

Discipline of Media
**Media Industry Placement course
assessment**



The student's final report is the major assessment piece and is worth 40% of the overall grade for the course. The report will contain a discussion/analysis component and an appendix. *For all students the report is due two weeks after the placement is finished. Please submit on your due date to Napier Office by 12.00pm.* Students whose placements finish after the last day of Study Week must get special approval from the course coordinator for a later submission deadline. This is very important if you are expecting to graduate. Students must keep a copy of the report for their own records.

1) The Report – Discussion/Analysis (worth 40% of the total marks)

This is the body of the report and needs to be between 5000-6000 words. You need to briefly describe and analyse your host institution and give an account of your placement. The report should be structured and referenced. The placements vary enormously and how the tasks or projects completed will also shape how the report is constructed. Suggestions include:

- Analysis of the role you believe the organization (or section within an organization) seeks to play and actually plays within the local and broader media community;
- Description of your own role, including discussion of the training you received, the skills or knowledge required and the functions you were asked to perform;
- Analysis of the technologies/software relevant to your host workplace. If relevant, you might like to discuss the skills or training which you received, and/or, brought to the workplace.
- Analysis of the future for your workplace or specific technologies e.g. the future of print media; or gaps in advertising markets.
- Analysis of your response to the workplace. For example, discussion of how well you feel you performed as a participant in the workplace, if you had successes, or if you encountered problems.
- Analysis and discussion of your own work. This depends on the nature of your placement. For example, the programmes produced or contributed to, articles which were written or contributed to, web pages that were designed or contributed to, publicity materials that were prepared, marketing campaigns that were participated in, designs that were contributed to, events that were organized, etc. Please provide any early drafts and corrections of project work. *In some cases confidentiality arrangements may mean that it will not be possible to provide full details.*
- Analysis of how the work you produced/contributed to indicates the communicative conventions operating in the organization.
- Analysis of skills and competencies gained in your media studies in relation to your workplace and experiences.
- Suggestions (if any) on how you believe your own experiences as an intern might have been improved.
- Suggestions (if any) as to how you believe the organization might modify its practices or performances in regards to its connections to the media, both internally and externally.

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2) Supervisor Evaluations (worth 60% of the total marks)

a) Your academic supervisor will assess your handling of all organisational matters: initial meetings, email correspondence, *the two emailed progress reports*, meeting of due dates and so on. You will be graded on how well you demonstrate you can adapt to independent, external work (30% of the total).

b) The other component of the assessment will be an evaluation of the student's performance by the workplace supervisor (30% of the total). The supervisor will be asked to identify, in general terms, the student's primary strengths and weakness and to comment on their overall performance.

Specifically, the workplace supervisor will be asked to rate and comment on the following:

1. Attendance, punctuality and personal presentation of the student
2. Ability to perform according to expected student competency
3. Ability to listen to advice, accept suggested corrections and learn from the workplace experience
4. Ability to work in a team and to communicate and otherwise interact appropriately with others
5. Ability, where necessary, to work unsupervised
6. Time management skills, ability to meet deadlines and complete assigned projects on schedule
7. Dedication to the task and other assigned duties
8. Creativity and originality in the execution of tasks
9. Overall quality of the student's work.
10. Knowledge of the codes of practice of the organization and ability to abide by these.