**Assignment Title: Innovation Digital Magazine**

**P/S: No need creates the e magazine. Only focus on the article content.**

An important skill of successful project leaders is their ability to influence. One way to establish and leverage this is through showcasing your skills and knowledge through media engagement and having a conversation with your professional community. **This assessment requires you to share your thoughts (compelling and sometimes controversial ideas) on innovation via a series of influential articles.**

Therefore, in this assessment you will design and publish a digital magazine (e-magazine) which is **focused on practical aspects of innovation.** The e-magazine will be read by the members of key project management (PM) professional associations (e.g. AIPM, PMI) as your audience base.

**2. Tasks**

1. Write two articles each at least 500 words for the e-magazine using the following key source materials:

* Article 1: you will be assigned an innovation case study paper (the paper will be provided)
* Article 2: open column (any topic of your interest)

Notes:

* You can (and should) use other resources in writing your article and the supplied source material gives you the key idea

2. Consider a number of different story approaches, including but not limited to:

* "How-to" articles explaining methods and processes
* Analysis of innovation trends and developments
* Case studies of innovative companies that are pioneers or leaders in the field
* Reports on ground-breaking innovation research
* "Think" pieces on innovation that advance new ideas for improving PM practices

3. Follow [The Conversation](https://theconversation.com/au) magazine for writing, referencing and formatting your articles

4. Present fresh, original and/or even controversial ideas for transforming PM that are supported by clear, persuasive arguments, facts, and/or research

5. Ensure while each article has a different focus, the entire e-magazine demonstrates an identifiable ***theme***as follows:

* Suggested themes include Users as Innovators; Open Innovation and Strategic Alliances; Discontinuous Innovation; Social Innovation; Innovation in Developing and Emerging Economies; Sustainability

6. Elaborate on *practical PM implications* in each of your articles (in other words, lessons, tips and best practices that appeal to your audience base)

7. Ensure your articles contain as many practical examples of PM problems as possible so your audience base can see the significance of your article.

**Marking Rubric**

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| **CRITERIA** |  |
| **Writing (persuasion, controversy and level of appeal to PM community)**  **(30% of total mark)** | Fluently structured, persuasively addresses the task, and employs an innovative approach |
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| **Practical PM implications (including use of examples)**  **(30% of total mark)** | Strategically and critically applies relevant knowledge and examples, discussing practical implications |
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| **Application of relevant innovation concepts and alignment with a theme**  **(20% of total mark)** | Demonstrates an expert understanding of the issues in PM, drawing on the frameworkand using wider knowledge in innovation |
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| **Reflection**  **(10% of total mark)** | Demonstrates excellent improvement in skill level and professional attributes with a future vision |
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| **Design of e-magazine (including visuals)**  **(10% of total mark)** | Highly organised and structured, incorporating authoritative design |
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