Description: Multimedia Contexts

<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>3001</td>
<td>30850</td>
<td>1, 2004</td>
<td>OMC</td>
<td>1.00</td>
<td>TWMBA</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

REQUISITES
Pre-requisite: MMS2000

OTHER-REQUISITES
Pre-requisite: MMS2000 or Diploma of Multimedia

SYNOPSIS
Multimedia has the ability to offer traditional information packages in interactive form as well as generating new types of information structures. This ability raises issues relating to the design, development and application of multimedia technologies, and to the various social, cultural and economic environments in which it operates. This ability of multimedia also implies the need to question the adequacy of conventional models of communication theory to accommodate and develop these innovations. Graduates in Multimedia, in addition to the design, operational and management skills acquired elsewhere in their degree, must be able to evaluate their professional work in its social, cultural and economic context if they are to undertake leadership, management, advisory or innovative roles in their field. This course is designed to encourage students to develop a broad perspective on the issues that impact on multimedia interface design, production and distribution. The course considers political, social, cultural, economic, legal and ethical issues that relate to the design, production and distribution of multimedia products and on the integration of multimedia into the new global communications environment.

OBJECTIVES
On successful completion of this course students will be able to:
- devise and recommend multimedia applications to specific communication needs in a variety of social and economic environments, and to rationalise and explain the reasons for their recommendations.
- analyse client needs within specific contexts in terms of contextual constraints and limitations, to optimise operational efficiency with minimal disruption to other continuing workflows;
- advise clients with specialist needs for multimedia applications on appropriate hardware/software combinations in terms of particular contextual constraints (eg applications in teaching, training, corporate communication, etc).

**TOPICS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. New technologies modify rather than replace earlier ones. Some evolution</td>
<td>25.00</td>
</tr>
<tr>
<td>ary influences of multimedia on existing technologies and their related</td>
<td></td>
</tr>
<tr>
<td>institutions in Australia (eg telephony, broadcasting, postal services)</td>
<td></td>
</tr>
<tr>
<td>2. Nonlinearity. Possibilities and pitfalls of multimedia's capacity to give</td>
<td>25.00</td>
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<tr>
<td>the receiving person access to the structure of the content. Some early</td>
<td></td>
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<tr>
<td>experiments in non- linear TV series.</td>
<td></td>
</tr>
<tr>
<td>3. Interactivity - some psychological aspects, eg gender-specific computer</td>
<td>25.00</td>
</tr>
<tr>
<td>games, experiments in applying interactivity in education.</td>
<td></td>
</tr>
<tr>
<td>4. Interface - the concept, development and limitations of the metaphors</td>
<td>25.00</td>
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<tr>
<td>used in multimedia interface design</td>
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</tr>
</tbody>
</table>

**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).


**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.


(online)

The University of Southern Queensland 2003, *MMS3001 DEC Study Package*, Distance Education Centre USQ, Toowoomba.

**STUDENT WORKLOAD REQUIREMENTS:**

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
</tr>
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<tbody>
<tr>
<td>Directed Study</td>
<td>40.00</td>
</tr>
<tr>
<td>Lectures</td>
<td>14.00</td>
</tr>
<tr>
<td>Private Study</td>
<td>76.00</td>
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<tr>
<td>Tutorial</td>
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</table>

**ASSESSMENT DETAILS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
<th>Due date</th>
</tr>
</thead>
<tbody>
<tr>
<td>ESSAY 1</td>
<td>30.00</td>
<td>30.00</td>
<td>08 Apr 2004</td>
</tr>
<tr>
<td>ORAL PRESENTATION</td>
<td>10.00</td>
<td>10.00</td>
<td>09 Apr 2004</td>
</tr>
<tr>
<td>ESSAY 2</td>
<td>20.00</td>
<td>20.00</td>
<td>04 Jun 2004</td>
</tr>
<tr>
<td>EXAMINATION 3 HOURS</td>
<td>40.00</td>
<td>40.00</td>
<td>END S1</td>
</tr>
</tbody>
</table>

(see note 1)

**NOTES:**

1. Exam dates will be advised when timetables are finalised.

**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, 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:
The exam for this course is a CLOSED EXAMINATION, and candidates are
allowed to bring only writing and drawing instruments into the examination.

7 Examination period when Deferred/Supplementary examinations will be held:
Any deferred or supplementary examinations for this course will be held during
the next examination period.

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 despatched to USQ within 24 hours if requested 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).