ITECH 1100 Understanding the Digital Revolution

Video and Disruption Report Assignment

Overview

For this assessment task, you will create a **two-minute video** and **written proposal** about the impact of a particular technology on an industry or field.

The purpose of this assignment is for you to develop your big-picture thinking, and to explore various impacts of the ever-changing IT industry.

Timelines and Expectations

Percentage Value of Task: 20%

Due: 4:00 PM Sunday, end of week 11 (See course description for dates)

Minimum time expectation: 40 hours

Learning Outcomes Assessed

The following course learning outcomes are assessed by completing this assessment:

- A3. Apply business information software for data visualization and analysis purposes;
- S2. Review a range of information system applications;
- S3. Interpret and construct representations of business data flow and processes;
- K2. State the uses of emerging technologies within key industry contexts; and
- K6. Explain the concepts of software development within key industries.

Assessment Details

The Digital Revolution is not limited to the past – we should expect changes to continue for the foreseeable future. The aim of this assessment is for you to explore how IT might change a particular industry in the future, based on current trends and upcoming technologies.

For this assignment, you need to create a short video. There are many different tools available to help do this; Windows Movie Maker is available in the labs. It is also acceptable to perform a single-take video using a smart device or webcam.

Your topic *must* be **automatically generated**, based on your student ID. Please use the **Topic Generator** link in Moodle, and choose only one of the topics available.

Topics are of the form:

"The potential impact of {*Technology*} on {*Industry or Activity*}".

> Not all options are strictly technologies – some are applications of technology

Preliminaries

Create an ePortfolio page which you will use to submit your work. Make sure you keep the page *private* – you do not need to set the visibility of your ePortfolio to public for this assessment task.

Access the Topic Generator through Moodle, and choose one of the available topics.

Part one – Research

The first step to creating your video and report is to explore both the technology and the industry, to understand the potential impacts.

Write a short description of the technology and the industry (150-300 words each), and add both to your ePortfolio page. You may use *any* relevant sources, including websites, blogs, tweets, journal articles and textbooks. Ensure you reference any sources appropriately.

Part two – Brainstorming

For your topic, list *at least* **three** ways the technology may change or disrupt the industry. Include this list on your ePortfolio page.

If you are having trouble, remember that this is a creative task – it's ok for your ideas to be 10 or 30 years in the future. The more you can come up with at this stage the better, even if you think your ideas are completely implausible.

> Some hints:
>
> - Consider the impact of the technology on the *people* in the industry; will it make their lives easier or harder?
> - Can you draw parallels to other industries where your technology may have had impact?
> - Are there other technologies you're aware of that might, together with your chosen technology, have a stronger combined impact?
> - Creative thinking requires a dedicated block of time and the freedom to play around with ideas. Don't leave it to the last minute!

Once you have brainstormed a number of impacts, **choose one** to focus on for the next two assignment parts. Review the rest of this assignment specification before choosing.

Part three – Regulation and Ethics

Choose one technology impact from the previous exercise, and identify **at least four** factors or constraints that make this impact possible, or which might prevent it occurring.

Frame these within Lawrence Lessig's regulations – Market, Law, Architecture (Physical/Natural) and Norm(Social/Ethical). Include them in your ePortfolio page.

At least one of the factors or constraints should be ethical in nature.

> You may choose to identify one factor or constraint for each of Lessig's categories, or have multiple in one category. For example, it is ok to have three Market constraints and one Norm constraint.

Part four – Disruption

Identify **one process** within your industry or field that would change as a result of your chosen impact.

> Some hints to identify processes:
>
> - Consider processes in acquisition, manufacture, supply, support, staffing, and communication
> - Write a brief use case – like a case study but focussing on interactions and processes
> - Try searching! For example, "*business processes in ticket sales"* (but use your chosen business). Don't just copy an existing diagram though.

For this process, determine:

- *Events;*
- *Activities or Tasks;*
- *Decision points;*
- *Actors* (people and/or objects);
- *Outcomes*

Refer to lecture materials and readings for descriptions of these terms.

Write a description of this process in English (about 200 words), referring to the above events, tasks, decisions, actors and outcomes.

> It is acceptable and expected that you make a number of **assumptions** about the process, but these should be explicitly included in your description. What are you basing your understanding on?

Identify specific components of this process that would change due to your technological idea. **Describe how these components would be affected by the change** (200-300 words). It should be clear which events, tasks, decision points, actors, and outcomes are affected, and in which ways. This may include components being removed, replaced, augmented or added.

Include justification for why these components are affected by your specific technology.

Use process model diagrams to support your description – one before and one after the change.

> These need to be detailed enough to show the change in processes, but not so detailed that the changes are hard to spot. The purpose of your model here is to show the impact of the technology on the business process; let that guide your level of detail.

Part five – Video plan (optional)

Depending on how you envision your video, it may be worth creating a plan and a script. Some people are comfortable doing unscripted video, if this applies to you **this part is optional**.

There are several ways to plan your video, common approaches are writing *scripts* and/or *storyboards*. A script lists the words to say in your video, but also may include directions such as what to show on screen or how to act. A storyboard is a series of sketches showing how shots are framed. There are plenty of resources online to help you create a script or a storyboard.

Create a script or storyboard to help you plan your video. You do not need to submit it as part of your assessment task (but you can!).

Part six – Video

Using any software or other tools you like, create your video!

Two minutes is not very long. You don't have to cover everything from your report, nor all of your brainstormed ideas. You may choose to talk about several of your ideas at a shallow level, or speak in more depth about just one. Pick whatever is going to make the most engaging 2-minute video.

Your video can be made however you like - talking to camera; using narrated slides; describing a sketch; or combining multiple methods. Choose an approach that best suits you and the content you are trying to deliver.

Target your video to your peers in ITECH1100 – it should be understandable to people who are familiar with the content of the class but who are not experts in your topic.

You must use at least one supporting graphic in your video. This may be a chart you have generated from Excel, a supporting diagram that you have created, or any other graphic that supports your video.

You must create the graphic yourself.

Regardless of how you choose to make sure your video, ensure:

- Sound and narration is clearly audible;
- enough context is included to demonstrate understanding of the industry and the technology, and the significance of the impact;
- the length is between **1:45** and **2:15;**
- an appropriate sequence is followed so that a viewer can understand the context and content. Your audience is your peers in ITECH 1100.
- graphical elements are clearly legible.

Your video should be recorded and edited in 720p or higher (if possible).

Upload your video to one of the following services:

- **YouTube** – youtube.com
- **Vimeo** – vimeo.com

Embed your video in your ePortfolio page as an External Media block.

Submission

To submit your assignment, submit your Mahara ePortfolio page and via Moodle.

Marking Criteria/Rubric

Refer to the attached marking guide.

Feedback

Feedback will be supplied through Moodle. Authoritative marks will be published through fdlMarks.

Plagiarism:

Plagiarism is the presentation of the expressed thought or work of another person as though it is one's own without properly acknowledging that person. You must not allow other students to copy your work and must take care to safeguard against this happening. More information about the plagiarism policy and procedure for the university can be found at http://federation.edu.au/students/learning-and-study/online-help-with/plagiarism.

Marking Guide: Video and Disruption Report Assignment

Student ID:	Name:	Marker:

Criteria	Maximum	Obtained
Written content		
• Accurate and succinct description of technology and industry	2	
• Brainstorming – ideas for at least three ways in which the tech may impact or has impacted the industry. Ideas demonstrate at least superficial understanding of the technology and industry	3	
• Regulations – at least four factors/constraints that may affect the adoption or impact of the technology. One must be an ethical constraint	2	
• Identification of process components	2	
• Description of changes, including diagrams	3	
Video		
• Video is easily understood without reference to written materials; structure is clear and appropriate	2	
• Ideas are clearly expressed and suitable for the audience.	2	
• Includes appropriate graphical element(s)	2	
• Video is engaging and well presented	2	
Quality of written work: Appropriate use of English and referencing (up to 3 marks deducted).		
Quality of video work: No extended gaps at start or end of video, audio is an appropriate level and minimally noisy, text and graphics are legible. (up to 2 marks deducted) Length of video is within specified boundaries (1 mark deducted, plus 1 additional mark deducted for every 30 seconds over or under)		
Total	**20**	