

Ecomedia Ethics Portfolio

Overview

The final summative assessment for this course is the creation of an Ecomedia Ethics Portfolio. This portfolio will showcase your understanding of media ethics, its intersection with environmental issues, and your ability to apply ethical principles to real-world media scenarios. The portfolio will allow you to demonstrate your knowledge, critical thinking skills, and creative abilities in addressing the essential question of the course: “How do we create ethical media careers, content, and products for sustainable purposes?”

Portfolio Components

Your portfolio should include the following components, each designed to explore different aspects of media ethics and environmental responsibility. The components are several of your project assignments from the semester. The expectation is that what is included are revised versions of your project assignments based on the feedback you’ve been provided. Each component and the percent they contribute to the final project grade is included here, as well as summaries of what each assignment should be in its conclusion. The remaining 10% of your portfolio grade is based on the creativity of the submission.

1. Personal Ethics Reflection (10%):
 - Reflect on your own values, beliefs, and ethical principles in the context of media and the environment.
 - Discuss any personal dilemmas or challenges you’ve encountered or anticipate encountering in your future media career.
 - Explain how personal loyalties and relationships have influenced or shaped your ethical perspective.
2. Ethical Media Analysis (20%):
 - Choose a recent media production (e.g., news article, documentary, advertisement, social media campaign) that relates to environmental issues.
 - Analyze the content, messages, and ethical implications of this media production.
 - Discuss how the media production aligns or conflicts with the principles of ethical journalism and environmental responsibility.
3. Case Study (20%):
 - Select a real-world case where media professionals faced ethical dilemmas related to environmental reporting or advocacy.
 - Describe the case, including the key ethical issues involved.
 - Offer your own analysis and ethical recommendations for how the situation could have been handled differently.
4. Media Project Proposal (15%):
 - Develop a proposal for a media project that addresses an environmental issue.
 - Describe the project’s goals, target audience, and intended impact on raising awareness or promoting positive change.
 - Discuss the ethical considerations you will consider during the project’s development and execution.
5. Creative Expression (15%):
 - Choose a creative medium (e.g., video, podcast, written essay, infographic) to convey a message related to ecomedia ethics.

- Create a piece of content that informs, inspires, or persuades others to consider ethical and sustainable approaches in media.
 - Explain the creative choices you made and how they align with ethical principles.
6. Reflection and Integration (10%):
- Write a reflective essay that integrates the components of your portfolio.
 - Discuss the connections between the different elements of your portfolio and how they collectively address the essential question of the course.
 - Reflect on your personal and intellectual growth throughout the course.

Submission Guidelines

- Your Ecomedia Ethics Portfolio should be organized into a cohesive format of your own design and expertise. The expectation is you do not simply resubmit your project assignments. You are expected to develop a creative presentation for the submission.
- Ensure that each component is clearly labeled and well-presented.
- Provide citations and references for any sources or references used in your portfolio.
- Submit your portfolio by the designated deadline.
- The submission creativity is worth 10% of the overall final project grade.

Assessment

Your portfolio will be assessed based on the following criteria:

- Depth of analysis and critical thinking.
 - Demonstrated understanding of media ethics and environmental issues.
 - Clarity of communication and organization.
 - Creativity and originality in addressing the essential question.
 - Ethical considerations and recommendations.
 - Integration of course concepts and materials.
 - Overall quality of presentation and content.
1. **Personal Ethics Reflection (10%)**
 - Self-Reflection: Reflects thoughtfully on personal values, beliefs, and ethical principles, relating them to media and environmental ethics.
 - Ethical Dilemma Discussion: Discusses personal dilemmas or anticipated challenges in the media career context.
 - Integration of Course Content: Demonstrates how personal loyalties and relationships have influenced personal ethical perspectives.
 2. **Ethical Media Analysis (20%)**
 - Depth of Analysis: Thoroughly examines the chosen media production, demonstrating a deep understanding of its content and ethical implications.
 - Ethical Evaluation: Provides a comprehensive assessment of how the media production aligns or conflicts with ethical journalism and environmental responsibility.
 - Clarity of Presentation: Communicates the analysis clearly and effectively.
 3. **Case Study (20%)**
 - Case Description: Clearly and accurately presents the chosen real-world case, including key ethical issues.
 - Analysis and Recommendations: Offers insightful analysis of the case, identifies ethical dilemmas, and provides ethical recommendations for handling the situation.
 - Clarity of Writing: Communicates ideas clearly and concisely.

4. **Media Project Proposal (15%)**

- Proposal Clarity: Clearly outlines the project's goals, target audience, and intended impact.
- Ethical Considerations: Articulates ethical considerations and principles that will guide the project.
- Feasibility: Addresses practicality and feasibility of the proposed project.

5. **Creative Expression (15%)**

- Creativity and Originality: Demonstrates creativity and originality in the chosen medium and message.
- Ethical Messaging: Effectively conveys an ethical and environmental message.
- Quality of Production: Ensures that the creative piece is well-produced and engaging.

6. **Reflection and Integration (10%)**

- Integration of Components: Effectively integrates and connects the various components of the portfolio.
- Depth of Reflection: Offers thoughtful reflections on personal and intellectual growth during the course.

Personal Ethics Reflection

Instructions

In this project assignment, you will engage in a reflective exploration of your personal values, beliefs, and ethical principles as they relate to media and environmental ethics. Your reflection should encompass three key elements: self-reflection on personal values, a discussion of personal dilemmas or anticipated challenges in the context of a media career, and a demonstration of how loyalties in your life influenced your personal ethical perspectives.

Rubric: Personal Ethics Reflection

- **Self-Reflection:**
 - **Excellent:** The self-reflection is exceptionally thoughtful, offering deep insights into personal values, beliefs, and ethical principles. It relates them effectively to media and environmental ethics, demonstrating a profound understanding of the connections.
 - **Proficient:** The self-reflection is thorough, providing a comprehensive exploration of personal values and their relevance to media and environmental ethics. It offers meaningful insights but may benefit from more depth in some areas.
 - **Needs Improvement:** The self-reflection is somewhat superficial, offering limited insights into personal values and their relevance to ethics.
 - **Inadequate:** There is no discernible self-reflection; the component lacks substantive content.
- **Ethical Dilemma Discussion:**
 - **Excellent:** The discussion of personal dilemmas or anticipated challenges in the media career context is exceptionally insightful and thoughtful. It addresses complex ethical dilemmas and offers nuanced perspectives.
 - **Proficient:** The discussion is thorough, addressing personal dilemmas and challenges in the media career context. It provides valuable insights but may lack depth in some areas.
 - **Needs Improvement:** The discussion is somewhat superficial and may not fully explore the complexity of personal dilemmas or challenges.
 - **Inadequate:** There is no discernible discussion of personal dilemmas or challenges; the component lacks substantive content.
- **Integration of Personal Impact:**
 - **Excellent:** Demonstrates exceptional integration of personal loyalties and relationships into the personal ethics reflection. The reflection effectively highlights how those around you have influenced personal ethical perspectives.
 - **Proficient:** Demonstrates satisfactory integration of personal loyalties and relationships into the personal ethics reflection. It provides some insights into how those around you have influenced personal ethical perspectives.
 - **Needs Improvement:** Fails to demonstrate integration of personal loyalties and relationships into the personal ethics reflection; the connection to how those around you influence your personal ethical perspectives is missing or unclear.

Potential Options for Submission

Providing students with different assessment possibility offers them flexibility in choosing how to convey their personal ethics reflection while meeting specified standards for self-reflection, ethical dilemma discussion, and integration of course content. Students can select the option that resonates

most with their communication preferences and objectives. Students can choose to perform this personal ethics reflection through a reflective essay, a reflective podcast episode, a visual storyboard, or a presentation method they propose. Evaluation should consider the effectiveness of the chosen medium in conveying the reflection, provided it aligns with content and clarity standards.

Option 1: Reflective Essay

- *Description:* Write a reflective essay that explores your personal values, beliefs, and ethical principles in relation to media and environmental ethics. This essay should encompass self-reflection on personal values, a discussion of personal dilemmas or anticipated challenges in the context of a media career, and an integration of personal loyalties to demonstrate how personal relationships have influenced your personal ethical perspectives.
- *Instructions:*
 - Begin with an introduction that sets the context for your reflection.
 - Reflect on your personal values, beliefs, and ethical principles, connecting them to media and environmental ethics.
 - Discuss personal dilemmas or anticipated challenges you may face in your media career in the context of ethical considerations.
 - Integrate course content, theories, and discussions to showcase how the course has influenced your ethical perspectives.
 - Conclude the essay by summarizing key insights and takeaways from your reflection.
- *Evaluation Considerations:*
 - *Self-Reflection:* The essay should be exceptionally thoughtful, offering deep insights into personal values, beliefs, and ethical principles while relating them effectively to media and environmental ethics.
 - *Ethical Dilemma Discussion:* The discussion of personal dilemmas or anticipated challenges should be exceptionally insightful and thoughtful, addressing complex ethical dilemmas and offering nuanced perspectives.
 - *Integration of Course Content:* The essay should demonstrate exceptional integration of course content into the personal ethics reflection, effectively highlighting how the course has influenced personal ethical perspectives.

Option 2: Reflective Podcast Episode

- *Description:* Record a reflective podcast episode that explores your personal values, beliefs, and ethical principles in the context of media and environmental ethics. The episode should encompass self-reflection, a discussion of personal dilemmas in a media career, and an integration of course content.
- *Instructions:*
 - Plan the structure and content of your podcast episode, including segments or interviews if desired.
 - Reflect on your personal values, beliefs, and ethical principles in relation to media and environmental ethics.
 - Discuss personal dilemmas or anticipated challenges you may encounter in your media career, emphasizing ethical considerations.
 - Integrate course content, theories, and discussions to showcase how the course has influenced your ethical perspectives.
 - Ensure clear audio quality and editing for a seamless listening experience.
- *Evaluation Considerations:*

- **Self-Reflection:** The podcast episode should be exceptionally thoughtful, offering deep insights into personal values, beliefs, and ethical principles while relating them effectively to media and environmental ethics.
- **Ethical Dilemma Discussion:** The discussion of personal dilemmas or anticipated challenges should be exceptionally insightful and thoughtful, addressing complex ethical dilemmas and offering nuanced perspectives.
- **Integration of Course Content:** The podcast episode should demonstrate exceptional integration of course content into the personal ethics reflection, effectively highlighting how the course has influenced personal ethical perspectives.

Option 3: Visual Storyboard

- **Description:** Create a visual storyboard that visually represents your personal ethics reflection. The storyboard should encompass self-reflection on personal values, a discussion of personal dilemmas in a media career, and an integration of course content.
- **Instructions:**
 - Design the visual storyboard layout, considering the arrangement of text, images, and graphics.
 - Incorporate visuals that represent your personal values and beliefs in the context of media and environmental ethics.
 - Use imagery and captions to depict personal dilemmas or challenges you may face in your media career.
 - Include visual elements that symbolize course content, theories, and discussions to showcase how the course has influenced your ethical perspectives.
 - Ensure that the storyboard effectively conveys the narrative of your reflection.
- **Evaluation Considerations:**
 - **Self-Reflection:** The visual storyboard should be exceptionally thoughtful, offering deep insights into personal values, beliefs, and ethical principles while relating them effectively to media and environmental ethics.
 - **Ethical Dilemma Discussion:** The visual representation of personal dilemmas or anticipated challenges should be exceptionally insightful and thoughtful, addressing complex ethical dilemmas and offering nuanced perspectives.
 - **Integration of Course Content:** The visual storyboard should demonstrate exceptional integration of course content into the personal ethics reflection, effectively highlighting how the course has influenced personal ethical perspectives.

Ethical Media Analysis

Instructions

For this project assignment, you will critically analyze a chosen media production that pertains to environmental issues. Your analysis should delve into the content, messages, and ethical considerations embedded within the media production. You will be evaluated based on the depth of your analysis, the comprehensiveness of your ethical evaluation, and the clarity of your presentation. You may choose from diverse ways to perform this analysis, including a traditional written essay, a video analysis, or a podcast discussion. Ensure that your analysis demonstrates a profound understanding of the chosen media production and its ethical implications while effectively communicating your insights.

Rubric: Ethical Media Analysis

- **Depth of Analysis:**
 - **Excellent:** The analysis is exceptionally thorough, providing an in-depth examination of the chosen media production. It showcases a profound understanding of the content and the ethical implications associated with it. The analysis goes beyond surface-level observations to explore nuanced aspects of the media production.
 - **Proficient:** The analysis is comprehensive, offering a detailed examination of the chosen media production. It demonstrates a good understanding of the content and ethical implications but may lack depth in some areas.
 - **Needs Improvement:** The analysis is superficial and lacks depth. It provides limited insights into the content and ethical considerations of the media production.
 - **Inadequate:** The analysis is extremely shallow, offering minimal understanding of the chosen media production's content and ethical implications.
- **Ethical Evaluation:**
 - **Excellent:** The ethical evaluation is comprehensive, offering a nuanced assessment of how the media production aligns or conflicts with ethical journalism and environmental responsibility. It identifies multiple ethical dimensions and provides thoughtful insights.
 - **Proficient:** The ethical evaluation is thorough, assessing how the media production relates to ethical principles. It may touch on multiple dimensions but could benefit from more depth or clarity in some areas.
 - **Needs Improvement:** The ethical evaluation is minimal, providing only surface-level insights into the ethical aspects of the media production.
 - **Inadequate:** There is no discernible ethical evaluation; the analysis does not address ethical considerations.
- **Clarity of Presentation:**
 - **Excellent:** The analysis is communicated with exceptional clarity and effectiveness. It is well-organized, logically structured, and easy to follow. Language use is precise and enhances understanding.
 - **Proficient:** The analysis is presented clearly and effectively, with a logical structure. Minor clarity issues may exist, but they do not hinder overall comprehension.
 - **Needs Improvement:** The analysis is presented in a somewhat unclear or disorganized manner, making it difficult to follow and understand.
 - **Inadequate:** The presentation is entirely unclear, disorganized, or incomprehensible, rendering the analysis inaccessible.

Potential Options for Submission

Diverse options for assignments allow students to choose the medium that best suits their analysis presentation style while ensuring that depth of analysis, ethical evaluation, and clarity align with specified standards. Students can select the option that resonates most with their communication preferences and objectives. I've included three options below, but you are welcome to propose a different choice.

Option 1: Traditional Written Essay

- *Description:* Write a traditional essay that critically analyzes a chosen media production related to environmental issues. Your analysis should delve into the content, messages, and ethical considerations embedded within the media production.
- *Instructions:*
 - Begin with an introduction that introduces the chosen media production and its relevance to environmental issues.
 - Conduct a thorough analysis of the media production, examining its content, messages, and ethical implications.
 - Provide examples and evidence from the media production to support your analysis.
 - Offer a comprehensive ethical evaluation, assessing how the media production aligns or conflicts with ethical journalism and environmental responsibility.
 - Ensure clarity and effective communication in your writing, with a well-organized structure and precise language.
- *Evaluation Considerations:*
 - **Depth of Analysis:** The essay should be exceptionally thorough, providing an in-depth examination of the chosen media production, showcasing a profound understanding of the content and ethical implications.
 - **Ethical Evaluation:** The ethical evaluation should be comprehensive, offering a nuanced assessment of how the media production aligns or conflicts with ethical journalism and environmental responsibility.
 - **Clarity of Presentation:** The essay should be communicated with exceptional clarity and effectiveness, with a logical structure that aids comprehension.

Option 2: Video Analysis

- *Description:* Create a video analysis that critically examines a chosen media production related to environmental issues. Your video should delve into the content, messages, and ethical considerations embedded within the media production.
- *Instructions:*
 - Plan and script your video analysis, outlining its structure and content.
 - Use visuals from the media production to support your analysis and provide context.
 - Conduct a thorough analysis of the media production, discussing its content, messages, and ethical implications.
 - Offer a comprehensive ethical evaluation, assessing how the media production aligns or conflicts with ethical journalism and environmental responsibility.
 - Ensure high-quality video and audio production.
- *Evaluation Considerations:*
 - **Depth of Analysis:** The video analysis should be exceptionally thorough, providing an in-depth examination of the chosen media production, showcasing a profound understanding of the content and ethical implications.

- **Ethical Evaluation:** The ethical evaluation should be comprehensive, offering a nuanced assessment of how the media production aligns or conflicts with ethical journalism and environmental responsibility.
- **Clarity of Presentation:** The video analysis should be presented clearly and effectively, with a logical structure and high-quality production.

Option 3: Podcast Discussion

- *Description:* Produce a podcast episode that critically discusses a chosen media production related to environmental issues. Your podcast should explore the content, messages, and ethical considerations within the media production.
- *Instructions:*
 - Plan and script your podcast episode, outlining its structure and content.
 - Use audio clips from the media production to illustrate key points and engage the audience.
 - Conduct a thorough analysis of the media production, examining its content, messages, and ethical implications.
 - Offer a comprehensive ethical evaluation, assessing how the media production aligns or conflicts with ethical journalism and environmental responsibility.
 - Ensure clear audio quality and editing for a seamless listening experience.
- *Evaluation Considerations:*
 - **Depth of Analysis:** The podcast episode should be exceptionally thorough, providing an in-depth examination of the chosen media production, showcasing a profound understanding of the content and ethical implications.
 - **Ethical Evaluation:** The ethical evaluation should be comprehensive, offering a nuanced assessment of how the media production aligns or conflicts with ethical journalism and environmental responsibility.
 - **Clarity of Presentation:** The podcast episode should be presented clearly and effectively, with a logical structure and clear audio quality.

Case Study

Instructions

For this project assignment, you will select a real-world case where media professionals faced ethical dilemmas related to environmental content, coverage, or advocacy (based on the problem/topic you've proposed you'd spend the semester studying). Your case study should encompass two primary aspects: a clear and accurate description of the chosen case, including key ethical issues, and a thoughtful analysis with ethical recommendations for handling the situation. Your writing should be clear, concise, and effectively communicate your ideas.

Here's a step-by-step guide:

Step 1: Selecting a Case:

- Begin by researching and selecting a real-world case where media professionals faced ethical dilemmas related to environmental content, coverage, or advocacy. You can explore various sources, such as news articles, documentaries, academic publications, or even historical cases.
- Choose a case that resonates with you and offers rich ethical considerations to analyze. Ensure that the case is well-documented and provides sufficient information for a comprehensive analysis.

Step 2: Case Description:

- Once you've selected a case, your first task is to provide a clear and accurate description of the chosen case. This description should include the following elements:
 - A concise overview of the case, including the context and background.
 - A detailed account of the key ethical issues or dilemmas faced by the media professionals involved.
 - Information about the media outlets, individuals, or organizations central to the case.
 - Any relevant timelines, events, or developments related to the case.

Step 3: Ethical Analysis:

- After presenting the case description, delve into the ethical analysis. This is where you critically examine the ethical dimensions of the case. Consider the following aspects:
 - Identify and define the ethical principles or values at stake. Are there conflicts between journalistic ethics, environmental responsibility, and other considerations?
 - Explore the actions, decisions, or behaviors (values) of media professionals and organizations involved. Were they ethically sound, questionable, or problematic?
 - Assess the impact of the case on various stakeholders (loyalties), including the public, affected communities, policymakers, and the environment.
 - Discuss the ethical frameworks or theories that can be applied to analyze the case (e.g., utilitarianism, deontology, virtue ethics) and their implications.

Step 4: Ethical Recommendations:

- Provide thoughtful and well-reasoned ethical recommendations for handling the situation presented in the case. Consider the following:
 - What ethical actions, decisions, or strategies could have been employed by the media professionals to address the ethical dilemmas?
 - How could the situation have been better managed to balance media integrity and environmental responsibility?

- Discuss potential lessons that can be learned from the case to guide future media practices in similar situations.

Step 5: Presentation Format:

- You have the flexibility to choose the presentation format that aligns with your communication preferences and objectives. Here are some ways (further details at the end of this assignment) you can present your case study:
 - **Written Case Study Report:** Create a formal written report, following a structured format with clear headings and subheadings. Ensure that your writing is clear, concise, and effectively communicates your ideas.
 - **Multimedia Presentation:** Develop a multimedia presentation using software like PowerPoint or a similar tool. Combine text, visuals, and possibly audio narration to deliver a compelling case study.
 - **Video Podcast:** Produce a video podcast that explores the case and its ethical considerations. You can use interviews, footage, images, and narration to convey your analysis.

Step 6: Clarity and Communication:

- Regardless of the chosen format, focus on clarity and effective communication. Organize your case study logically, ensuring that your ideas flow smoothly.
- Use clear language, avoid jargon, and provide proper citations for any sources or references used.
- If creating a multimedia presentation or video podcast, pay attention to visual and auditory elements to enhance engagement and comprehension.

Step 7: Peer Review and Revision:

- Consider seeking feedback from peers or instructors to refine your case study. Peer review can help you identify areas for improvement and ensure that your analysis and recommendations are well-grounded and persuasive.

Rubric: Case Study

- **Case Description:**
 - **Excellent:** The case description is exceptionally clear and accurate. It provides a comprehensive overview of the chosen real-world case, including key ethical issues. The description is highly informative and leaves no room for ambiguity.
 - **Proficient:** The case description is clear and mostly accurate. It offers a detailed overview of the case and identifies key ethical issues, though some minor details may be missing.
 - **Needs Improvement:** The case description is somewhat unclear or inaccurate, providing limited information about the case and ethical issues.
 - **Inadequate:** The case description is entirely unclear, inaccurate, or missing, making it impossible to understand the chosen case and its ethical issues.
- **Analysis and Recommendations:**
 - **Excellent:** The analysis is exceptionally insightful, offering a deep understanding of the case, identifying complex ethical dilemmas, and providing well-considered ethical recommendations for handling the situation. The analysis goes beyond surface-level observations.

- **Proficient:** The analysis is thorough, identifying and analyzing ethical dilemmas within the case. It provides ethical recommendations, though some areas may benefit from further depth or clarity.
- **Needs Improvement:** The analysis is somewhat superficial and may not fully grasp the ethical complexities of the case. Recommendations are limited or unclear.
- **Inadequate:** There is no discernible analysis or ethical recommendations provided; the case study lacks substantive content.
- **Clarity of Writing:**
 - **Excellent:** The writing is exceptionally clear, concise, and effectively communicates ideas. It is well-organized, logically structured, and enhances overall comprehension.
 - **Proficient:** The writing is clear and generally concise, with a logical structure that aids comprehension. Minor clarity issues may exist but do not significantly impact understanding.
 - **Needs Improvement:** The writing is somewhat unclear, verbose, or disorganized, making it challenging to follow and understand.
 - **Inadequate:** The writing is entirely unclear, disorganized, or incomprehensible, rendering the case study inaccessible.

Potential Options for Submission

These various presentation options allow students to choose the medium that best suits their case study presentation style while ensuring that case description, analysis, and clarity align with specified standards. Students can select the option that resonates most with their communication preferences and objectives. Students can choose to perform this case study through a written report, a multimedia presentation, a video podcast, or a medium they propose themselves. Evaluation should consider the effectiveness of the chosen medium in conveying the case and analysis, provided it aligns with clarity and communication standards.

Option 1: Written Case Study Report

- *Description:* Develop a written case study report that delves into a real-world case where media professionals faced ethical dilemmas related to environmental content, coverage, or advocacy. Your report should provide a clear and accurate description of the case, including key ethical issues, and offer a thoughtful analysis with ethical recommendations for handling the situation.
- *Instructions:*
 - Begin with an introduction that introduces the case and its ethical significance.
 - Provide a clear and accurate description of the chosen case, including key ethical issues, using well-researched information.
 - Conduct a thorough analysis of the case, identifying and examining ethical dilemmas in-depth.
 - Offer ethical recommendations for how the situation could have been handled differently or better in alignment with media and environmental ethics.
 - Ensure that your writing is clear, concise, and effectively communicates your ideas, with proper headings and sections for clarity.
- *Evaluation Considerations:*
 - **Case Description:** Your written case study report should be exceptionally clear and accurate, providing a comprehensive overview of the chosen real-world case, including key ethical issues.

- **Analysis and Recommendations:** The analysis should be exceptionally insightful, offering a deep understanding of the case, identifying complex ethical dilemmas, and providing well-considered ethical recommendations.
- **Clarity of Writing:** The writing should be exceptionally clear, concise, and effectively communicate ideas, with a logical structure that aids comprehension.

Option 2: Multimedia Presentation

- **Description:** Create a multimedia presentation (e.g., PowerPoint, Canva) that explores a real-world case where media professionals faced ethical dilemmas related to environmental content, coverage, or advocacy. Your presentation should include clear and accurate case description, ethical analysis, and recommendations.
- **Instructions:**
 - Structure your presentation with clear slides or sections, including an introduction, case description, ethical analysis, and recommendations.
 - Use visuals, images, and graphics to enhance the understanding of the case and ethical issues.
 - Provide audio narration or speaker notes to explain the content effectively.
 - Offer ethical recommendations with well-explained rationale.
 - Ensure that your presentation is engaging and easy to follow.
- **Evaluation Considerations:**
 - **Case Description:** Your multimedia presentation should be clear and mostly accurate, offering a detailed overview of the case and identifying key ethical issues.
 - **Analysis and Recommendations:** The analysis should be thorough, identifying and analyzing ethical dilemmas within the case and providing ethical recommendations, though some areas may benefit from further depth or clarity.
 - **Clarity of Presentation:** The presentation should be clear and concise, with a logical structure that aids comprehension.

Option 3: Video Podcast

- **Description:** Produce a video podcast that explores a real-world case where media professionals faced ethical dilemmas related to environmental content, coverage, or advocacy. Your documentary should provide a comprehensive understanding of the case, including ethical issues, and offer insightful analysis with ethical recommendations.
- **Instructions:**
 - Plan and script your documentary, outlining its structure and content.
 - Use visuals, interviews, and storytelling techniques to engage the audience.
 - Clearly describe the case, including its ethical dimensions, through visuals and narration.
 - Conduct a thorough ethical analysis, offering well-considered recommendations.
 - Ensure high-quality video and audio production.
- **Evaluation Considerations:**
 - **Case Description:** Your video podcast should be exceptionally clear and accurate, providing a comprehensive overview of the chosen real-world case, including key ethical issues.
 - **Analysis and Recommendations:** The analysis should be exceptionally insightful, offering a deep understanding of the case, identifying complex ethical dilemmas, and providing well-considered ethical recommendations.

- **Clarity of Presentation:** The video podcast should ensure high-quality production, with clear audio and visuals while effectively conveying the case and analysis.

Media Project Proposal

Instructions

In this project assignment, you will develop a proposal for a media project that addresses an environmental issue. Your proposal should include clear outlines of the project's goals, target audience, and intended impact. You should also articulate ethical considerations and principles that will guide the project. Additionally, you should address the practicality and feasibility of the proposed project. Students have opportunities to perform this component in differing ways, including submitting a written proposal, creating a pitch video, or developing a detailed infographic proposal.

What is a Media Project?

A media project, in this context, refers to a strategic endeavor aimed at using various forms of media (such as digital content, documentaries, social media campaigns, podcasts, articles, videos, or interactive websites) to address and raise awareness about an environmental issue. Media projects are designed to engage and influence a specific target audience, deliver a message, or advocate for a cause related to environmental conservation, sustainability, or awareness.

Key Elements

1. **Project Goals:** Clearly outline the specific goals and objectives of your media project. What do you aim to achieve with this project? Define the intended outcomes, whether it's raising awareness, advocating for change, educating the public, or inspiring action related to the chosen environmental issue.
2. **Target Audience:** Identify and describe your target audience comprehensively. Who are the individuals or groups you intend to reach with your media project? Consider demographics, interests, values, and existing knowledge about the environmental issue.
3. **Intended Impact:** Explain how you anticipate that your media project will make a positive impact on the environmental issue and the target audience. Discuss the potential outcomes, such as behavioral change, increased awareness, or policy influence, and how you will measure these impacts.
4. **Ethical Considerations:** Articulate the ethical considerations and principles that will guide your project. Discuss how you will ensure that your project aligns with ethical journalism and environmental responsibility. Consider issues such as accuracy, fairness, balance, transparency, and the potential consequences of your media content.
5. **Practicality and Feasibility:** Address the practicality and feasibility of implementing your proposed media project. What resources will you need? Can the project realistically be executed within your constraints, including time, budget, and available technology?

Here's a Step-by-Step Guide:

Step 1: Choose an Environmental Issue:

- You've selected this at the beginning of the semester for your focus; however, this is your chance to focus that broader idea down to something more specific within it. Or you could consider this as an opportunity to localize your environmental issue.

Step 2: Project Goals (Project Goals: Clearly outline the specific goals and objectives of your media project):

- Define the primary goals of your media project. What do you intend to achieve with your project?

- Example: “The goal of my media project is to raise awareness about the impacts of plastic pollution in coastal communities and encourage sustainable consumption practices.”

Step 3: Identify the Target Audience (Target Audience: Identify and describe your target audience comprehensively):

- Identify and describe your target audience in detail. Consider demographics (age, gender, location), interests, values, and their existing knowledge about the environmental issue.
- Example: “My target audience includes environmentally conscious individuals aged 18-35, residing in coastal regions, who are interested in marine conservation.”

Step 4: Intended Impact (Intended Impact: Explain how you anticipate that your media project will make a positive impact on the environmental issue and the target audience):

- Explain how your media project will make a positive impact on both the environmental issue and the target audience.
- Describe the potential outcomes you hope to achieve, such as raising awareness, inspiring behavioral change, or influencing policy.
- Example: “I anticipate that my media project will increase public awareness of plastic pollution by 30% within six months and lead to a 20% reduction in single-use plastic consumption in our target audience.”

Step 5: Ethical Considerations (Ethical Considerations: Articulate the ethical considerations and principles that will guide your project):

- Articulate the ethical principles and considerations that will guide your media project. Ensure that your project aligns with ethical journalism and environmental responsibility.
- Discuss how you will address ethical issues like accuracy, fairness, balance, transparency, and potential consequences of your media content.
- Example: “Ethical principles for my project include presenting accurate information, ensuring balanced representation of stakeholders, and transparently disclosing any affiliations with organizations related to the issue.”

Step 6: Practicality and Feasibility (Practicality and Feasibility: Address the practicality and feasibility of implementing your proposed media project):

- Assess the practicality and feasibility of implementing your media project within the given constraints, including time, budget, and available technology.
- Identify the necessary resources and discuss how you plan to acquire or utilize them.
- Example: “The project is feasible within a six-month timeline, given our budget constraints of \$5,000, which will cover production costs, marketing, and outreach efforts.”

Step 7: Presentation Format (Choose the presentation format that aligns with your communication preferences and objectives):

- Depending on your preferred format, choose to create a written proposal, a pitch video, a detailed infographic proposal, or a presentation medium of your choosing to convey your media project proposal.

Step 8: Review and Refine:

- Review your proposal for clarity, completeness, and coherence.
- Consider seeking feedback from peers or instructors to ensure that your proposal effectively communicates your vision for the media project.

Rubric: Media Project Proposal

- **Proposal Clarity:**
 - **Excellent:** The proposal is exceptionally clear, providing a detailed and well-structured outline of the project's goals, target audience, and intended impact. It is easy to follow and leaves no room for ambiguity.
 - **Proficient:** The proposal is clear and effectively outlines the project's goals, target audience, and intended impact. It offers a logical structure, though minor clarity issues may exist.
 - **Needs Improvement:** The proposal is somewhat unclear, offering limited information about the project's goals, target audience, or intended impact.
 - **Inadequate:** The proposal is entirely unclear, disorganized, or missing essential information, making it impossible to understand the project.
- **Ethical Considerations:**
 - **Excellent:** The proposal articulates ethical considerations and principles that will guide the project exceptionally well. It offers a nuanced understanding of the ethical dimensions related to the project.
 - **Proficient:** The proposal effectively articulates ethical considerations and principles that will guide the project. It addresses key ethical dimensions, though some areas may lack depth.
 - **Needs Improvement:** The proposal somewhat superficially addresses ethical considerations and principles, providing limited insights.
 - **Inadequate:** There is no discernible discussion of ethical considerations; the component lacks substantive content in this regard.
- **Feasibility:**
 - **Excellent:** The proposal addresses the practicality and feasibility of the proposed project exceptionally well. It offers a well-reasoned assessment of the project's feasibility.
 - **Proficient:** The proposal adequately addresses the practicality and feasibility of the project, providing some reasoning, though some areas may lack depth.
 - **Needs Improvement:** The proposal does not address the practicality or feasibility of the proposed project; this aspect is missing or unclear.

Potential Options for Submission

These diverse options provide students with flexibility in choosing how to convey their media project proposals, aligning with their communication preferences and objectives while meeting specified standards for clarity, ethical considerations, and feasibility assessment. Students can choose to perform this media project proposal through a written proposal, a pitch video, a detailed infographic proposal, or another medium of their choosing. Evaluation should consider the effectiveness of the chosen medium in conveying the proposal, provided it aligns with content and clarity standards.

Option 1: Written Proposal

- *Description:* Develop a written proposal for your media project that addresses an environmental issue. Your proposal should be well-structured, clear, and comprehensive, outlining the project's goals, target audience, intended impact, ethical considerations, and feasibility.
- *Instructions:*

- Begin with an executive summary that provides a concise overview of your project proposal.
 - Clearly outline the project's goals, target audience, and intended impact, using well-defined and specific language.
 - Articulate ethical considerations and principles that will guide the project, demonstrating a nuanced understanding of the ethical dimensions.
 - Address the practicality and feasibility of the proposed project, providing well-reasoned assessments and potential challenges.
 - Format the written proposal professionally with proper headings, sections, and citations if necessary.
- *Evaluation:*
 - Proposal Clarity: Your written proposal should be exceptionally clear, providing a detailed and well-structured outline of the project's goals, target audience, and intended impact. It should be easy to follow and leave no room for ambiguity.
 - Ethical Considerations: The proposal should articulate ethical considerations and principles that will guide the project exceptionally well, offering a nuanced understanding of the ethical dimensions.
 - Feasibility: The proposal should address the practicality and feasibility of the proposed project exceptionally well, offering a well-reasoned assessment of the project's feasibility.
 - The written proposal should meet content and clarity standards and adhere to professional formatting and citation guidelines.

Option 2: Pitch Video

- *Description:* Create a pitch video in which you visually and verbally present your media project proposal. The video should effectively convey the project's goals, target audience, intended impact, ethical considerations, and feasibility.
- *Instructions:*
 - Plan and script your pitch video, ensuring that it covers all essential aspects of the project proposal.
 - Use engaging visuals, graphics, and animations to enhance your presentation.
 - Articulate your proposal clearly and concisely, keeping the video within a reasonable duration.
 - Showcase your passion and enthusiasm for the project.
 - Ensure high-quality video and audio production.
- *Evaluation:*
 - Proposal Clarity: Your pitch video should be clear and effectively outline the project's goals, target audience, and intended impact. It should offer a logical structure, though minor clarity issues may exist.
 - Ethical Considerations: The video should effectively articulate ethical considerations and principles that will guide the project, addressing key ethical dimensions.
 - Feasibility: The video should address the practicality and feasibility of the proposed project, providing well-reasoned assessments.
 - The pitch video should meet production quality standards, ensuring clear audio and visuals while effectively conveying the proposal.

Option 3: Detailed Infographic Proposal

- *Description:* Create a detailed infographic that visually presents your media project proposal, including key information about the project's goals, target audience, intended impact, ethical considerations, and feasibility.
- *Instructions:*
 - Design the infographic layout, considering the arrangement of text, images, and graphics.
 - Incorporate visuals, charts, or graphs to support your proposal's key points.
 - Ensure that the infographic is visually appealing, easy to understand, and comprehensive.
 - Use concise and impactful text to convey your proposal.
 - Consider sharing the infographic digitally or in print for wider distribution.
- *Evaluation:*
 - **Proposal Clarity:** Your infographic proposal should be clear and effectively outline the project's goals, target audience, and intended impact. It should be easy to follow.
 - **Ethical Considerations:** The infographic should effectively articulate ethical considerations and principles that will guide the project, addressing key ethical dimensions.
 - **Feasibility:** The infographic should address the practicality and feasibility of the proposed project, providing well-reasoned assessments.
 - The infographic should adhere to principles of effective graphic design and visual communication.

Creative Expression

Instructions

For this project assignment, you have the opportunity to express an ethical and environmental message using a creative medium of your choice. Your creative piece should demonstrate a high degree of creativity and originality, effectively convey an ethical and environmental message, and ensure the quality of production is engaging. You have diverse ways to perform this component, including creating a video, podcast episode, written op-ed, infographic, or even an interactive website to express your message. If you so choose, you are able to express your artistic talents through traditional art practices and materials.

Rubric: Creative Expression

- **Creativity and Originality:**
 - **Excellent:** The creative piece demonstrates exceptional creativity and originality in both the chosen medium and the message conveyed. It exhibits a high degree of innovation and uniqueness.
 - **Proficient:** The creative piece is creative and original, showcasing innovative elements in both the medium and message. It may benefit from further depth or complexity.
 - **Needs Improvement:** The creative piece is somewhat lacking in creativity and originality, offering limited innovation in the medium and message.
 - **Inadequate:** There is a lack of creativity and originality in the creative piece; it lacks substantive elements of innovation.
- **Ethical Messaging:**
 - **Excellent:** The creative piece effectively conveys an ethical and environmental message, addressing the chosen theme with clarity and depth. It demonstrates a profound understanding of ethical and environmental principles.
 - **Proficient:** The creative piece communicates an ethical and environmental message well, addressing the chosen theme with clarity. It may benefit from additional depth or complexity.
 - **Needs Improvement:** The creative piece somewhat superficially conveys an ethical and environmental message, providing limited insights or clarity.
 - **Inadequate:** There is no discernible ethical or environmental message in the creative piece; the component lacks substantive content in this regard.
- **Quality of Production:**
 - **Excellent:** The creative piece is well-produced and highly engaging, demonstrating exceptional quality in terms of visuals, audio, or other relevant elements. It captivates the audience effectively.
 - **Proficient:** The creative piece is well-produced and engaging, with a high level of quality in terms of visuals, audio, or other relevant elements. Minor quality issues may exist but do not significantly detract from engagement.
 - **Needs Improvement:** The creative piece is somewhat lacking in production quality, impacting its overall engagement. Several quality issues may be present.
 - **Inadequate:** The creative piece is poorly produced and fails to engage the audience; it lacks essential quality elements.

Potential Options for Submission

These options allow students to choose the medium that best suits their creative expression style while ensuring that creativity, ethical messaging, and production quality align with specified standards. Students can select the option that resonates most with their communication preferences and objectives. Students can choose diverse ways to perform this creative expression, including creating a video, podcast episode, written op-ed, infographic, or an interactive website. Students are also welcome to express their artistic talents through traditional art practices and materials. Evaluation should consider the effectiveness of the chosen medium in conveying the message, provided it aligns with creativity, ethical messaging, and production quality standards.

Option 1: Video

- *Description:* Create a video that visually and audibly conveys your ethical and environmental message with creativity and originality.
- *Instructions:*
 - Write a script or outline to plan the video's content and structure.
 - Incorporate visuals, graphics, and animations to enhance your message.
 - Use storytelling techniques, interviews, or narratives to engage the audience.
 - Ensure high-quality video and audio production.
 - Edit and finalize the video to achieve a polished result.
- *Evaluation:*
 - The video should demonstrate creativity and originality in its visual and auditory elements.
 - Ethical and environmental messaging should be effectively conveyed and aligned with the chosen theme.
 - Production quality, including video and audio, should meet professional standards.

Option 2: Podcast Episode

- *Description:* Record a podcast episode that explores your ethical and environmental message through audio storytelling and discussion.
- *Instructions:*
 - Plan the structure and content of your podcast, including segments or interviews.
 - Engage with guests, experts, or co-hosts to add depth to your message.
 - Incorporate sound effects or music to enhance the podcast's atmosphere.
 - Ensure clear audio quality and editing for a seamless listening experience.
 - Promote the podcast for wider distribution if desired.
- *Evaluation:*
 - The podcast episode should showcase creativity and originality in audio storytelling.
 - Ethical and environmental messaging should be effectively communicated through engaging discussion.
 - The audio quality, including clarity and production, should meet professional standards.

Option 3: Written Op-Ed

- *Description:* Craft a written op-ed that effectively conveys your ethical and environmental message through persuasive and thought-provoking text.
- *Instructions:*
 - Structure the op-ed with a clear introduction, body, and conclusion.
 - Use persuasive language and evidence to support your message.
 - Engage the reader with compelling storytelling or anecdotes.

- Ensure proper formatting, grammar, and style for clarity and readability.
- Consider submitting the op-ed to a relevant publication for wider reach.
- *Evaluation:*
 - The written op-ed should demonstrate creativity and originality in its written expression.
 - Ethical and environmental messaging should be effectively conveyed through persuasive and thought-provoking content.
 - The op-ed should meet high standards of writing quality and clarity.

Option 4: Infographic

- *Description:* Create an infographic that visually presents your ethical and environmental message in a clear, concise, and engaging manner.
- *Instructions:*
 - Design the infographic layout, considering the arrangement of text, images, and graphics.
 - Use visuals, charts, or graphs to support your message.
 - Ensure the infographic is visually appealing and easy to understand.
 - Include concise and impactful text to convey your message.
 - Share the infographic digitally or in print for wider distribution.
- *Evaluation:*
 - The infographic should exhibit creativity and originality in its visual design and content.
 - Ethical and environmental messaging should be effectively presented in a clear, concise, and engaging format.
 - The infographic should adhere to principles of effective graphic design and visual communication.

Option 5: Interactive Website

- *Description:* Develop an interactive website that engages users with your ethical and environmental message through multimedia elements, interactivity, and information.
- *Instructions:*
 - Plan the website structure, including navigation, pages, and multimedia elements.
 - Incorporate multimedia elements such as videos, images, and interactive features.
 - Provide informative content and explanations to support your message.
 - Ensure user-friendly navigation and functionality.
 - Host the website online to reach a broader audience.
- *Evaluation:*
 - The interactive website should showcase creativity and originality in its design and interactivity.
 - Ethical and environmental messaging should be effectively conveyed through multimedia and information.
 - The website should offer a user-friendly experience with functional multimedia elements.

Reflection and Integration

Instructions

This assignment introduces your portfolio, and you will engage in reflective thinking and integration of the various components you've created throughout the course. Your reflection should encompass two key aspects: effectively integrating and connecting the different components of your portfolio and offering thoughtful reflections on your personal and intellectual growth during the course.

Rubric: Reflection and Integration

- **Integration of Components:**
 - **Excellent:** The integration effectively connects and interrelates the various components of the portfolio, demonstrating a comprehensive understanding of how they collectively address the essential question. The integration enhances the overall coherence of the portfolio.
 - **Proficient:** The integration connects and relates the components of the portfolio, showcasing an understanding of how they address the essential question. It may benefit from further depth or clarity in some areas.
 - **Needs Improvement:** The integration somewhat connects the components but does not demonstrate a comprehensive understanding of their interrelationships.
 - **Inadequate:** There is no discernible integration of the components; the reflection lacks substantive connections between the portfolio elements.
- **Depth of Reflection:**
 - **Excellent:** The reflection offers exceptionally thoughtful and profound insights into personal and intellectual growth during the course. It explores personal and intellectual transformation in a nuanced and reflective manner.
 - **Proficient:** The reflection provides thoughtful reflections on personal and intellectual growth during the course, though some areas may benefit from deeper exploration or self-awareness.
 - **Needs Improvement:** The reflection is somewhat superficial in exploring personal and intellectual growth during the course, offering limited self-awareness or insights.
 - **Inadequate:** There is no discernible reflection on personal or intellectual growth during the course; the component lacks substantive content in this regard.

Potential Options for Submission

These diverse options provide students with flexibility in choosing how to convey their reflection and integration while meeting the specified standards for depth, clarity, and integration of portfolio components. Each option allows students to showcase their growth and learning journey in a way that aligns with their preferred medium of expression. Students can choose different ways to perform this reflection and integration, including writing a reflective essay, recording a reflective video, or creating an interactive timeline showcasing their growth and learning journey. Evaluation should consider the effectiveness of the chosen medium in conveying the reflection and integration, provided it aligns with integration and depth of reflection standards.

Option 1: Reflective Essay

- *Description:* Write a reflective essay that integrates and connects the various components of your portfolio while offering thoughtful reflections on your personal and intellectual growth during the course.
- *Instructions:*

- Begin with an introduction that provides an overview of your portfolio and sets the stage for your reflective journey.
- Address each component of your portfolio, discussing how they relate to the essential question and each other.
- Share personal insights, challenges, and discoveries you experienced while completing the components.
- Reflect on how your perspective on ethics, the environment, and media has evolved throughout the course.
- Conclude by summarizing the key takeaways from your portfolio and the course as a whole.
- *Evaluation:*
 - The essay should effectively connect and interrelate the portfolio components, demonstrating a comprehensive understanding of how they collectively address the essential question.
 - The depth of reflection should be evident through thoughtful insights, self-awareness, and a nuanced exploration of personal and intellectual growth.
 - The essay should be well-structured, organized, and free from major grammar or writing issues.

Option 2: Reflective Video

- *Description:* Record a reflective video that visually integrates your portfolio components and offers thoughtful reflections on your personal and intellectual growth during the course.
- *Instructions:*
 - Use video editing software to compile clips from your portfolio components, showcasing key elements of your work.
 - Provide voiceover narration or on-camera commentary as you guide viewers through the integration of your work.
 - Share personal insights, challenges, and discoveries while discussing the connections between portfolio components.
 - Use visual aids, graphics, or animations to enhance the presentation and illustrate your growth.
 - Conclude the video with a summary of your key takeaways from the course.
- *Evaluation:*
 - The video should effectively integrate and connect the portfolio components, visually demonstrating their interrelationships.
 - The depth of reflection should be evident through thoughtful spoken commentary and visual storytelling.
 - The video should be well-edited, engaging, and free from major audio or visual distractions.

Option 3: Interactive Timeline

- *Description:* Create an interactive timeline or digital presentation that visually showcases the integration of your portfolio components and offers thoughtful reflections on your personal and intellectual growth during the course.
- *Instructions:*
 - Use timeline or presentation software to organize your portfolio components chronologically or thematically.

- Include brief descriptions or summaries of each component, highlighting key insights and connections.
- Incorporate multimedia elements such as images, videos, or links to specific portfolio components.
- Utilize interactive features (e.g., clickable links, animations) to engage the audience and enhance the user experience.
- Integrate reflective captions or annotations to provide context and insights.
- *Evaluation:*
 - The interactive timeline or presentation should effectively connect and organize the portfolio components, allowing viewers to navigate and explore your work seamlessly.
 - The depth of reflection should be evident through thoughtful annotations and summaries, offering insights into your personal and intellectual growth.
 - The interactive medium should be user-friendly, engaging, and effectively convey the reflection and integration of your work.