



I have gained invaluable insights into many aspects of media planning, budgeting, buying, client management, business development and the creative process. I have developed my skills across applications including excel and the note.

Franny has made a great addition to the team and supported in many areas of the agency, we look forward to continuing our working relationship with her.

The internship is a great experience to really get you started in the industry. Not only do you learn a great deal about the industry but you also gain invaluable contacts within your chosen industry. It's an amazing opportunity, especially if you are coming to the end of your degree.

Extremely!

Real life examples of industry roles was life changing

Although the internship was targeted towards graphic design, I learnt many other marketing and advertising skills that were relevant to my degree and profession

It was a pleasure having Steven as a part of the team. He interacted well with team members, and was always available to help.

My hosts were very honest, welcoming and professional throughout the 10 weeks and I believe I built a strong relationship with them. They often included me in decisions about the brand other than just graphic design and they both strived to teach me skills in other areas relevant to my degree.

Overall, this internship was an incredibly valuable experience for me and provided me with insights that I would not have gained otherwise.

Thank you for the opportunity!

I would highly recommend it. It was great to get the chance to apply theory learnt throughout my studies and apply them to real life industry situations.

# MDIA5100

## Industry Internship

Term One // 2021

## Course Overview

### Staff Contact Details

#### Convenors

Name	Email	Availability	Location	Phone
Emma A. Jane	<a href="mailto:emma.jane@unsw.edu.au">emma.jane@unsw.edu.au</a>	By appointment		

### School Contact Information

School of the Arts and Media

Room 312, Level 3, Robert Webster Building (G14)

Phone: (02) 9385 4856

Email: [sam@unsw.edu.au](mailto:sam@unsw.edu.au)

Website: [www.arts.unsw.edu.au/sam](http://www.arts.unsw.edu.au/sam)

The School of the Arts and Media would like to Respectfully Acknowledge the Traditional Custodians, the Bedegal (Kensington campus), Gadigal (City and Art & Design Campuses) and the Ngunnawal people (Australian Defence Force Academy in Canberra) of the lands where each campus of UNSW is located.

## Course Details

### Credit Points 6

### Summary of the Course

This course offered by the School of the Arts and Media provides you with an opportunity to undertake industry-engaged learning through internship opportunities with relevant industry hosts. Ideally, you will undertake an internship after you have completed a year of full-time study (or equivalent). At the end of the internship you will provide a summative report of your experiences and work examples completed during the internship.

The internship requires a total commitment of 100-150 hours of work with a host organisation and can be taken in first, second or third term, or over the summer period. Internship opportunities are advertised via the FASS\_WIL\_SAM Internship

page: <https://moodle.telt.unsw.edu.au/course/view.php?id=33514>. Alternatively, you may independently approach a relevant organisation to apply for an internship. Prior to seeking an internship, you may wish to contact UNSW Careers and Employment - <https://www.careers.unsw.edu.au/>- for help assembling your CV, cover letter, and other components of your application.

For more information, visit <https://www.arts.unsw.edu.au/sam/study-us/internships>. For any enquiries, please email the WIL Unit at [FASS-WIL@unsw.edu.au](mailto:FASS-WIL@unsw.edu.au)

To be eligible for this course, you must have a minimum WAM of 65.

### Course Learning Outcomes

1. have gained experience of industry processes and practices
2. apply theoretical concepts and practical skills gained in the program to real-world contexts
3. have enhanced their capacity for independent engagement with industry providers

### Teaching Strategies

This course has no formal teaching component.

## Assessment

This subject is ungraded so a pass is dependent on Satisfactory (SY) or Unsatisfactory (FL) in meeting the course requirements. An SY grade will not affect your weighted average mark (WAM) but a FL grade will. To receive a Satisfactory grade for this course, you will need to:

1. Complete at least 100 hours of your internship.
2. Complete and submit a Timesheet showing the hours you worked during your internship
3. Complete a Student Feedback Form.
4. Ask your supervisor to complete a Host Feedback Form.
5. Complete and submit your Work Evidence (demonstrating a serious attempt to answer the task requirements).
6. Complete and submit your Critical Reflection (demonstrating a serious attempt to answer the task requirements).

## Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Critical Reflection	50%	23/04/2021 05:00 PM	1, 2
Work Evidence	50%	20/11/2020 05:00 PM	1, 3

## Assessment Details

### Assessment 1: Critical Reflection

**Length:** Minimum of 500 words (or rough equivalent for non-text-based submissions) but may make up more of the 1500 to 2500 words required for both assignments in this course.

#### Details:

Students will submit a critical reflection which (i) briefly describes the type of media organization they were placed in (in general terms only, without naming) and their role within it; (ii) identifies a relevant role in the organization at or close to entry level and the skills and attributes needed to complete such a role; (iii) addresses how the type of work they have undertaken/produced during their placement contributes to their host organization and/or relevant media industry. In this last component students should explicitly reflect on such factors as the host/industry agenda, challenges and innovations for the host/industry, questions of ethics which may arise in relation to this work, questions of industry standards, industry processes or media forms. Academic reference should be made, using the Harvard system, and a minimum of five separate academic sources used, to support/explain/define the relevant concepts. The reflective analysis as a whole should be a minimum of 500 words but may make up more of the combined total of 1500-2500 word limit for both assessment components.

Grading will be Satisfactory/Unsatisfactory only and no further feedback will be provided.

#### Additional details:

## **Assessment 2: Work Evidence**

**Length:** Minimum of 250 words (or rough equivalent for non-text-based submissions) but may make up more of the 1500 to 2500 words required for both assignments in this course.

### **Details:**

Students will present a sample of, reports on, or links to original work undertaken/produced during and for the purposes of the internship. This may be a holistic written document (eg news story, client profile etc) or records of research undertaken to prepare for a document/event/process in the host organization, reporting on tasks undertaken, description of workflow in relation to a larger process, or similar, ie it should provide evidence of practical work undertaken during the placement. This should be a minimum of 250 words but may make up more of the combined total of 1500-2500 words for both assessment components.

Grading will be Satisfactory/Unsatisfactory only and no further feedback will be provided.

## Resources

### Prescribed Resources

Please work through the **onboarding kit** you'll find on Moodle before commencing your internship. Other helpful resources can be found on the course Moodle site.

### Recommended Resources

#### Course Evaluation and Development

We respond to feedback received via direct email to the Course Convenor and the WIL Unit, and information provided in the student and host feedback forms.

We hope you enjoy your internship!



## **Submission of Assessment Tasks**

### **Turnitin Submission**

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on [externalteltsupport@unsw.edu.au](mailto:externalteltsupport@unsw.edu.au) . Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support you will automatically receive a ticket number, but if you telephone you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally, assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, it will be stated on your course's Moodle site with alternative submission details.

For information on how to submit assignments online via Moodle: <https://student.unsw.edu.au/how-submit-assignment-moodle>

## Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

**Copying:** using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This also applies to images, art and design projects, as well as presentations where someone presents another's ideas or words without credit.

**Inappropriate paraphrasing:** Changing a few words and phrases while mostly retaining the original structure and/or progression of ideas of the original, and information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.

**Collusion:** working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student before the due date, or for the purpose of them plagiarising at any time, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.

**Inappropriate citation:** Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.

**Duplication ("self-plagiarism"):** submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

Correct referencing practices:

- Paraphrasing, summarising, essay writing and time management
- Appropriate use of and attribution for a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre (<http://www.lc.unsw.edu.au/>). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items.

UNSW Library also has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose
- better manage your time



- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

Some of these areas will be familiar to you, others will be new. Gaining a solid understanding of all the related aspects of ELISE will help you make the most of your studies at UNSW.

<http://subjectguides.library.unsw.edu.au/elise/aboutelise>

## **Academic Information**

For essential student information relating to:

- requests for extension;
- late submissions guidelines;
- review of marks;
- UNSW Health and Safety policies;
- examination procedures;
- special consideration in the event of illness or misadventure;
- student equity and disability;
- and other essential academic information, see

<https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/>

## **Image Credit**

Photo montage by Emma A. Jane

## **CRICOS**

CRICOS Provider Code: 00098G

## **Acknowledgement of Country**

We acknowledge the Bedegal people who are the traditional custodians of the lands on which UNSW Kensington campus is located.