

Proposal for the implementation of YAJA (Young Art Journalism Feed + Awards) as part of a practice unit, offering students valuable demonstrated work experience opportunities.

Introduction to YAJA

YAJA is a new innovative news feed giving journalism, media and art students a global platform to publish and share their articles.

It's a unique project where higher education connects with industry - all for the benefits of your students.

YAJA resembles a real-world publishing house, where students gain demonstrated work experience putting theoretical learning into industry practice.

YAJA further offers practical assistance to students in connecting with arts professionals and agencies, gaining media and networking opportunities, as well as utilising digital media.

Details @ <http://www.artnewsportal.com/YAJA>

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1. How does it work?

Students write an article about an art or culture related topic. The topic can be assigned by the lecturer, self chosen or a media opportunity provided by YAJA. Topics may include but not be limited to interviews, reviews, organisation and company profiles, festivals, galleries, live performances or museums, all within the fields of arts & culture.

Each article needs to be supported by at least one image but can also include AV-media (e.g. pieces of mobile journalism including interviews, stage show recordings, photographic impressions)

Students sign-up to YAJA and upload their article via the online members console.

Our editors will conduct a quality control and if the article meets the YAJA standards approve it within 24 hours.

All articles will be:

- published in the dedicated YAJA news feed
- featured in the ART NEWS PORTAL news feed
- featured in the ANP email newsletter
- shared into ART NEWS PORTAL social media channels
- potentially published in some of the YAJA partner publications

Every article is also automatically considered for the annual YAJA awards. In addition to receiving marks for their work, as part of their studies, students may gain additional awards recognition.

2. Benefits and Outcomes for Students

Learning in this activity is primarily self-directed, complimented by professionals who mentor students with expertise in online communications, PR and AV-media skills.

Some of the benefits include, exciting media opportunities, being published on a recognised platform with global reach, work experience, networking opportunities, industry and awards recognition.

Articles submitted to YAJA fulfill a Number of Purposes:

YAJA News Feed items are

- evidence of demonstrated work experience, enriching graduate portfolios
- exposed and publicly recognised through co-publication on the ART NEWS PORTAL News Feed, social media channels and partner publications
- Consideration for the annual YAJA awards

Capability Development

Students develop the following capabilities:

- Effectively communicate via artistic expression in an online environment with awareness of and sensitivity to a range of local and global contexts and cultures
- Engage in autonomous and continued learning, apply new theories of practice and embrace new developments in cultural/artistic expression (e.g. Mobile Journalism)
- Develop individual modes of working and apply skills in leadership and self-management
- Form, develop and implement a vision and philosophy of art as a profession, contributing to the positive development of arts & culture in both local and international contexts

Learning Outcomes

Upon successful completion of this activity students will be able to:

- develop professional writing skills for a digital world
- express themselves in a journalistic manner, developing and applying research and project management skills in a professional environment
- plan and manage through self-directed research projects into arts & culture topics
- utilize professional networks and interpersonal communication skills
- critically reflect upon their professional practice experience

Other Benefits

YAJA AWARDS PRIZES

In 2017 we gave away a cash prize of AUD \$700 and software licenses. We are working on increasing the prize pool on an ongoing basis.

YAJA FREELANCE

We were also pleased to be able to offer paid freelance opportunities to some of our YAJA students in 2017.

3. Benefits for Your School, Faculty, University:

YAJA is a unique global project where universities, students and industry peers can make their mark.

- Join YAJA us as a partner University
- Provide quality control: Have your lecturers join the YAJA Judging Panel
- Expose your university for student excellence on a global level
- Show leadership in preparing students for their professional career
- Make the YAJA experience part of a relevant course
- Help students get industry experience and recognition
- Push your PR. Work with students to write and publish relevant articles / advertorials about your University's art and culture related activities
- Opportunity to own your own Awards Category, for example best article from your university.

The activity could also be considered in an internship report as criteria on students' development against the program capabilities of each particular course.

YAJA [Terms & Conditions](#) summarise students' responsibilities as YAJA team members and should be read in conjunction with any assessment charter provided by your university.

This is part of a practice unit or stand alone practice unit that may find application in multiple courses offered within Bachelor of Arts degrees.

4. How to make YAJA part of the Curriculum

We would like to propose to implement YAJA as part of a practice unit in the format of a free-to-use online news platform into the curriculum.

YAJA is dedicated to students and ready to use at any time.

Articles created as assignments for journalism, arts communication, criticism, cultural anthropology, or cultural history units could find a good platform in YAJA.

The activity is designed to facilitate a practical working relationship between students and professionals in arts and cultural organizations. The result of the activity should be an article that is capable of engaging with a dedicated target audience that is interested in arts & culture.

Residing in an online environment, YAJA capabilities offer students the opportunity to enrich their articles with images and AV-media, increasing viewer engagement.

Depending on the level of integration and each individual unit outline, lecturers may assign topics to students or allow students to choose their own subject, or for students to request media opportunities from YAJA.

Students will be expected to show leadership, work self-directed or as directed by the client, if applicable.

- Interest in Arts, Culture and Journalism
- Ability to research topics and to create articles based on the research
- Self direction in dealing with professionals (conduct interviews, AV-media recordings)
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Students shall be assessed on how well they meet the learning outcomes of this activity or according to the outline of the relevant unit in which the student is enrolled.

Evaluations for example can be based on:

- Topic selection
- Quality of research
- Quality of writing
- AV media use
- Audience attraction (number of views and shares)

Additional Assessment through Annual Awards Program

All submissions will be automatically considered for the annual YAJA awards.

Award Categories:

Assessed by Judging Panel: <http://www.artnewsportal.com/YAJA/panel>

- Overall Winner, two Finalists and Shortlisted Articles
- Best piece of Mobile Journalism

Assessed by YAJA Editorial Team:

- Editor's Choice

Assessed through number of views on Art News Portal:

- People's Choice (attracted the highest number of views and shares)

We are open to any suggestions, proposals and discussion.

5. Notes and Resources

YAJA About: <http://www.artnewsportal.com/YAJA/about>

YAJA News Feed: <http://www.artnewsportal.com/YAJA/entries>

ART NEWS PORTAL: <http://www.artnewsportal.com/>

YAJA Powerpoint Presentation: http://www.artnewsportal.com/download/YAJA-Presentation_20170919.pptx

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