

COMP09096 Creative Technologies Professionalism

Coursework assessment: Blog piece

For this assessment you are required to maintain and write a blog covering various topics associated with ethical and professional aspects of the creative industries. You will be provided with a list of subjects derived from the lectures each of which you must cover on a weekly basis. You are free to decide what type of blogging software you will use but you must ensure that the course leader can gain access to your blog (i.e. public setting as opposed to private).

Blogging Platforms you can use

Some free online blogging platforms that you could use can be reviewed via the following link: <http://sixrevisions.com/tools/top-free-online-blogging/>

What you will be assessed on

You will not be assessed on the blogging platform you choose but more on the content, structure and presentation of your blog posts. It is expected that you provide a factual as well as reflective piece per blog post about the topics you have to write about. Take the time to reflect on your posts and substantiate the points you make (i.e. back them up) via the inclusion of hyperlinks to direct the reader to alternative sources out with your blog post. You should also include hyperlinks for any terminology or phrases the reader might be unfamiliar with. When and where appropriate you want to make your blog post as dynamic as possible as opposed to being static so the inclusion of images, sketches and videos are encouraged to exemplify any points you are addressing.

In summary your blog posts will be assessed on the following:

- **Content** (i.e. quality of the content and appropriateness to topic, relevancy of the content, writing style, grammar, punctuation, spelling)

- **Engagement** (i.e. does your blog piece engage the reader, ask questions of the reader)
- **Structure and presentation** (i.e. is there a logical sequence to your blog post, use of headings where required)
- **Dynamic element** (i.e. use of embedded hyperlinks, images, videos)

Weighting breakdown

- Content (30%)
- Engagement (5%)
- Structure and presentation (10%)
- Dynamic element (5%)

The length of each blog post should be roughly about **300** words. The word length for your posts however is just a rough guideline.

There is a weighting of **50%** from the overall module mark for this assignment.

The submission deadline is **Friday 6th October 2017 by 4pm on Moodle.**

The subjects to be covered for each blog post are detailed in the table provided. You may change the title of your post if you wish however the discussion and subject matter must remain the same. In addition to your posts being factual and informative this is an informal piece allowing you to write in the first person pronoun in addition to asking questions of your reader. It is important that your blog posts relate to the creative industries as a whole but more specifically to your particular academic subject area.

You must provide the URL of your published blog plus a PDF version of the blog content via the submission link provided on Moodle.

There are a number of ways of doing this, but the simplest are:

Use the online Web2PDF converter: <http://www.web2pdfconvert.com/> or use PDF Creator from <http://sourceforge.net/projects/pdfcreator/> Download and install PDF Creator (you will not be able to install it on University computers). With your blog open in the browser, click on File - Print, then select PDF Creator as the printer.

Submission

You should upload your file to the appropriate submission link on Moodle.

You should name your file in the following way:

CA1_B*****.pdf (where ***** is replaced by your Banner number).

Please keep to this format as it helps sort files and mark anonymously.

Deadline: Friday 6th October 2017 by 4pm on Moodle.

There is a weighting of **50%** from the overall module mark for this assignment.

A guide to uploading your work will be made available on the Moodle site for this module.

Week	Date	Blog Topic(s)	Hints and tips for the piece
1	14/09/17	What makes a good portfolio or showreel?	Consider your discipline area and what your creative sector expects of you – i.e. skill sets, the requirements of a good showreel or portfolio. Provide links, videos, sketches, examples of code to your own work where appropriate.
2	21/09/17	Does the concept of professionalism apply to the creative industries?	Focus on what professionalism means within your subject area in addition to the creative industries as a whole.

		Professional codes of conduct and their place in the creative industries.	Are professional codes of conduct important in the creative industries? Do they matter? What about your own discipline area?
3	28/09/17	Working in the creative industries: is freelancing the road to success? The importance of networking within the creative industries.	What are benefits and drawbacks of freelancing within the creative industries? Focus on your chosen discipline area as well as the creative industries as a whole. Why is networking important in the creative industries? How would you go about doing so within your discipline area? What advice and tips would you provide?
4	05/10/17	IP rights and their importance in the creative industries.	What is IP? Does it stifle creativity in the creative industries? How important is it within your discipline area?