



MDIA3003

Professional Portfolio

Term Two // 2021

Course Overview

Staff Contact Details

Convenors

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School Contact Information

School of the Arts and Media

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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

In this course, you'll learn an innovative job-seeking/job-landing method that is based on the latest labour market research, and that will offer critical insider insights into the careers you covet. You'll build a portfolio that showcases your work, hones your pitching skills, and refines your schmooze. Best of all, the course's bespoke approach means you'll only ever need to focus on the jobs and industries that interest you. It doesn't matter whether these involve journalism, advertising and PR—or something else entirely. You can use this course to target any position you like.

Course Learning Outcomes

1. Research and analyse media industry processes and practices.
2. Locate their own media practice within the current media industry.
3. Effectively present their media practice and expertise to potential employers.
4. Reflect on the future direction of the media industry and its impact on their own media practice.

Teaching Strategies

The lectures and tutorials involved in MDIA3003 will help ensure that as a third-year Communication, Journalism or Public Relations and Advertising student you are well-equipped to seek employment in a large variety of industry contexts. This course will have a strong practical component which aims to consolidate previous studies and help you translate your university training into industry and employment contexts. You will assemble an industry-ready portfolio and develop the confidence to "pitch" yourself and your ideas, as well as to establish and nurture high-level industry contacts.

Assessment

There are two assessment tasks to complete. You must complete and hand in both tasks in order to pass this course. This means that you will fail if you do not hand in one task even if you have a total grade of over 50 from the other two assignments.

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Industry-Ready Product	40%	25/06/2021 05:00 PM	1, 2, 3
Comprehensive Portfolio	60%	13/08/2021 05:00 PM	1, 2, 3, 4

Assessment Details

Assessment 1: Industry-Ready Product

Length: 1000 words (or equivalent)

Details:

1000 words (or equivalent).

Students will receive feedback via course LMS

Additional details:

See course Moodle site for details of this assessment task.

Assessment 2: Comprehensive Portfolio

Length: 1 minute video and 3000-4000 words (or equivalent)

Details:

1 minute video pitch and 3000-4000 words (or equivalent).

Students will receive feedback via course LMS.

Additional details:

See course Moodle site for details of this assessment task.

Resources

Prescribed Resources

See course site on Moodle.

Recommended Resources

See course site on Moodle.

Course Evaluation and Development

MDIA3003 is an unusual course in that it is extremely elastic. This is because it needs to accommodate the career-related needs of a large number of students who wish to work in a large number of different industries and industry sectors. This course also needs to be dynamic in order to reflect the fact that the labour market is constantly changing. Since 2020, especially, the COVID-19-related changes to the Australian and global economies have been extreme. Fortunately, every year we re-write this course in the months before it commences. This ensures: 1) that it incorporates the most up-to-date labour market data possible; and 2) that we are able to respond to your changing needs as well as to feedback we have received from students in previous years. You can assist us with this process by letting us know – at any point – whether this course is working for you or not. We will be seeking your feedback and input throughout the semester (via both formal and informal means) and we will be endeavouring to alter the course whenever possible so that it is as relevant as possible to your individual work and career contexts.

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. 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

Montage created by Emma A. Jane.

Images of comedian Rodney Todd (top left in top row, third from left in middle row, and fifth from left in bottom row) supplied by Rodney Todd courtesy of rodneytodd.com <https://www.rodneytodd.com>

Image of vintage nurse (second from left in middle row) from Modern
Mechanix <http://blog.modernmechanix.com/surgical-mask-made-from-transparent-material/>

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.