

Media 1 | COMM2624

School of Media and Communication
RMIT University

LEARNING BLOG Brief

This brief describes the content you need to produce for your blog-based learning journal.

Each student will be provided with a MediaFactory blog account and personal site in Week 1. It is expected you will use this blog throughout your degree.

Your blog and its content will be formally assessed at three different points throughout the semester. You will receive feedback on your blog from your tutor and peers throughout the semester. 'Feedback' includes verbal as well as formal written comments.

Assessment Dates for you Learning Blog

- Wk 4 (Friday, 24 March, 5pm) | covering Wks 2-4 (15% of your final grade)
- Wk 8 (Friday, 28 April, 5pm) | covering Wks 5-8 (15%)
- Wk 13 (Friday, 2 June, 5pm) | covering Wks 9-12 (20%)

Your blog is the space in which you regularly (i.e. each week) document your learning throughout the semester. It is the space in which you:

- explore and try out ideas
- follow up and reflect upon lectorials, readings, workshops and discussions
- record notes, sketches, ideas for creative work in progress
- make connections between what you are studying and other media events, texts, objects and theories you come across
- conduct and notate independent research (ideas and production)
- iterate thoughts, investigations, media objects
- document and reflect on the set workshop exercises
- document and reflect on any Project Brief work for that section of the course

Requirements

Over the course of the semester you need to be blogging every week.

-We expect THREE posts per week that cover the following bases:

- i. At least one post relating to the lectorial and any reading/s set for that week (it must directly comment on core issues discussed in that class and reading)

- ii. At least one post documenting and reflecting upon a key activity/exercise undertaken in the workshop for that week
- iii. At least one 'initiative' post connecting an idea encountered in this week's classes with a media text/production exercise/event/experience of specific interest to you but that hasn't been specifically mentioned in the course.

Students are reminded that their learning journals are purposefully public and as authors they are responsible for any content posted in terms of copyright; defamation; release permissions for anyone participating/appearing in original sound and image/video original recordings; as well as their own privacy and online identity. We'll be discussing how we negotiate these issues as media practitioners/consumers/citizens/selves early in the semester (and probably for the rest of your degree).

Qualities we are looking for (criteria for evaluation)

- clarity - of written/visual/aural expression
- texture - variety of entries in terms of media materials incorporated (e.g. writing, images, sound, sketches, video)
- depth and breadth of individual reflective practice
- relevance - degree of engagement with key course concepts
- individual initiative - evidence of self-initiated, course-related creative activity outside of in-class activities

Submission

At each assessment point in the course (Wk2/Wk4/Wk8/Wk13) you will be required to complete a submission checklist that will be available in the form of a document/spreadsheet template in your RMIT google drive shared folder. If the submission checklist isn't completed by the due date you will be penalized in terms of the late submission conditions outlined in the official Course Guide.

Note: your tutor/s will assess the blog posts directly online. (No need to print/save separately and put them in your google drive folder)

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