

Health Promotion year 2 Practical Media Skills

ASSIGNMENT OUTLINE

This year, we have the opportunity to engage in a number of projects:

- Make a radio ad (Smarter Travel)
- Produce a short video (Smarter Travel)
- Create a poster (Smarter Travel)
- Prepare for Marchathon

All students will be involved in **TWO** of the above projects.

In addition, all students will be required to participate in **ALL** of the following activities:

- Run Marchathon
- Blog on current activities and Health Promotion issues
- Collaborate with UW on digital storytelling techniques

ASSIGNMENT 1: RADIO AD / VIDEO – 20% OF OVERALL MARK (Students must partake in ONE of these tasks in groups)

- 20% of the marks will go for the script and/or storyboard for the radio ad/video. This will mean the script and/or storyboard must use the appropriate layout, be clear, and be free of spelling and grammar errors;
- 60% of the marks will go for the preparation, collaboration, originality, creativity and organization of the radio ad or video itself;
- The remaining 20% will go for the final product (the effectiveness of the message and the professionalism of the final product).

N.B. Radio ads/videos cannot be longer than 45 seconds. Please see other important details here: https://www.smartertravelworkplaces.ie/wp-content/uploads/Campus_Awards_Guidelines_Booklet.pdf

Note – radio ad: Please ensure that you use the template provided for the writing of your script. If you do not, this will impact upon your mark.

Assignment 1 deadline: March 1st.

ASSIGNMENT 2: POSTER/MARCHATHON PREP - 20% OF OVERALL MARK (Students must partake in ONE of these tasks in groups)

Marks will be assigned based on the following:

- **Poster:** 60% of the marks will go for the preparation, collaboration, originality, creativity and organization of the poster.
- 40% of the marks will go for the final poster: layout, design, use of colour, clarity of message, etc. Please see the Smarter Travel poster example here: https://www.smartertravelworkplaces.ie/wp-content/uploads/Campus_Awards_Guidelines_Booklet.pdf

- **Marchathon:** 100% of the marks for preparing for Marchathon will go for the following tasks, ALL OF WHICH NEED TO BE COMPLETED ON OR BEFORE 1ST MARCH (SEE DETAILS BELOW):
 - Compiling an email list of all potential participants;
 - Setting up a Marchathon Instagram account;
 - Contacting all participants with a weekly email building up to 1st March and the launch of the event (starting next week – Week 5). These emails should also ask participants to sign up to our social media – Marchathon at WIT on Facebook, and new Instagram account;
 - Signing participants up to Active Travel Logger (or contacting all participants about how to sign up themselves);
 - Holding another Marchathon registration drive;
 - Organising the Marchathon launch on Friday 1st March (launch event in the Gallery or another venue; activities; a short talk; perhaps an outline of what events to expect, etc.)

Assignment deadline: Friday 1st March

ASSIGNMENT 3: RUNNING MARCHATHON – 20% OF OVERALL MARK

- Engagement and participation in organising ongoing events to encourage walking
- Ensuring that the initiative is visible on campus (promoting it through posters, social media, email, and events)
- Organising a prizegiving at the end of the month.

Assignment deadline: 1st – 29th March.

ASSIGNMENT 4: BLOGGING – 20% OF OVERALL MARK

- Interesting and creative engagement with WordPress platform for reflection on other activities in the module and/or current issues in Health/ Health Promotion.
- All blogs must contain at least FOUR posts. Each post must be at least 300 words and no longer than 700 words long.
- Tips: Ensure that your blog has a personality, that you create a writing style that is easy to read and engaging, and that your blog posts are long enough to discuss something thoroughly. Please also pay attention to spelling, grammar, punctuation, layout, use of language, and sensitivity to subject matter.

Assignment 2 deadline: This will begin in March (Week 7) and will be marked in Week 12. You will get individual feedback on how you are doing in the tutorial classes throughout the semester.

Important note: Please follow my blog (Jenny Are Ulo - <https://jennyareulo.wordpress.com> - so that I can follow you).

ASSIGNMENT 5: COLLABORATION WITH UW ON DIGITAL STORYTELLING – 20% OF OVERALL MARK

This year, we are lucky enough to be able to collaborate with UW on the topic of DIGITAL STORYTELLING IN HEALTH PROMOTION. As part of this collaboration, we will have small projects to complete (such as the Who I am project which will introduce students to one another). Please see below for details.

- **Who I am:** This assignment is due by Friday 15th February and must be posted to the Padlet by 12pm on this date. Please follow instructions at the top of the Padlet and see the “Who I Am” template underneath. You can tell your story in whatever way you see fit: a photo story, a video, a written poem with pictures, but please try to be creative and tell us your story. See the examples on the Padlet for inspiration. For this task, think about the answers to questions like: What’s important to you? Who do you look up to? What are your dreams and passions? Do you like jam sandwiches? When you were young, did you want to be an astronaut when you grew up? Do you still want to be an astronaut? It can be serious, funny, or zany, but should tell us something about you that we will remember!
- Discussion of cross-cultural Health Promotion topics;
- Participation in Zoom chats;
- Fulfilling any additional short digital storytelling tasks in class.

Assignment deadline: Ongoing until end March.