Description: Management of Multimedia Projects

<table>
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<tr>
<th>Subject</th>
<th>Cat-Nbr</th>
<th>Class</th>
<th>Term</th>
<th>Mode</th>
<th>Units</th>
<th>Campus</th>
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<tr>
<td>MMS</td>
<td>5021</td>
<td>25126</td>
<td>2, 2003</td>
<td>WEB</td>
<td>2.00</td>
<td>TW MBA</td>
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Academic Group: FOART
Academic Org: FOA004
HECS Band: 1
ASCED Code: 100700

STAFFING
Examiner: David Boreham
Moderator: Daryl Sparkes

OTHER-REQUISITES
Pre-requisite: MMS5020 and one of FET5620, FET5621 or FET8621

SYNOPSIS
This course addresses the organisational and administrative requirements that are involved in the conceptualisation, marketing and audience description of multimedia projects. Course content includes psychological aspects of project design, designer-audience interfacing, prototype modelling and evaluation, niche market identification and analysis, budgeting, evaluation of marketing and distribution strategies and project adaptations to specific audience groups both in Australia and overseas. The dynamics of groups and management strategies for small work teams are also included.

OBJECTIVES
After successful completion of the course students will be able to:

- Provide effective managerial leadership of selected multimedia projects from their conceptualisation and team formation to production, distribution and project evaluation.
- Guarantee the quality of each stage of the production process by an informed application of the principles of the modelling of prototype design and pilot testing, and of sound instructional design.
- Prepare and administer budgets for multimedia projects, including taking managerial responsibility for acquisition of the funding of the production.
- Conceptualise, survey, identify and describe a variety of commercial markets for multimedia productions, both in Australia and overseas.
- Design, develop and produce an interactive multimedia project.
- Identify and use the concepts of project teams for the creation and start up of a business.
- Set the stage for a successful project by selecting the project, choosing team members and completing the planning.

**TOPICS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>1. Module 1 Project Purpose and Viability Analysis</td>
<td>20.00</td>
</tr>
<tr>
<td>2. Module 2 Client Needs and Interface Considerations</td>
<td>10.00</td>
</tr>
<tr>
<td>3. Module 3 Successful Management and Quality Assurance</td>
<td>10.00</td>
</tr>
<tr>
<td>4. Module 4 Specialisation, Teamwork and Enhancing Creative, Technical and Managerial Talent</td>
<td>20.00</td>
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<tr>
<td>5. Module 5 Process/Product Evaluation</td>
<td>10.00</td>
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<tr>
<td>6. Module 6 Setting the stage for a successful project</td>
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<tr>
<td>7. Module 7 Building and Improvement Plan for a project team</td>
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**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.


**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>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
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<tr>
<td>Directed Study</td>
<td>330</td>
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**ASSESSMENT DETAILS**

<table>
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<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>SCOPING THE PROJECT</td>
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<td>20.00</td>
<td>Y</td>
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<tr>
<td>PROJECT PROPOSAL</td>
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<td>20.00</td>
<td>Y</td>
<td>29 Aug 2003</td>
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<td>CONTRACT OF AGREEMENT</td>
<td>100.00</td>
<td>20.00</td>
<td>Y</td>
<td>19 Sep 2003</td>
</tr>
<tr>
<td>THE PRODUCT</td>
<td>100.00</td>
<td>30.00</td>
<td>Y</td>
<td>24 Oct 2003</td>
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<td>DELIVERY OF PRODUCT</td>
<td>100.00</td>
<td>10.00</td>
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<td>31 Oct 2003</td>
</tr>
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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.

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, a student must: (i) submit all of the summative assessment items, including the Tutorial Presentation; and (ii) achieve at least 50% of the available weighted marks for the summative assessment items.

5 Method used to combine assessment results to attain final grade:
   To be assured of receiving a passing grade, a student must: (i) submit all of the summative assessment items; and (ii) achieve at least 50% of the available weighted marks for the summative assessment items.

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.