



The University of Southern Queensland

## Course specification

The current and official versions of the course specifications are available on the web at <http://www.usq.edu.au/coursespecification/current>.  
Please consult the web for updates that may occur during the year.

### Description: Advanced Multimedia Project

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
MMS	3002	91614	2, 2009	EXT	2.00	Toowoomba

<b>Academic group:</b>	FOART
<b>Academic org:</b>	FOA005
<b>Student contribution band:</b>	1
<b>ASCED code:</b>	100703

## STAFFING

Examiner: Stuart Thorp  
Moderator: Leonie Jones

## SYNOPSIS

This course is based on the student's participation in a self directed multimedia production. Students will be expected to apply the multimedia production and management skills acquired in preceding courses to a particular production idea. Students are encouraged to explore the practical and experimental application of multimedia techniques to their project whilst maintaining production goals and deadlines. Students will be responsible for managing all aspects of the project's development phases. The planning, documentation and production of the multimedia project within the production timelines will be the major activities of the course.

## OBJECTIVES

On successful completion of this course students will be able to:

1. analyse and develop a multimedia project's conceptual framework and prepare a formal project proposal;
2. manage the acquisition, legal title, storage and management of media assets for the project;
3. design, develop and produce a multimedia project;
4. guarantee the quality of each stage of the production process and deadlines by an informed application of the principles of project management and testing;
5. establish criteria for the evaluation of success and critically evaluate the final project as a media product and as a production process.

## TEXT and MATERIALS required to be PURCHASED or ACCESSED

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at <http://bookshop.usq.edu.au> click 'Semester', then enter your 'Course Code' (no spaces).

## REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

Alber, A F 1996, *Multimedia: a management perspective*, Integrated Media Group, Belmont.

England, E & Finney, A 2001, *Managing multi media*, 3rd edn, Addison-Wesley, Reading.  
(Books 1 & 2)

Gibbs, S & Tschritzis, D C 1995, *Multimedia programming: objects, environments and frameworks*, Addison-Wesley Publishing, Reading.

Graham, L 1999, *Principles of interactive design*, Delmar, Albany.

Hellman, M F and James, W R 1995, *The multimedia casebook*, Van Nostrand Reinhold, New York.

Hillman, D 1998, *Multimedia technology and applications*, Delmar, Albany.

Mohler, J L and Duff, J 2000, *Designing interactive web sites*, Delmar/Thomson Learning, Albany.

Peck, D 1998, *Multimedia: A hands-on introduction*, Delmar, Albany.

## STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Directed Study	330.00

## ASSESSMENT DETAILS

Description	Marks out of	Wtg (%)	Due date
PROJECT PROPOSAL PART A	100.00	10.00	01 Aug 2008 (see note 1)
PROJECT PROPOSAL PART B	100.00	15.00	15 Aug 2008 (see note 2)
PROJECT PRESENTATION	100.00	50.00	17 Oct 2008 (see note 3)
PROJECT EVALUATION	100.00	25.00	31 Oct 2008 (see note 4)

### NOTES

1. This assessment item is aligned with Objectives 1 and 3.
2. This assessment item is aligned with Objectives 1, 2 and 3.
3. This assessment item is aligned with Objectives 2, 3 and 4.
4. This assessment item is aligned with Objectives 1, 2, 3, 4 and 5.

## IMPORTANT ASSESSMENT INFORMATION

### 1 Attendance requirements:

There are no attendance requirements for this external course. However, it is the student's responsibility to study all material provided to them or required to be accessed by them

- to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration.
- 2 Requirements for students to complete each assessment item satisfactorily:  
To successfully complete an individual assessment item, a student must achieve at least 50% of the marks or a grade of at least C-. This statement must be read in conjunction with Statement 4 below.
  - 3 Penalties for late submission of required work:  
If students submit assignments after the due date without extenuating circumstances and without prior approval, then a penalty of a maximum of 5% of the assigned mark may apply for each working day late, up to a maximum of 10 working days, at which time a mark of zero can be recorded for that assignment.
  - 4 Requirements for student to be awarded a passing grade in the course:  
To be assured of receiving a passing grade, a student must achieve at least 50% of the total weighted marks available for the course.
  - 5 Method used to combine assessment results to attain final grade:  
The final grades for students will be assigned on the basis of the aggregate of the weighted marks obtained for each of the summative assessment items in the course.
  - 6 Examination information:  
There is no exam for this course.
  - 7 Examination period when Deferred/Supplementary examinations will be held:  
Given the details under (6) above, there are no deferred exams for this course. However, if any deferred/makeup work is granted, it would have to be submitted by a date set by the examiner.
  - 8 University Regulations:  
Students should read USQ Regulations 5.1 Definitions, 5.6 Assessment, and 5.10 Academic Misconduct for further information and to avoid actions which might contravene University Regulations. These regulations can be found at the URL  
<http://www.usq.edu.au/corporateservices/calendar/part5.htm>

## **ASSESSMENT NOTES**

- 9 (a) The due date for an assignment is the date by which a student must despatch the assignment to the USQ. The onus is on the student to provide proof of the despatch date, if requested by the Examiner. (b) Students must retain a copy of each item submitted for assessment. This must be despatched to USQ within 24 hours if requested by the Examiner. (c) In accordance with University's Assignment Extension Policy (Regulation 5.6.1), the examiner of a course may grant an extension of the due date of an assignment in extenuating circumstances such as documented ill-health. (d) In the event that a due date for an assignment falls on a local public holiday in their area, such as a Show holiday, the due date for the assignment will be the next day. Students are to note on the assignment cover the date of the public holiday for the examiner's convenience. (e) Students who do not have regular access to postal services or who are otherwise disadvantaged by these regulations may be given special consideration. They should contact the examiner of the course to negotiate such special arrangements. (f) Students who have undertaken all of the required assessments in the course but who have failed to meet some of the specified objectives of the course within the normally prescribed time may be awarded the temporary grade: IM (Incomplete-Makeup). An IM grade will only be awarded when, in the opinion of the examiner, a student will be able to achieve the remaining objectives of the course after a period of non-directed personal study. (g) Students who, for medical, family/personal, or employment-related reasons, are unable to complete an assignment

or sit for an examination at the scheduled time, may apply to defer an assessment in the course. Such a request must be accompanied by appropriate supporting documentation. One of the following temporary grades may be awarded: IDS (Incomplete - Deferred Examination); IDM (Incomplete Deferred Make-up); IDB (Incomplete - Both Deferred Examination and Deferred Make-up).

- 10 Students are strongly advised to maintain regular contact with their supervisor.
- 11 If assignments in the course require the use of surveys, interviews, etc., students should be aware of the University and Faculty of Arts ethical requirements/guidelines. (The course syllabus distributed to students in the first week of teaching provides this information.)