



COURSE CODE: COM 304

COURSE TITLE: Principles of Editing - Final Exam Practical

INSTRUCTIONS

Task: Develop a blog that serves as a platform for publishing and showcasing your edited articles throughout the course. You are required to develop and edit three feature articles, which must be uploaded to your blog in their final edited form. Additionally, submit a reflective essay discussing your editing process, challenges faced, and lessons learned.

Total Marks: 40

Final Project Instructions

1. **Blog Development and Content Publishing**
 - Create a blog and publish three feature articles.
 - Document the editorial journey from draft to final published article.
 - Ensure the blog has a visually appealing layout with high-quality images and descriptive captions.
 - Clearly attribute each article to the student author(s) and include brief author bios.
 - Encourage reader interaction through comments or other interactive elements.
2. **Article Topics**
 - **Topic 1:** Impact of COVID-19 on Kenya's Healthcare System: Challenges and Innovations
 - **Topic 2:** Conservation Efforts in the Maasai Mara: Balancing Tourism and Wildlife Protection
 - **Topic 3:** Women's Empowerment in Kenyan Politics: Breaking Barriers and Driving Change
3. **Reflective Essay**
 - Discuss the editing process for each article, challenges faced, and lessons learned throughout the course.

- Include screenshots or links to the published articles on your blog.

EVALUATION BREAKDOWN

Criteria	Total Marks	Details for Awarding Marks
1. Article Content and Structure (12 Marks)	12	- Introduction (3 Marks): Clear and engaging overview of the topic sets up the article effectively. (1 Mark for clarity, 1 Mark for relevance, 1 Mark for engagement) - Body (6 Marks): Well-researched, logically organized, and thoroughly covers the topic. (2 Marks for depth, 2 Marks for organization, 2 Marks for accuracy) - Conclusion (3 Marks): Summarizes key points effectively and provides a strong closing. (1 Mark for clarity, 1 Mark for relevance, 1 Mark for impact)
2. Editing Focus (12 Marks)	12	- Accuracy (4 Marks): Ensures that statistics, facts, and data are correct. (2 Marks for fact-checking, 2 Marks for accurate data representation) - Clarity (4 Marks): Content is clear and accessible, avoiding jargon and complexity. (2 Marks for simplicity, 2 Marks for readability) - Consistency (4 Marks): Consistent terminology and style throughout the article. (2 Marks for consistency in terminology, 2 Marks for style adherence)
3. Visual Presentation (8 Marks)	8	- Layout and Design (4 Marks): Visually appealing and user-friendly blog layout. (2 Marks for design, 2 Marks for usability) - Images and Captions (4 Marks): High-quality images with descriptive captions that enhance the article. (2 Marks for image quality, 2 Marks for caption effectiveness)
4. Authorship and Attribution (4 Marks)	4	- Author Attribution (2 Marks): Each article is clearly attributed to the student author(s). (1 Mark for proper attribution, 1 Mark for author bios) - Bio Accuracy (2 Marks): Author bios are accurate and relevant. (1 Mark for accuracy, 1 Mark for relevance)
5. Reflective Essay (4 Marks)	4	- Editing Process (2 Marks): Discusses the editing process in detail, including strategies used. (1 Mark for depth, 1 Mark for clarity) - Challenges and Lessons (2 Marks): Reflects on challenges faced and lessons learned. (1 Mark for insightfulness, 1 Mark for relevance)

Detailed Mark Distribution

- Article Content and Structure (12 Marks)**
 - Introduction (3 Marks)**

- 1 Mark: Introduction is clear and sets up the article.
 - 1 Mark: Introduction is relevant to the article's topic.
 - 1 Mark: Introduction is engaging and draws the reader in.
- **Body (6 Marks)**
 - 2 Marks: Content is well-researched and provides in-depth coverage.
 - 2 Marks: Information is logically organized and flows well.
 - 2 Marks: Data and facts are accurate and relevant.
- **Conclusion (3 Marks)**
 - 1 Mark: Conclusion effectively summarizes key points.
 - 1 Mark: Conclusion is relevant to the article.
 - 1 Mark: Conclusion provides a strong closing and impact.
- 2. **Editing Focus (12 Marks)**
 - **Accuracy (4 Marks)**
 - 2 Marks: Statistics, facts, and data are verified and accurate.
 - 2 Marks: Information is presented correctly without errors.
 - **Clarity (4 Marks)**
 - 2 Marks: Content is simplified and avoids unnecessary jargon.
 - 2 Marks: Writing is clear and easily understandable.
 - **Consistency (4 Marks)**
 - 2 Marks: Terminology is used consistently throughout the article.
 - 2 Marks: Style and tone are consistent with the chosen format.
- 3. **Visual Presentation (8 Marks)**
 - **Layout and Design (4 Marks)**
 - 2 Marks: Blog layout is visually appealing and organized.
 - 2 Marks: Design is user-friendly and enhances readability.
 - **Images and Captions (4 Marks)**
 - 2 Marks: Images are high quality and relevant to the article.
 - 2 Marks: Captions are descriptive and add value to the content.
- 4. **Authorship and Attribution (4 Marks)**
 - **Author Attribution (2 Marks)**
 - 1 Mark: Each article is properly attributed to the student author(s).
 - 1 Mark: Author bios are included and appropriately detailed.
 - **Bio Accuracy (2 Marks)**
 - 1 Mark: Author bios are accurate.
 - 1 Mark: Bios are relevant and provide context to the articles.
- 5. **Reflective Essay (4 Marks)**
 - **Editing Process (2 Marks)**
 - 1 Mark: Essay details the editing process thoroughly.
 - 1 Mark: Discussion is clear and well-organized.
 - **Challenges and Lessons (2 Marks)**
 - 1 Mark: Reflects insightfully on challenges encountered.
 - 1 Mark: Discusses lessons learned and their relevance to the course.

Submission Requirements

- **URL to Blog:** Include the URL where your blog is published.
- **Screenshots/Links:** Provide screenshots or direct links to each published article.
- **Reflective Essay:** Submit a reflective essay covering the editing process, challenges, and lessons learned.

Deadline: TO BE COMMUNICATED

Note: Ensure that your blog and reflective essay are submitted by the deadline to receive full credit.