The University of Southern Queensland

Course specification

Description: Elements of Multimedia

<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>
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<tr>
<td>MMS</td>
<td>2000</td>
<td>30848</td>
<td>1, 2004</td>
<td>ONC</td>
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Academic group: FOART
Academic org: FOA004
Student contribution band: 1
ASCED code: 100703

STAFFING

Examiner: David Boreham
Moderator: Stuart Thorp

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>
<td>20.00</td>
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<tr>
<td>3. Evolving conventions for multimedia communication: some key problems (4 weeks)</td>
<td>20.00</td>
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<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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**TEXT and MATERIALS required to be PURCHASED or ACCESSED:**

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at http://bookshop.usq.edu.au click 'Semester', then enter your 'Course Code' (no spaces).

For this course, students are required to purchase an External 7200 rpm Hard Drive with Firewire. This hardware will be necessary for use over the duration of the three years of the degree course.

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

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<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
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<tr>
<td>PROJECT 1</td>
<td>100.00</td>
<td>30.00</td>
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<tr>
<td>PROJECT 2 PROPOSAL</td>
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<td>PROJECT 2 PROTOTYPE</td>
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<td>02 Mar 2004</td>
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NOTES:
1. Due dates for this assignment will be advised at the beginning of semester.
2. Due dates for this assignment will be advised at the beginning of semester.
3. Due dates for this assignment will be advised at the beginning of semester.

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:
   DEADLINES - EXTENSIONS WILL NOT BE GRANTED ON ANY GROUNDS. In fully documented cases of extreme medical disability, other production assignments of equivalent value will be set, ON CONDITION THAT the student fully informs the Examiner of such a need at the earliest convenient time.

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/corporateservices/calendar/part5.htm or in 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).

OTHER REQUIREMENTS

1 All pieces of assessment must be completed and submitted to be eligible for a pass in the course. The examiner may allow a failed assignment to be resubmitted.
2 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.