**GUIDE FOR WRITING UP SCIENCE MEDIA AND COMMUNICATION PLACEMENTS**

### Assessment of your Placement

Prior to the placement report deadline in October you will need to produce a portfolio report on your project that will consist of:

* a word processed project report
* your creative output(s)
* a reflective diary

Evaluation and assessment is an important component of your report and you therefore need to give some thought at the beginning of your placement as to how you will ensure you have quantitative and qualitative feedback on your creative output and how this can be analysed.

**A. Project report**

The report must be no more than a maximum of 30 A4 pages, excluding the title page and references. Text must be in at least Arial, 10 point, 1.5 line spacing, with margins of at least 2.5 cm all around the text. ALL supporting materials such as abstract, figures, tables, text boxes etc must be included in the page limit. A contents page is not essential, but if provided will be included within the page limit. You are advised to ensure that the text in Figures and Tables are of sufficient size to be read and understood with ease. Penalties will be imposed for exceeding the page limit and for not adhering to font size and page layout. Those reports over 30 pages will have 20 marks per page (or part of page) deducted. Reports found not to be in the required format will be converted to the stipulated format and page count rules applied.

The report should be submitted electronically as a single file on Blackboard and should contain the following:

***Information on the company/organisation you worked for (around 3 to 4 pages).***

This section should present an overview of the host organisation and should include:

*Historical development,* for example background on how the organisation was founded, its development since and future plans.

*Market the company/organisation serves,*for example what are the major sectors that the organisation serves, what types and range of outputs are created? How competitive is the market the organisation serves? What are the trends in the market, how have they changed how may they change in the future?

*The organisational structure of the company*, for example, how large is the company? How is the company sub-divided in order to enable media and communication outputs to be developed?

The relative weighting of these sections will be dependent on the placement company, and the area the student has focused on during the project (the virtual visitor will advise on the balance between these sections during the placement year). Nonetheless you would normally be expected to be able to write about 3 to 4 pages in this section.

***Project report*.** Project work carried out by the placement student either individually, or as part of a team will be presented in this section. This could be one of the projects you worked on, or if appropriate, two or more smaller shorter projects. The report should cover the following sections:

* 1. *Abstract*. Approximately 200 to 250 words.
  2. *Background to the project*. Give the scientific context behind the developed output.
  3. *Aims and objectives of the project*. What was the goal of the project? Description of the processes carried out to achieve the project aims
  4. *How the output was developed*. What digital/editing/statistical/graphical software etc was employed. Contributions from others during development. A flow diagram/storyboard etc showing the development of the output may be useful if appropriate.
  5. *Project outcomes* with reference to your creative work(s)
  6. *Feedback, evaluation and assessment*. Both qualitative and quantitative feedback if possible. Quantitative feedback may be for example, evaluation of the effectiveness of your output by a questionnaire or some other measure that can be statistically analysed. Qualitative feedback may for example be a summation of comments or direct quotes from users. A guide to evaluation and assessment from RCUK can be found [HERE](http://www.rcuk.ac.uk/Publications/policy/Evaluation/).
  7. *Discussion and conclusions*. Were your aims met by your output? What worked and did not work? What improvements could be made based on feedback obtained?
  8. *References* (see below)

**Creative output(s)**

Your creative output(s) should be submitted to blackboard as a separate file or files and referred to in your written report

**Reflective diary**

This section should be around 3 to 4 pages and relate to your experiences and performance throughout the placement and could include:

1. Analysis of personal strengths and weaknesses, critical incidents and of how you overcame them during the placement.
2. Expectations before the placement and how those were modified by experiences during the project
3. Personal skills acquired or enhanced
4. Effect the placement has had on your future goals and aspirations
5. Targets and strategies to overcome and improve on weaknesses

**Placement assessment**

* Placement report (30%)
* Creative output(s) (30%)
* Reflective diary (10%)
* Oral viva (on return and after submission) (30%)

**Guidelines to references**

Throughout your report you will need to refer to the work of others and must understand how to avoid plagiarism.

The Harvard or Numbering system may be used for the citation references. You should be familiar with Endnote, but it is possible that you may already have or will be given access to it or an alternative computer database program for storing, retrieving and sorting references - if so, this an ideal opportunity to learn how to use a new system.

**Harvard system:**

Papers should be cited in the text by the surnames of authors and year of publication: e.g. “…Bottle and Wyatt (1966) have written an extensive guide to the published literature….advice on writing scientific reports is also readily available (O’Connor and Woodford, 1971).” For three or more authors you should name only the first author followed by “*et al.”* Where more than one paper by the same author(s) is published in the same year they should be referred to as 1990a; 1990b etc. In the final list of references, articles should be in alphabetical order, except for those by three or more authors (given in the text as “*et al.*”) which should be grouped chronologically after any other papers by the first author.

**For a paper:**

Author(s) surname(s) and initials

Year of publication (including a, b, c if appropriate)

The full title of the paper

The journal title in italics

The volume number in bold

The first and last page numbers

e.g. Sanger, F. (1981) Determination of nucleotide sequences in DNA. *Science* **214**, 1205-1210.

**For an article in a book the following details are required:**

Author(s) surname(s) and initials

Year of publication

The article title

The title of the book, including volume number in italics

The editor(s) names

The first and last page numbers

The publisher’s name and place of publication

e.g. Farr, L.A., Gasper, T.M. & Munn, D.F. (1984) Desynchronixation with surgery. In Chronobiology. Eds. E. Hans & H.F. Kabat. Pp. 544-547. Karzer, New York.

If the complete book is referred to the total number of pages should be stated:

e.g. O’Connor, M. & Woodford, F.P (1976) Writing Scientific Papers in English. Elsevier, Amsterdam. 108pp.

**Information derived from the internet:**

Author(s) surname(s) and initials (use “anon” if not cited)

Year of publication

Organisation name

The article title

Date retrieved

Website URL

e.g. Hollands, T. & Munroe, S. (1997). COAT. Occupational Therapy and Ergonomics. Retrieved 14th June 2004 from <http://www.coat.ca/default/cfm>

**A publication, produced by a key organisation, which you have only referred to via the internet you must include:**

Organisation name

Year of publication (where known)

The article title

Date retrieved

Website URL

e.g. Canadian Association of Occupational Therapists (1998). Occupational Therapy and Ergonomics. Retrieved 14th June 2004 from <http://www.coat.ca/default.cfm>

When citing information from the internet, it is important to state the date the information was retrieved, because the documents and site addresses frequently change. Think carefully about the validity of internet sources which are not peer reviewed.

**Submission**

It is your responsibility to ensure that your report is submitted to the University when you return.

**Reports should normally be completed and checked with your supervisor before you finish your placement.** You are not required to submit printed copies of your report UNLESS your report is covered by a confidentiality agreement.  If your report is covered by a confidentiality agreement it must **not** be submitted online but you should instead submit two printed and bound copies, with cover sheets (available from the Student Support Office), to the Student Support Office Reception (G.483 Stopford Building) by the same deadline.

**Failure to plan ahead is not an acceptable reason for late submission and will be penalised by deduction of 10 marks for every late day.**