University of Wollongong

Faculty of Arts
School of Social Sciences, Media & Communication

Digital Communication Practice: Final Project	DIGC302

Subject Outline:	Spring 2011

Credit Points	8
Pre-requisites	16 credit points at 200-level
Face- to- Face teaching hours	

Coordinator/Lecturer	Chris Gilbey
phone	
e-mail	cgilbey@uow.edu.au
office	Innovation Campus – AIIM Building
consultation times	By appointment

STUDENTS FILL IN YOUR	TUTOR'S DETAILS HERE
Tutor	
phone	
e-mail	
office	
consultation times	

for Arts Enquiries	❒ staff contact details
Arts Central	❒ timetable
	❒ assignment coversheets
Monday–Friday 9am–5pm	❒ handbooks
phone 4221 5328	❒ assignment submission
www.uow.edu.au/arts	❒ administrative forms
fac-arts@uow.edu.au	❒ general information
NB: All assignments submitted via Arts Central are due by 4pm on their due date.	

Generic information relating to all Arts Faculty subjects such as services, codes of practice, rules and policies can be found at Arts Central's webpage, under the link Subject Outlines:
http://www.uow.edu.au/arts/current/artscentral/UOW061165.html

Email Etiquette

Consultation with your subject coordinator and/or tutors via email
Your teachers receive many emails. Please observe the following when communicating with them:

Consider what the communication is about
- Is your question addressed elsewhere (eg. in this subject outline or, where applicable, on the subject's eLearning site)?
- Is it something that is better discussed in person or by telephone? This may be the case if your query requires a lengthy response or a dialogue in order to address. If so, see consultation times above and/or schedule an appointment.
- Since this subject is undertaken with a group focus, have you discussed your question with other members of your group?

Specific email title/ header to enable easy identification of subject related/ student emails
- Identify the subject code of the subject you are enquiring about in the email header. Add a brief, specific header after the subject code to note the specific nature of your enquiry.

Professional courtesy
- Address your teacher appropriately by name (first name is fine) .
- Use full words (avoid 'text-speak' abbreviations), correct grammar and correct spelling.
- Copy your email to the course co-ordinator's gmail account as well as the UOW account. If the matter is urgent call the course co-ordinator on his mobile phone number.
- If you want to meet in person, the best times and places are: either in the lunch break between the seminar sessions, or at the Innovation Campus.

A guide to eLearning 'Netiquette' is available at:
http://www.uow.edu.au/student/elearning/netiquette/index.html

Please note that replies to emails that involve confidential information will not be sent to a non-UOW email address. In addition, teachers have the discretion not to respond to emails sent by students from **a non-UOW email account** due to the potential privacy issues involved.

DIGC302 - Coordinators note that subjects run with 13 weeks of lectures & 12 weeks of tutorials starting in either week 1 or 2

Week	Week Beginning	Lecture	Tutorial
1	25 July	The Virtual Consultancy Concept Guest Speakers: Graduates from last year's class	Establishing communications with client and work flow. Determine roles and responsibilities with the group
2	1 August	Workshop / Seminar: Scoping the problem,	Report on client meeting
3	8 August	Workshop / Seminar: Benchmarking	
4	15 August	Workshop / Seminar Workflow practices	Report on client meeting
5	22 August	Workshop / Seminar Clarifying client goals	
6	29 August	Report on client meeting	
7	5 September	Workshop / Seminar Surveys and Interviews	Report on client meeting
8	12 September	Workshop / Seminar Future-proofing strategies	
9	19 September	Workshop / Seminar Timeline management	
	26 September	**MID SESSION RECESS**	
10	3 October***	Workshop / Seminar Creative Ideation	Report on client meeting
11	10 October	Workshop / Seminar Presentation, Presentation	
12	17 October	Report on presentations to Clients – Requires Travel	Final Presentation To Client
13	24 October	Reflection on the experience	
	31 October	STUDY RECESS	
	5 – 17 November	EXAMS PERIOD	

*__***NB: Lectures/Tutorials that fall on the following Public Holidays will be cancelled:__*
__Week 10__-Monday 3 October is a Public holiday and there will be no classes on this day.
__Students will be advised as to alternative arrangements and can seek advice from their Subject Coordinator.__

(T & L to delete)
__Coordinators note__ – Associate Dean's message about Public Holidays:
No one will be expected to show up on Monday October 3rd … Rather, we ask that you place Lecture notes on your E-Learning site or provide students with them by some other mean. It would be appreciated if photocopying be kept as a last resort, as it is a costly option in a Faculty of this size. Your E-Learning site provides the ideal venue for this kind of eventuality.

Tutorials that fall on Monday October 3rd should be re-scheduled __as soon as possible__; in cases where this is not possible, given the pressure on teaching space and on our own time, I suggest that you also tell students about alternative tutorials they may wish to attend. This should reduce the number of students unable to meet any alternative arrangement.

In subjects where Class Presentations are integral to the assessment structure you should aim to have no presentations scheduled for that week.

Subject Description

This class is conceptualized and designed to give students a real world experience of applying the academic skills that they have learned and to a real world situation

The class is structured so that students work collaboratively with *external real-world* clients. The students' goal with regard to each client will be to ultimately deliver an artefact to the client in the form of a written report that focuses on *a part or all* of the client's digital communications strategy.

Clients have been identified and resourced. The general concept of what might be achieved has been discussed but not the specifics. The specific communication strategy to be devised will be the responsibility of the students.

The course requires students to:

- dialogue with clients on a regular basis
- undertake research to enable an understanding of the client's business ecosystem.
- benchmark the client's current digital communications practices.
- develop an understanding of customer needs.
- examine the client's current and future thoughts on mobile and iPad and their relevance to the client's business.
- research and understand the trends that are relevant to the client's customers.
- conduct focus group research
- understand and apply ethical practices.
- use and deploy digital tools where necessary (such as online surveys).
- deliver regular face-to-face reports to the client using power point, meaning that their presentation skills will need to be exercised and polished.
- build self-reliance and self-confidence, an understanding of the interdependence integral to the workplace.

Students will not be exposed to *Commercial-In-Confidence* material as a result of working with the external clients. As a result there will be no ethical or legal risk created by participation in this course.

By the end of the course students will have collaboratively created and delivered a polished piece of work that will form part of the student's portfolio. At the end of the course students will present their completed digital strategy reports to their respective clients.

Students will also have developed an appreciation of how they should conduct themselves in interviews with executives from businesses.

Class Contact Details

- Formal class times and locations are available from the University's home page. Please note that tutorial times on the timetable are provisional.
- For subject modes of delivery, see 'Subject Format' below.
- Consultation times will be announced in Week 1.
- Students should have enrolled in tutorials via SOLS before the start of session.
- Those with time tabling difficulties should see the Subject Coordinator.

Subject Requirements

- **Subject format:**
  This subject is conducted as a two hour workshop/seminar followed by a one hour break and then a further one hour seminar/workshop.

  The entire course is run as a group activity.

There are no essential readings. However, each student will need to undertake research that will be relevant to the specific topic that emerges during each week. Students will need to be able to demonstrate that they have undertaken the research to their group and to the course co-ordinator. This will require at least 4 hours of concentrated attention so you will need to schedule time to do it. A record will be kept of students who fail to demonstrate that they are adequately prepared.

Students will need to have online access during all periods in which they are undertaking research.

Each week the first hour of the session will be run as an interactive lecture by the course co-ordinator to the class as a whole. This will be followed by break out sessions with each of the groups.

Groups will be selected in the first week and will remain in place for the entire course.

In preparation for each seminar, you are expected to read the essential readings each week. This will require 2-4 hours per week of concentrated attention, so you will need to schedule time to do it. Failure to undertake the readings is likely to result in failure in the subject. A record will be kept of those students who fail to come to tutorials adequately prepared.

- **Attendance requirements**:
  This subject requires an 80% attendance at all classes and tutorials unless this is unavoidable on medical or compassionate grounds and evidence of this is provided through SOLS. Attendance that falls below the 80% requirement, irrespective of the cause, may require you to complete additional written work to complete the subject. If in doubt, consult the Subject Coordinator.

Completing the subject:
To pass this subject you must:

1. Maintain a research journal throughout the session that shows times undertaken for research and websites accessed.
2. Meet the external "client" regularly and keep a journal that shows the times of those meetings and the matters discussed and/or presented.
3. Develop a clear and concise Specifications Document that the client agrees to
4. Complete and present a document to the external client that meets the specifications that the client agreed to
5. Write a reflective report on your experience
6. Participate in group workshop discussions.

Failure to meet all subject requirements (including attendance and submitting specified written work) means you have not met the requirements of the subject.

A mark of at least 50% constitutes 'satisfactory' performance.

Students who do not attend at least 80% of the lectures and tutorials and fail to undertake supplementary assessment tasks at a satisfactory level are likely to fail the subject. See the entry above regarding attendance requirements for further details.

Extensions for written work:
If you present a medical certificate indicating you were not capable of working for a certain period, you will normally be granted an extension for an equivalent time. If you feel exceptional personal or family circumstances have prevented you from finishing an assignment, you should send copies of appropriate documents to the Subject Coordinator, or arrange for the Student Counselling Service to do so, and you should arrange to discuss the circumstances with the Coordinator as soon as you can.

Penalty for late submission of work:
Late work (i.e. any work required for assessment that has not been given an extension) will be subject to a 10% penalty per day (e.g. an essay otherwise worth 70% [Credit] will be marked 40% [Fail] after 3 days). The penalty is applied to the original mark awarded. Work submitted after five calendar days will not be assessed and given a mark of zero.

Technology in class:
The use of mobile phones is prohibited in class. Please switch them off. Do not allow them to ring. Do not let them vibrate. Do not send or receive text messages in class and do not leave the class to send or receive phone or text messages. If there are exceptional circumstances (such as dire health problems within the family) that require you to be on call, please consult the Subject Co-ordinator.

Students who bring laptops or I-Pads to class are expected to use them for note-taking during lectures, or research during tutorials (if appropriate). If you are found using them for purposes other than those directly related to the content of the subject, you will be asked to leave the class.

Failure to meet these requirements can lead to a technical fail in the subject.

Learning Outcomes / Graduate Qualities

On successful completion of this subject, students will be able to:

1. Optimize the application of skills and knowledge developed in Arts Faculty subjects.
2. Communicate intelligently and persuasively with potential clients at all levels of management
3. Critically assess their strengths and weaknesses in a creative work focused environment
4. Articulate client needs in the workplace
5. Demonstrate an ability to use their learning in a business environment.
6. Identify a range of viewpoints and critiques arising from direct interactions with real world clients, an in particular the relevance of various digital communications platforms to enterprises that they interact with.

Faculty Graduate Qualities

Informed - Have a sound knowledge of an area of a disciplinary study or interdisciplinary area of study offered by the Faculty of Arts through its majors with an understanding of its current issues, their contexts and developments over time.

Independent Learners - Engage with new ideas and ways of thinking, enquiry and critical analysis of issues and research through a sequence of subjects that culminates in the ability to reflect broadly on their field of study. Acknowledge the work and ideas of others.

Problem Solvers - Take on challenges and apply the relevant skills required to respond effectively to the central issues raised. Be flexible, thorough and innovative and aim for high standards.

Effective Communicators - Articulate ideas and convey them effectively using a variety of modes. Engage collaboratively with people in different settings. Recognise how culture can shape communication.

Responsible - Understand how decisions can affect others, and make ethically informed choices. Appreciate and respect diversity. Act with integrity as part of local, national, regional, global and professional communities.

The Faculty Graduate Qualities can be found on the following website:
http://www.uow.edu.au/arts/current/FacultyGraduateQualities/index.html

Changes to subject content

This course has been modified for Spring 2011 to provide a continuing focus on the way that digital technology is evolving and how organizations tend to not adapt to new communications technologies as fast as the technologies evolve. The marking allocation and Assessment Tasks reflect this modality. There is a requirement to write a 1500 word reflective article at the end of the course (weighting of 15%) Students are required to initially meet with clients and establish a design ethos for their reports (weighting of 15%). Students will need to continue to meet with their clients and will undertake focus group research and online surveys (weighting 25%). Students will deliver a presentation to the client in the form of a written document that may include images, video, links to material online and/or iPhone or Android apps that demonstrate the thinking behind the reports that are delivered (weighting 45%).

Special Consideration

Students who miss a deadline, or fall below the minimum attendance requirements, or otherwise find their work in the subject affected by illness or serious misadventure should lodge a formal request for Special Consideration via SOLS. The procedures for lodging a request are available at:

www.uow.edu.au/handbook/courserules/specialconsideration.html

Conventions Governing Written Work

Presentation

- Reports delivered will be designed by students to meet their best understanding and belief of what will be most useful and appealing to their clients.
- Therefore the determination of what constitutes best practice will be established by the students.
- When delivering the reflection on the course the following hold true:
  - all assessments should be word processed;
  - all assessments must be page numbered;
  - all sources must be properly referenced, including page numbers for bibliographies or works cited;
  - assessments must be laid out in 1.5 line spacing (minimum) or in double spacing;
  - use one font consistently throughout the assignment;
  - 12 to 14 point fonts for headings, 11 to 12 point fonts for text, 10 point fonts for bibliographies, 8 point text for footnotes;
  - leave a margin of no less than 3 cm to allow for markers' comments;

*NB **Student submissions which do not conform to these presentation criteria will lose 5% for each of these criteria that are not met. They will NOT be returned to students for resubmission, so it is up to students to ensure that their assignments conform with these criteria.***

Plagiarism

Students are responsible for submitting original work for assessment, without plagiarizing or cheating, abiding by the University's policy on plagiarism as set out in the University Handbook under "Universities Policy Directory", and in Faculty Handbooks and subject guides. Plagiarism will not be tolerated and severe penalties can be imposed on students who do not adhere to the required standards. Plagiarism has led to the expulsion of offenders from the University.

For full details about the University's plagiarism policy see:
http://www.uow.edu.au/handbook/courserules/plagiarism.html

Submission of Assignments

Unless your lecturer asks you to do otherwise, submit all assignments by depositing them in the STS slot opposite the Arts Enquiry Centre (19.1050 in the Arts building).

All assignments deposited in the School slots must have a cover sheet attached. Ensure that all sections are filled in including your tutor's name and the assignment question. Coversheets can be found above the bench opposite the Enquiry Centre. You can also download a coversheet from the Faculty's webpage at: www.uow.edu.au/arts/coversheets/index.html. Make sure you download both pages.

If you want a receipt for your assignment, fill out the bottom section of the coversheet and ask the person to whom you submit the piece of work to sign the form or date-stamp it for you.

Students must keep a copy of all work/assignments handed in.

Assignments sent by fax or e-mail will not be accepted unless agreed between the lecturer and student.

Return of Assignments

The University's Code of Practice Teaching and Assessment requires that at least one assignment be assessed and returned before Week 9 of session.
Assignments submitted during session will be returned to you by your lecturer or tutor. The Enquiry Centre does not hold any assignments during session.

Assignments submitted at the end of session will be held at the Enquiry Centre until the end of Week 6 of the following session. After this time, assignments will be disposed of. Please take your student card with you when collecting your work.

During this period, assignments can be collected:
Monday-Friday between 11.30am-12.30pm and 3.30pm-4.30pm.

Assessment Tasks – in detail

1:	1st Client Meeting and Design Ethos
due:	4pm Friday week 3.
weighting:	15%
length:	1000 words

Students are required to meet with clients regularly and establish a brand guideline or brand book for the finished report that they will be required to develop for their clients. This book will specify all design criteria that the students will be held to for the evolution of the report that they ultimately create. Students will need to demonstrate at the end of the course that they have fulfilled whatever standards of excellence that they have set for themselves at the outset.

2:	User Research
due:	4pm Friday Week 8
weighting:	25%
length:	Class Presentation

Students will conduct both online surveys and focus group research of end users for the clients' products and/or services. Students will be required to present to the class as a whole the findings of their research and the methodologies that they used. Marks will be allocated on the basis of the apparent value of the research undertaken and the robustness of the methodologies used. In undertaking this research on behalf of the client, the students will ensure that all participants in the surveys provide formal permission for the survey results to be aggregated and delivered to the client, and the students will ensure that no client confidentialities are required to be revealed so that there is no risk of the students being exposed to any ethical or legal issue that may create any risk for themselves.

3:	Client Report
due:	4pm Friday Week 11
weighting:	45%
length:	Minimum 3,000 words (students will not be penalized for lengthier works)

The scope of this report will be established by the students at the beginning of the course. The content will include whatever materials they deem to be necessary after dialogue with the client. The determination of whether the report is successful or not will be determined by review of the document by the course coordinator and by independent validation of the usefulness of the report from the clients.

4:	Reflective report
due:	4pm Friday week 13
weighting:	15%
length:	1500 words

The Reflective Report provides you with an opportunity to reflect on your experience during

the period of the course. It should provide background on the client enterprise and it should explore the way that you applied skills and knowledge from your Arts course in general. It should show the way that your theoretical knowledge has application in the marketplace. A successful report will combine all of these elements to demonstrate the student's ability to adequately engage with both the academic and practical aspects of the subject.

Tutorial Guide:

Week 1 - Week beginning **25 July**
The format of each seminar/tutorial will remain the same each week.

Each week there will be a three hour seminar that is broken up as follows:

1st hour: Student presentations of work from previous week to group as a whole and benchmarking themselves against their own timeline.

2nd hour: Break out group work that focuses on their group tasks – identify stress points and develop tactics to solve problems.

Lunch break

3rd hour: Group activity continues and then entire class reconvenes to announce their respective tasks for the coming week.