MED7018 Social Media as Practice

• COURSE WORK ASSIGNMENT ONE •

Social Media 'Event'

This assignment is worth **40%** of the marks for this module.

Aims:

For this assignment you will contribute content towards, and support the development of, an 'event'. The event (which might be a consultation, a social media lab or surgery, an unconference etc.) will function to highlight your skills to an external audience of your choosing.

At the event you will propose social media 'solutions' for a particular set of problems, 'gaps' in market or contexts. The aim of the 'event' is to engage with a number of audiences, and raise the profile of your work. You will produce a portfolio of your contribution to the event and an evaluation.

Task:

- Contribute to the development of, and the content for, an innovate and creative 'event' that enables you to showcase your social media skills and knowledge with an external audience.
- Produce a portfolio of evidence of your contribution for submission along with an online portfolio that demonstrates the development of your practice and the breadth and depth of your understanding of social media as practice.
- Write a critical evaluation that reflects on how you are developing your practical skills in line with the objectives and strategies you have set for your own personal and professional development (1500 words in length)

Conditions:

You should organise your submission in a structured and coherent manner. It should be typed, double-spaced and in a single digital document. It should contain comprehensive and accurate referencing, a bibliography and links where appropriate.

Deadline:

Submission is online via Moodle. Your digital document (in PDF or Microsoft Word formats only) should be submitted before **23:55 Friday 4th April 2014**

Mark Scheme:

Your work will be assessed against the following FOUR criteria:

Criteria for assessment:

1. breadth and depth in understanding of social media practices;
   (the extent to which you have developed your practice and can demonstrate exploration of such practice through examples and reference to secondary sources).

2. creativity and innovation of event;
   (the extent to which your event shows innovation and the creative contribution you have made to its development).

3. appropriateness of 'solutions' to social media context and 'client';
   (the extent to which the work produced for the 'event' is suitable for the needs of the nature of the event and the audience)

4. evaluation of objectives and strategies.
   (critical reflection on how you are developing your practical skills in line with your own personal and professional development)

Equal marks will be awarded under each heading.

The completed work will only be accepted in accordance with the University's policy on deadlines and extensions. The work in this module is not anonymously marked.