**Description: Management of Multimedia Projects**

<table>
<thead>
<tr>
<th>Subject</th>
<th>Cat-Nbr</th>
<th>Class</th>
<th>Term</th>
<th>Mode</th>
<th>Units</th>
<th>Campus</th>
</tr>
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<tr>
<td>MMS</td>
<td>5021</td>
<td>25337</td>
<td>2, 2003</td>
<td>OCN</td>
<td>2.00</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>
<td>10.00</td>
</tr>
<tr>
<td>7. Module 7 Building and Improvement Plan for a project team</td>
<td>20.00</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](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>
</tr>
</thead>
<tbody>
<tr>
<td>Directed Study</td>
<td>330</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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<tbody>
<tr>
<td>SCOPEING THE PROJECT</td>
<td>100.00</td>
<td>20.00</td>
<td>Y</td>
<td>15 Aug 2003</td>
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<tr>
<td>PROJECT PROPOSAL</td>
<td>100.00</td>
<td>20.00</td>
<td>Y</td>
<td>29 Aug 2003</td>
</tr>
<tr>
<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>
</tr>
<tr>
<td>DELIVERY OF PRODUCT</td>
<td>100.00</td>
<td>10.00</td>
<td>Y</td>
<td>31 Oct 2003</td>
</tr>
</tbody>
</table>

### 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.

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).