

# Assignment Brief

## Project in New Media (ADE690)

### Week 4 until Week 6

**Assignment Title: Knowing and Understanding your Issue Well**

**Assignment Duration: Two Weeks (20<sup>th</sup> April – 4<sup>th</sup> May 2020)**

**Assignment Weightage: 20%**

#### **Context of the Assignment:**

Since the last couple of months, the whole world including Malaysia is discussing on the issue of pandemic coronavirus (COVID19). This global issue of health has impacted many sectors such as economy, socials, tourism, and not to forget education. Thus, the Malaysian government has strategies many initiatives in ensuring all citizens will stay safe and calm during this hard time, until this issue is over. One of the planned is by practicing the Movement control order (MCO), where all people were asked to stay at their home, and minimize being outside.

Although this initiative seems to work well (up until today the number of cases in decreasing day by day), without we realized that some people are struggling under the MCO. Few studies have show that some people feel depress and stress out during the MCO. This statement is supported by report informed that people who are caught under the MCO ruling giving excuses that they cant stay inside the house for so long. Although they understand that they need to do so in stopping the virus from spreading more and knowing that the virus might infect them.

In accordance to the MCO, there are related issues related to the COVID 19 (which represented from your Week 3 & Week 4: In Class Activity – Info graphic Poster). Thus, those mentioned and listed issues need to be studied before resolved immediately before it become worst. As mentioned by the Prime Minister, all of us need to work together and contribute what ever we can to face this difficult time. This is the time where all Malaysian work together as one nation and family, in ensuring we will win this fight.

#### **Assignment Description:**

Considering above-mentioned statements, student (individually) as a pre-service VAE teacher should stand forward to contribute under this challenging time. It is believed that with vast knowledge, skills and experience gained, this is the best time for student to express and practice it into actual context. Further, by mastering two disciplines (education and visual art), students should be able to contribute something for the betterment of other people, the community and also the nation.

By adopting the design thinking approach, student (individually) will be asked to conduct a comprehensive study of user's needs and interest towards designing and developing effective materials (tool, application, product, artwork, etc.) reflecting to the issue. The study can be carried out either in a

form of survey, interview or combination of those two. Under the MCO policies, it is expected that this task to be conducted via on-line platform. Student also is expected to conduct this process in proper academic manner, where data gathered will be used as guideline to design and develop his/her teaching and learning materials. Further, suggestions from chosen Instructional Design Model (IDM) should be conducted in making sure appropriate steps taken. As an outcome of this assignment, student will produce a simple report in justifying the need to design and develop his/her proposed teaching and learning materials.

#### **Assignment Expectation:**

In meeting the assignment objectives, student is expected to carry out a survey or/and interview from his/her target respondents (users). Responses and feedbacks obtained from the targeted group (which focusing on chosen issue) will be presented in data form (diagram, graph, tables, etc.). It will also be used to conduct the next steps of the project's steps (refer to design thinking circle). Further, data obtained are valuable in understanding the issues and problem better. As a part of student's research findings and justifications of actions taken, this assignment will help students in practicing proper procedure in conducting academic types of research and product design and developmental research.

#### **Outcome from the Assignment:**

Student (individually) is expected to carry out user's need analysis study pertaining to his/her chosen topic. Student might want to choose their preferable data collection process and procedure (i.e. respondents, number of respondents, instrumentation, data analysis procedure). Data gathered from the study will then be used to design and develop a teaching and learning materials as outline in the VAE curriculum. It is expected that data gathered from the need analysis study will assist student in developing creative and innovative learning material referring to chosen issue.

#### **Evaluation of the Assignment:**

In completing this assignment, each student will be assess base on:

Planning of data collection procedure – 10%

*Student is expected to determine appropriate sources for data collection procedure. Clear justification and rationale need to be stated.*

Procedure of data analysis process – 5%

*Choosing the right data analysis process is required to ensure data gathered process meeting its function*

Presentation of the data gathered – 5%

*Data gathered need to be presented clearly. Visual representation and diagram can be used in carry out this step*

#### **Assignment Sources:**

David Lee (2018). **Design Thinking in the Classroom: Easy-to-use Teaching Tools to Foster Creativity, Encourage Innovation and Unleash Potential in Every Student**, Berkeley, CA, United States: Ulysess Press.

Heinich, Robert, Molenda, Micheal, Russel, James. (2010). **Instructional Media**. New York : Macmillan Publishing Company.

Josephine Fleming, Robyn Gibson, & Michael Andeson (2015). **How Arts Education Makes a Difference. Research Examining Successful Classroom Practice and Pedagogy**. Routledge: Third Avenue, New York.