Assessment 2 Brief: Develop an online bio/profile (Competency Rubric S/NS)

Submit Assignment

* **Due** 5 Jul by 23:59

* **Points** 0

* **Submitting** a file upload

* **File types** pdf

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| Assessment task information | |
| **Number of assessment task:** | 2 of 3 |
| **Name of assessment task:** | Develop an online bio/profile |
| **National unit(s) code:** | 22091VIC |
| **National unit(s) title:** | Provide Freelance Services |
| **National qualification code:** | CUFIND401A |
| **National qualification title:** | Diploma of Professional Writing and Editing |
| **RMIT program code:** | C5314 |
| **RMIT course code:** | PERF5075C |

Summary and purpose of assessment

In this assignment, you are to develop an online bio/profile to help promote your business. This can be written for any appropriate platform, such as your business website, LinkedIn etc. It must be well aligned with your Freelancing Business Plan, including the target audience, business purpose, your services and strengths, and your marketing goals.

Task instructions

**1.** Choose an appropriate platform to represent yourself.

**2.** Plan your content in line with your target audience, business purpose, services and strengths, and marketing goals, as detailed in your Freelancing Business Plan.

**3.** Write and edit your content in line with your chosen platform, including an appropriate image if relevant.

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| **If you are …** | **Then…** |
| Not ready to put your freelance bio online | Mock up the content in Word or similar program, using a layout/format that reflects the end product (e.g. include appropriate headings, white space, bullet points, appropriate image of yourself). |
| Editing an existing profile | Provide clear (readable) screenshots of the updated profile, plus a link if you wish. |
| Creating a new profile on a live platform | Provide clear (readable) screenshots of the profile, plus a link if you wish. |

Conditions for assessment

Equipment/resources students must supply (if applicable):

Access to internet to investigate appropriate platforms. Access to Word or to an editable online platform.

Equipment/resources to be provided by RMIT or the workplace (if applicable)

Instructions on submitting your profile

Upload the mock-up or screenshots in PDF form to Canvas. You may choose to include a link to your live online profile as well.

Criteria for Assessment

You will be assessed on the criteria in the rubric below.

Feedback and grades

Feedback on your assessment will be released via the Grades item in the left menu. The assessment task will receive the following outcomes:

Satisfactory

Not Satisfactory/Not Observed

RMIT Electronic Submission of Work for Assessment

I declare that in submitting all work for this assessment I have read, understood and agree to the content and expectations of the [Assessment declaration (Links to an external site.)](https://www.rmit.edu.au/students/student-essentials/assessment-and-exams/assessment/assessment-declaration).

Rubric

**Develop an online bio/profile (Competency Rubric S/NS)**

| Develop an online bio/profile (Competency Rubric S/NS) | |
| --- | --- |
| **Criteria** | **Ratings** |
| This criterion is linked to a learning outcomeRelevant platform  Select a relevant platform for promoting your services. | |  |  | | --- | --- | | **Satisfactory** | **Not Satisfactory** | |
| This criterion is linked to a learning outcomeRelevant and engaging content  Develop and format the profile in a way that is relevant to the platform and your target audience. Write relevant, engaging and articulate content. | |  |  | | --- | --- | | **Satisfactory** | **Not Satisfactory** | |
| This criterion is linked to a learning outcomeAligned with Freelancing Business Plan  Align the profile with your Freelancing Business plan, particularly in terms of its purpose, your services and strengths, and your marketing goals. | |  |  | | --- | --- | | **Satisfactory** | **Not Satisfactory** | |
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