Course Specification

Description: Multimedia Design and Development

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<tr>
<th>Subject</th>
<th>Cat-Nbr</th>
<th>Class</th>
<th>Term</th>
<th>Mode</th>
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<td>ONC</td>
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Academic Group: FOART
Academic Org: FOA004
HECS Band: 1
ASCED Code: 100700

STAFFING
Examiner: David Boreham
Moderator: Daryl Sparkes

PRE-REQUISITES
Pre-requisite: FET5621 and FET5620 or USQ81525 or USQ81526 or FET8621

SYNOPSIS
The rapid convergence of media and communication technologies has generated demand for professionals with skills in the management of multimedia design, development and implementation. To guide and manage this new field, graduates need to understand the design issues and techniques as well as the development processes. They also need to be aware of the social/political and economic contexts from which this new media/communication industry evolves. Knowledge of the creative organisational aspects of multimedia design and experience in development processes are vital if graduates in this area are to make a significant contribution to scholarship and outcomes in Professional Communication. This course does not teach software skills but assumes some prior knowledge. Students are advised to have access to Shareware such as Hotdog, FrontPage Express, Office 97 Professional and must be able to access the world wide web. *NB The prerequisite might be waived for continuing students enrolled in the Multimedia or Editing and Publishing courses before 1999.

TOPICS

<table>
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<tr>
<th>Description</th>
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<tr>
<td>1. Introduction to the Elements of Interactive Multimedia and its Cultural</td>
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<td>Contexts</td>
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2. Designing Business Strategies for Multimedia Processes and Procedures 80.00
- Government Influences and Commercial Organizations - Development of a Business Plan - Market Opportunities - Corporate Home Page

3. Integrating Communication Technologies and Multimedia 5.00

4. Future Considerations 5.00

TEXT and MATERIALS required to be PURCHASED or ACCESSED:
Books can be ordered by fax or telephone. For costs and further details use the 'Book Search' facility at http://bookshop.usq.edu.au by entering the author or title of the text.
Elin, L 2001, Designing and Developing Multimedia, Allyn and Bacon, Needham Heights, MA.

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.

Nielsen, J 1995, Multimedia and Hypertext: The Internet and Beyond, Academic Press Inc, Boston.
STUDENT WORKLOAD REQUIREMENTS

ACTIVITY HOURS
Directed Study 340

ASSESSMENT DETAILS

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks Out of</th>
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<tr>
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OTHER REQUIREMENTS

1 Students are to attempt all items of assessment.
2 The final grade is based on the aggregate of all assessment items and is assigned as follows: HD = 90-100, A = 80-89, B = 65-79, C = 50-64, F = 0-49
3 Assignments submitted and without prior approval of an extension, shall be penalized 10% per working day for the first 5 working days late, after which a zero grade will be awarded.