Description: Elements of Multimedia

<table>
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<th>Subject</th>
<th>Cat-Nbr</th>
<th>Class</th>
<th>Term</th>
<th>Mode</th>
<th>Units</th>
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<td>ONC</td>
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Academic Group: FOART
Academic Org: FOA004
HECS Band: 1
ASCED Code: 100703

STAFFING
Examiner: David Boreham
Moderator: Daryl Sparkes

SYNOPSIS
Graduates in Mass Communication will increasingly be expected to have at least a basic familiarity with digital and multimedia technology as an important part of their professional preparation. Although the technology continues to develop, apart from a few important popular forms, the "rules" governing its application are only slowly evolving. This course is designed to introduce students to several key issues raised by the technology and to provide them with a conceptual framework in terms of which they might develop the structuring and design strategies necessary for its effective use in communication. Against a background of "single-media" communication conventions, students are introduced to a range of communication problems posed by multimedia. With reference to a range of existing examples, students are challenged to develop and rationalise guidelines for applying the technology to specific communication tasks. Students are encouraged to test their conclusions experimentally during tutorials/workshops in which they will be introduced progressively to a small number of standard professional multimedia tools. Media Production students will have priority entry into the semester 2 course offer.

OBJECTIVES
On successful completion of this course students will be have demonstrated:

- A basic understanding of the distinctive characteristics of multimedia technology and of some key (and as yet uncertainly resolved) conceptual issues entailed in its application;
- The capacity to use a variety of multimedia tools at a basic level of competence to generate items of multimedia communication;
- The ability to conceive, design and generate a brief individual multimedia production to serve a specified communication purpose;
• An understanding at an introductory level of the distinction between linear and non-linear forms of communication, between narrative and non-narrative forms, and the commonest current assumptions and strategies involved in interactivity and the relevance of games theory to other interactive applications of multimedia.

**TOPICS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>1. Introductory Overview (1 week)</td>
<td>20.00</td>
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<tr>
<td>2. Forms and conventions in communication practice (3 weeks)</td>
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</tr>
<tr>
<td>3. Evolving conventions for multimedia communication: some key problems</td>
<td>20.00</td>
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<tr>
<td>(4 weeks)</td>
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<tr>
<td>4. Post-narrative communication and interactivity (3 weeks)</td>
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<tr>
<td>5. Introduction to Bitmapped Graphics (3 weeks)</td>
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**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.


**STUDENT WORKLOAD REQUIREMENTS**

<table>
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<tr>
<th>ACTIVITY</th>
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<tr>
<td>Directed Study</td>
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<td>Private Study</td>
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<td>Tutorial</td>
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**ASSESSMENT DETAILS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks Out of</th>
<th>Wtg(%)</th>
<th>Required</th>
<th>Due Date</th>
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<tr>
<td>PROJECT 1</td>
<td>100.00</td>
<td>30.00</td>
<td>Y</td>
<td>22 Jul 2003</td>
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<td>PROJECT 2 PROPOSAL</td>
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</tbody>
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**NOTES:**

• Due dates for this assignment will be advised at the begining of semester.
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IMPORTANT ASSESSMENT INFORMATION

1 Attendance requirements:
   It is the student's responsibility to attend and participate appropriately in all activities
   (such as lectures, tutorials, laboratories and practical work) scheduled for them,
   and 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. Students are strongly advised to
   attend a minimum of 80% of the tutorial classes in order to receive the necessary
   hardware and software training to meet the objectives 1, 2 and 4. Also, attendance
   is necessary to facilitate the development of the student's projects and objective 3.

2 Requirements for students to complete each assessment item satisfactorily:
   To complete each of the assessment items satisfactorily, students must obtain at
   least 50% of the marks available for each assessment item.

3 Penalties for late submission of required work:
   If students submit assignments after the due date without prior approval, then a
   penalty of 10% of the total marks available for the assignment will apply for each
   of the first FIVE working days late, after which a zero mark will be given.

4 Requirements for student to be awarded a passing grade in the course:
   To be assured of receiving a passing grade, students must demonstrate, via the
   summative assessment items, that they have achieved the required minimum
   standards in relation to the objectives of the course by submitting and passing all
   of the summative assessment items.

5 Method used to combine assessment results to attain final grade:
   The final grades for students will be assigned on the basis of the weighted aggregate
   of the marks (or grades) 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/SECARIAT/calendar/Part5/ or in the printed version of the
   current USQ Handbook.

ASSESSMENT NOTES

9 (a) The due date for an assignment is the date by which a student must lodge the
     assignment at the USQ. (b) Students must retain a copy of each item submitted for
     assessment. This must be produced within five days if required 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) 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. (e) 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).