*COMMS 302 Visual Communication*

**(Semester 2, 2019)**

**ASSESSMENT /ASSIGNMENTS**

There are four assessment components for this course. You will be given separate documentation detailing each coursework assignment nearer the time it is due. In summary, the four components are as follows:

**1. Multiple-choice Test – covering aspects of the first six weeks of the course**   
40 multiple choice questions that review the content of Weeks 1-6. You will have 24 hours to complete this test on-line through Canvas.  
Percentage of total mark for the course: 20%.  
Date: Monday 2 September.

**2. Group Presentation**   
15-minute group presentations will be delivered in tutorials during Weeks 7-12.

Percentage of total mark for the course: 15%.

Topics to be decided and negotiated.

All members of each group will be expected to contribute to the final presentation and deliver a segment of it. A collective grade and mark will be assigned.

**3. Multiple-choice Test – covering aspects of the final six weeks of the course**   
40 multiple choice questions that review the content of Weeks 7-12. You will have 24 hours to complete this test on-line through Canvas.  
Percentage of total mark for the course: 20%.  
Date: Friday 25 October.

**4. Visual Analysis Project**  
Length: around 3000 words, including visual components.  
Percentage of total mark for the course: 45%

Date: Friday 1 November.

* Presentation texts and Final Projects MUST be submitted electronically to turnitin.com through Canvas *by the deadline*.
* Your overall mark is the sum of your multiple-choice tests, presentation and final project marks.
* **You should complete ALL coursework.**
* You will not pass the course if you do not submit a final project.
* **There is NO examination for this course.**
* A total of 50% (C-) is the minimum pass mark.

**DEADLINES AND EXTENSIONS**

Deadlines for coursework are non-negotiable. The Multiple-choice Tests may only be completed on-line during the 24-hour period indicated. In extreme circumstances, such as illness (we may require a doctor’s certificate) you may seek an extension for your Final Project. Extensions must be personally negotiated with your course tutor **at least two days** before the Final Project is due. Extensions must be registered with the course tutor, otherwise the Final Project is treated as overdue and mark penalties apply.

**All late Final Projects will be penalised *one mark per day*. This includes each day of the weekend.**

**PLAGIARISM**

**All cases of plagiarism will be brought before the Media and Communication Disciplinary** **Committee**. To avoid this, students should consult [http://owl.english.purdue.edu/handouts/ research/r\_mla.html](http://owl.english.purdue.edu/handouts/%20research/r_mla.html)

Plagiarism is intellectual theft and is committed when you fail to indicate clearly your use of other people’s ideas, facts, research, information etc and the source of these. Anything that is the work of another student, a lecturer, a published author, on the Internet, in the newspaper etc, must be referenced.

Plagiarism is regarded as a serious form of cheating and may result in a mark of zero and the assignment being withheld. The most serious cases may result in suspension or expulsion from the University and/or a fine. **All students in this course are required to process their assignments through turnitin.com, software programmed to reveal both direct and paraphrased use of published material. Guidelines to turnitin.com are on the UoA Teaching and Learning website at:** [www.auckland.ac.nz/cir\_teaching/index.cfm?action=display\_page&page\_title=Plagiarism\_Cheating](http://www.auckland.ac.nz/cir_teaching/index.cfm?action=display_page&page_title=Plagiarism_Cheating)

Please use footnoting or in-text referencing AND a general bibliography. BOTH of these are required. Learning the conventions of citing source material is an important academic skill because it allows you to use other people’s ideas to support your own argument, or use them as a base from which to pitch your own counter-argument. Your tutor will help you with this if you ask, but you should also work to develop your skills yourself. **Referencite** at the following website is an extremely useful aid for referencing:

<http://www.cite.auckland.ac.nz/links.php>

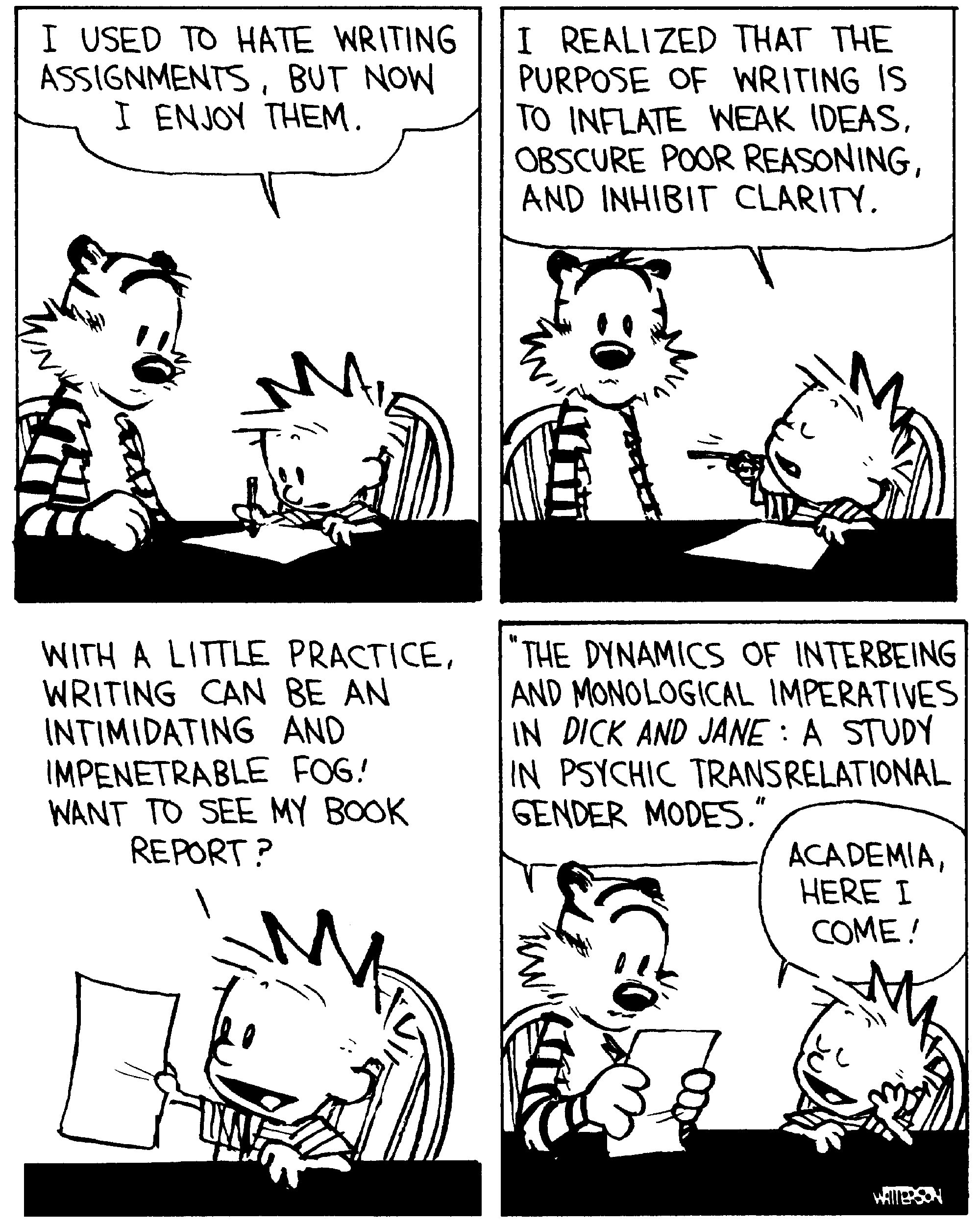
PRESENTATION OF COURSEWORK

This is a course on Visual Communication so naturally good quality images and their analysis will form an important part of your Final Project.

**Acknowledge your sources properly.** You must properly reference the sources from which you have taken ideas, arguments and/or quotations. You need to do this according to an approved system for academic referencing. Failure to do so could lose you marks or, worse still, constitute **plagiarism**. As you will see from reading different academic materials, there are several approved systems for providing references and bibliographies. See the following web site for an explanation of the MLA system of referencing you are encouraged to use:

<http://www.cite.auckland.ac.nz/quick.php>

When researching and taking notes in preparation for a coursework assignment, it is vital that you note down information such as relevant page numbers, full titles and publication details as you will be required to provide this information in the form of a bibliography (a list, arranged alphabetically by author’s surname, of all works cited in your assignment) and to cite specific examples in footnotes or in-text references.

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