CI465 Semester 2 Assessment (50% of the overall marks for CI465)

Task 1 - Action Plan (formative feedback)

The Action Plan is produced at the start of the module, identifying target employment, aims and plan for the project. Submit up to 10 presentation slides or the URL for a Prezi presentation to Student Central by **15:00, Friday 28 February 2020**. In the two classes that follow you will pitch your plan to the rest of the class and get feedback.

Outline for the Action Plan slides

1. Name and course	2. Brief profile: your strengths, interests and career aspirations	3. Target sector: briefly describe the sector in which you would like to pursue a career and the roles it offers, with a real example
4. Competitor analysis: example of a professional portfolio that inspires you	5. Competitor analysis: example of a professional portfolio that inspires you	6. Format and technology: briefly discuss the options for your own portfolio
7. Design: discuss the design and brand for your portfolio	8. Content: describe what work you will showcase in your portfolio	9. Social media strategy: describe how you will market yourself online through social media
10. References: formatted using an academic referencing style such as Harvard[1]		

Task 2 – Portfolio Project (100%)

1. Produce a personal online portfolio showcasing your work. Submit:
   - the URL and files for the online portfolio
   - a professional *curriculum vitae.*

   80% of the marks. Online submission deadline – **15:00, Friday 22 May 2020.**

2. Give a 15-minute presentation, including questions, demonstrating the portfolio to your tutor and peers.
   OR
   Submit a 1,500-word report with your research, designs and evaluation of the portfolio, including your reflection on how the assessment brief has been met. **20%** of the marks. Presentation date – **w/c 18 May 2020;** Online report or presentation submission deadline – **15:00, Friday 22 May 2020.**

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[1] http://about.brighton.ac.uk/ask/undergraduates/reading-and-research/referencing/

Full assignment brief for the Portfolio Project

Module Title:	Working in the Digital and Games Industries
Module Code:	CI465
Author(s)/Marker(s) of Assignment:	Panagiotis Fotaris / Panagiotis Fotaris, Andrew Blake, Andrew Montgomery
Assignment No:	2
Assignment Title:	Portfolio Project
Percentage contribution to module mark:	50% of the total module mark. The pass mark for the module is 40% - calculated as an average of both assignments. Must get 30% or more for each assignment to pass.
Weighting of component assessments within this assignment:	80% Personal online portfolio and CV 20% Presentation or report
Module Learning Outcome/s Covered: (Refer to module syllabus)	LO1 Understand the industry sector relevant to their course and the career opportunities it offers. LO2 Design, produce and publish a personal digital portfolio of work, in a format that supports their professional aspirations. LO4 Demonstrate academic, employability and communication skills.
Date of issue:	3 February 2020
Deadline for submission:	22 May 2020
Method of submission:	e-submission link on studentcentral > CI465 area > Assessment & Grades page
Date feedback will be provided:	Electronic Feedback on studentcentral by 15 June 2020

Brief

Your task is to research, design, produce, promote and document a personal digital portfolio.

Deliverables

You need to produce the following:

1. An online portfolio of your own work, including use of social media.
2. A conventional CV in PDF format

Students can choose to be assessed by ONE of the following:

3. A 1,500-word report with your research, designs and evaluation of the portfolio, including your reflection on how the assessment brief has been met. This **must** have

a bibliography referencing resources you have used (books, tutorials, websites) and sources of any code or other assets that are not your own work.

OR

A 15-minute presentation, including questions, demonstrating the portfolio to your tutor and peers.

- Your **portfolio** should be in one of the following digital formats –

  - An original HTML and CSS website, that may include some interactive JavaScript or JQuery features uploaded to Brighton Domains, *OR*
  - A video showreel, hosted on a platform such as Vimeo, your own YouTube channel, or your own website, *OR*
  - A *self-hosted* WordPress website (or comparable Content Management System) if your portfolio requires dynamic content such as a blog. If a CMS is used you should demonstrate skills in web design and development by carrying out customisation of the theme and adding functional or interactive features (widgets).
  - Responsive grid frameworks – *e.g.* Bootstrap, Skeleton, Foundation - are allowed, but **NOT** ready-made themes and templates such as those available on https://startbootstrap.com/. Using a theme or template[2] would not demonstrate any of your own design or technical skills that could be given marks or impress potential employers.

THE FOLLOWING PLATFORMS ARE NOT PERMITTED:
Websites produced on a hosted web publishing platform, or with a template website builder – *e.g.* WordPress.com, Blogger, Tumblr, Wix, Moonfruit or similar.

- You should make sure the markers have access to all your work, *e.g.* typically by providing a URL for the website on which the portfolio is hosted (e.g., your Brighton Domains page).
- Your CV should be submitted as a PDF document.
- You will either present your work in class, submit your presentation as a PDF document, and take part in reviewing your peers' work (attendance is compulsory, and the presentation carries 20% of the marks for the portfolio) **OR** submit a 1,500-word report as a PDF document with your research, designs and evaluation of the portfolio, including your reflection on how the assessment brief has been met (the report carries 20% of the marks for the portfolio).

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[2] Attempting to pass off a theme as your own work would amount to poor academic practice, or academic misconduct, and could result in failing the module.

Marking criteria for the portfolio project

Grade	Report	CV	Technology	Design	Content	Promotion	Presentation
A 70%>	Well-structured and clearly written. All relevant content present. Very well presented. Correct referencing.	Near-professional level CV: effective content and layout	Confident exploitation of potential of appropriate technologies and tools	Thoughtful and informed decisions on navigation, information architecture and visual design issues	Appropriate selection of content, very well executed	Ambitious approach, excellent insight into digital marketing and social networking	Excellent, engaging and succinct presentation of portfolio
B 60-69%	Well written and structured: some omissions in content. Correct referencing.	Sound and well organised: effective content and layout	Good use of potential of appropriate technologies and tools; minor glitches	Informed decisions on navigation, information architecture and visual design decisions	Appropriate selection of content, well executed	Good effort, showing some imagination and insight into digital marketing and social networking	Confident and well-thought-out presentation
C 50-59%	Reasonably well written and structured account. Some weak or missing content.	Reasonable effective content and layout	Reasonable use of potential of appropriate technologies and tools: some glitches	Generally sound ideas for navigation, information architecture and visual design decisions	Reasonable selection of different types of content: sound design of elements	Reasonable effort, showing some understanding of digital marketing and social networking	Reasonable presentation
D 40-49% PASS	Acceptable report, with some weak or missing content / carelessness in presentation.	Weak content and layout – some omissions / flaws	Limited use of potential of appropriate technologies and tools; major glitches	Some poor decisions on design	Basic, unambitious selection, but acceptable	Limited use of digital marketing and social networking	Minimal or rather partial presentation
E <40% FAIL	Report has deficiencies in content or form, but can be redeemed	Weak in several respects, below pass standard, but could be improved	Unambitious or very minimal use of technology	Weak or flawed design	Little content; weak execution	Little evidence of publicity / networking	Little effort but could be improved
F <30% FAIL	Very serious deficiencies	Completely unsatisfactory or not included	Very poor use of technology	Very basic, minimal effort	Very little content / very low quality	No publicity / networking attempted	Completely unsatisfactory or did not present

The mapping of grades to assessment criteria should be read in combination with the University of Brighton marking descriptors – https://staff.brighton.ac.uk/reg/acs/docs/Undergraduate%20marking-grading%20descriptors.pdf