Description: Multimedia Project A

Subject  Cat-Nbr  Class  Term  Mode  Units  Campus
MMS      8023    21092  1, 2003  EXT   2.00   TWMBA

Academic Group: FOART
Academic Org: FOA004
HECS Band: 1
ASCED Code: 100700

STAFFING
Examiner: David Boreham
Moderator: Aidan Burke

PRE-REQUISITES
Pre-requisite: MMS5020 and MMS5021

RATIONALE
This course enables students enrolled in the Master of Professional Communication to commence their multimedia production project under supervision. The course provides the opportunity to bring together the skill students have acquired during the Graduate Diploma in Professional Communication (Multimedia Major). Students will be required to design, develop and commence the production of a multimedia product. Students wishing to be involved in the multimedia industry must have the knowledge and or ability to plan, organize and understand the development phases of multimedia production. This course applies the individual skill of each student to a real world multimedia product.

SYNOPSIS
In this course, students commence work on a major multimedia production. Students will be expected to apply the multimedia development and management skills acquired in preceding courses to a particular product idea. Students are encouraged to explore the practical and experimental application of multimedia techniques to their project. The planning, documentation, initial production and overall management of the multimedia project will be the major activities of the course. Students will be responsible for all aspects of the project development phases. This course will normally be followed by MMS8024, in which students will complete their multimedia production.

OBJECTIVES
On successful completion of this course students will be able to:
• demonstrate the ability to conceptualise, design and plan a major multimedia production project;
• demonstrate the ability to develop the project to a high standard;
• demonstrate the ability to manage the project.

TOPICS

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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</thead>
<tbody>
<tr>
<td>1. See Other Requirements</td>
<td>100.00</td>
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</tbody>
</table>

1.1. Students will identify their own project idea and topic. The project will typically be developed by investigation and documentation of the following topics presented as a proposal document: (Weighting: 20%) Product design; Scoping the project; Proposal and contracts; Platform choice; Selecting media and techniques; Interface design; Selecting the team; Management procedures; Copyright and intellectual property. Commencement of execution of project (Weighting 80%)

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>Project Work</td>
<td>294</td>
</tr>
<tr>
<td>Seminars</td>
<td>13</td>
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<tr>
<td>Supervisor Consultation</td>
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ASSESSMENT DETAILS

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks Out of</th>
<th>Weighting (%)</th>
<th>Required</th>
<th>Due Date</th>
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</thead>
<tbody>
<tr>
<td>CONCEPT PROPOSAL</td>
<td>30.00</td>
<td>30.00</td>
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<td>21 Mar 2003</td>
</tr>
<tr>
<td>PROJECT PLAN</td>
<td>50.00</td>
<td>50.00</td>
<td>Y</td>
<td>09 May 2003</td>
</tr>
<tr>
<td>PROGRESS REPORT 1</td>
<td>10.00</td>
<td>10.00</td>
<td>Y</td>
<td>23 May 2003</td>
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<tr>
<td>PROGRESS REPORT 2</td>
<td>10.00</td>
<td>10.00</td>
<td>Y</td>
<td>13 Jun 2003</td>
</tr>
</tbody>
</table>
OTHER REQUIREMENTS

1. Topics Note: Students will identify their own project idea and topic. The project will typically be developed by investigation and documentation of the following topics presented as a proposal document: (Weighting: 20%) Product design; Scoping the project; Proposal and contracts; Platform choice; Selecting media and techniques; Interface design; Selecting the team; Management procedures; Copyright and intellectual property. Commencement of execution of project (Weighting 80%)

2. Students should consult regularly with their supervisor.

3. Progress reports will be negotiated by each student and supervisor.

4. Students must attempt all items of assessment. 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

5. Assessment of this course will be carried out by the student’s supervisor/s in consultation, where appropriate, with the Honours and Postgraduate Committee of the Department of Mass Communication of the Faculty of Arts, USQ.