holds may hold for this company.

Marking criteria for the Group Report:

- Evidence of appropriate research (40% weighting for this component);
- Evidence of critical analysis of the company and its industry (30% weighting for this component);
- Individual statement of contribution (10% weighting for this component);
- Formatting and writing style of report (10% weighting for this component);
- Appropriate referencing of report (Harvard) (10% weighting for this component)

Marking criteria for the Group Presentation:

- Clarity of presentation; (e.g. quality of the design of slides; engagement with the audience; coherence and clarity of description and explanation) (30% weighting for this component);
- Evidence of research (e.g. using appropriate and authoritative sources; appropriate referencing etc.); (30% weighting for this component);
- Evidence of critical analysis of the company and its industry (30% weighting for this component);
- Individual statement of contribution (10% weighting for this component);

Marking criteria for the Group Video:

- Evidence of research (e.g. using appropriate and authoritative sources) (30% weighting for this component);
- Evidence of critical analysis of the company and its industry (30% weighting for this component);
- Clarity of the video and production values (eg. how coherent it is, quality of filming, editing and audio) (30% weighting for this component)
- Individual statement of contribution (10% weighting for this component);

FOR THE INDIVIDUAL STATEMENT OF CONTRIBUTION PLEASE USE THE WORD TEMPLATE PROVIDED IN THE ASSESSMENT SECTION ON STUDENTCENTRAL.

Date of issue:	5 th October 2020
Deadline for submission:	Formative assessment by way of feedback on work done to date will take place in w/c 7 th December 2019 Group Presentations will take place in the week commencing 11 th January 2020 and should be submitted by 3pm on 15 th January 2021 Group Report: 3pm on 15 th January 2021 Group Video: 3pm on 15 th January 2021
Method of submission:	e-submission via TurnItIn on Studentcentral
Date feedback will be provided	12 th February 2021

1. A copy of your coursework submission may be made as part of the University of Brighton's and School of Computing, Engineering & Mathematics procedures which aim to monitor and improve quality of teaching. You should refer to your student handbook for details.
2. All work submitted must be your own (or your team's for an assignment which has been specified as a group submission) and all sources which do not fall into that category must be correctly attributed. The markers may submit the whole set of submissions to the JISC Plagiarism Detection Service.