

## ICOMM 210: Introduction to Social Media

Assignment: Benchmark

Point Total: 50 each

**Overview:** Students will be required to create 3 5-minute screencasts that demonstrate their websites development; these screencasts will be accompanied by summary sheet with hyperlinks to all content created as well as a comprehensive bullet-pointed description of each section of the site that's been updated.

### Objectives:

- Demonstrate the ability to clearly communicate progress and changes within an interaction design process as demonstrated by the screencast.
- Demonstrate the ability to critique work as a way to improve performance as part of the Lifecycle Design project management process as demonstrated by screencast comments.

### Requirements:

- Screencast:
  - Using screen capture software such as Jing, students will **record** a brief overview of the websites, with particular emphasis on large, holistic changes, evaluation methodologies, and analytics.
  - Students will then **upload** their screencasts (e.g. [www.screencasts.com](http://www.screencasts.com) or [www.youtube.com](http://www.youtube.com)) and provide a link by editing the appropriate post on the class blog ([icom210.wordpress.com](http://icom210.wordpress.com)).
  - The assignments should be **tagged**: lastname, screencast#
- Discussion:
  - Students are required to watch and comment upon at least 2 other screencasts, making substantive criticism.

### Grading:

	A	B	C	D	F
Screencast (40)					
Discussion (10)					
<b>Total</b>					

\*This is not a production class, so we don't expect perfect quality; however, you should create screencasts deliver information in a clear, concise manner. In other words: don't wing it. We can tell, and that will cause a mark down on your grade.