Description: Multimedia Design and Development

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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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<td>MMS</td>
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<td>1, 2004</td>
<td>WEB</td>
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Academic group: FOART
Academic org: FOA004
Student contribution band: 1
ASCED code: 100700

STAFFING
Examiner: David Boreham
Moderator: Stuart Thorp

REQUISITES
Pre-requisite: FET5621 or (MMS1001 and MMS3017)

OTHER-REQUISITES
Equivalent course studies at USQ or other institutions may be considered as Pre-requisites.

SYNOPSIS
This course addresses the basic issues of multimedia project design and management that are involved in the various stages of concept development, audience identification, production team formation, media asset management, business plan development, quality assurance methods and distribution strategies necessary for successful multimedia prototype development. Course content is organised around the process of refining an initial concept proposal into a detailed operational plan for the successful realisation of multimedia prototype development. This project plan will then be prepared as an interactive multimedia presentation. (Note: The project design will be developed to at least a functional prototype stage in the subsequent course MMS8021 Management of Multimedia Projects.)

OBJECTIVES
On successful completion of this course students will be able to:

- Provide effective leadership of selected multimedia projects from early conceptualisation to the planning of production team formation, production and distribution methods, and project evaluation techniques.
- Assure the quality and efficiency of each stage of the production process by an informed application of the project design and planning.
• Prepare budget estimates for multimedia projects, including taking managerial responsibility for acquisition of the funding of the production.
• Conceptualise, survey, identify and describe a variety of potential markets for multimedia productions, both in Australia and overseas.
• Design, develop and present a business plan as an interactive multimedia project.
• Identify and design the organisational structure of a creative production team and the corporate identity of a multimedia start up business.
• Set the stage for the successful realisation of a multimedia project by planning and designing the project, the production and distribution processes in a unified and efficient manner.

TOPICS

<table>
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<tr>
<th>Description</th>
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<tbody>
<tr>
<td>1. Multimedia definitions</td>
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<td>2. Multimedia Elements</td>
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<td>3. Multimedia Environments</td>
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<td>4. Authoring Tools</td>
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<td>5. Interactivity</td>
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<td>6. Design and Development</td>
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<td>7. Delivery and Presentation</td>
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<td>8. Multimedia Conference</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).


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.


(Luther, A C 1994, *Authoring Interactive Multimedia*, AP Professional, Boston.)

(Nielsen, J 1995, *Multimedia and Hypertext: The Internet and Beyond*, AP Professional, Boston.)


(CD-ROM)

**STUDENT WORKLOAD REQUIREMENTS:**

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

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<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
<th>Due date</th>
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<tr>
<td>PERSONNEL REQUIREMENTS</td>
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<td>WEBSITE</td>
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<td>BUSINESS PLAN</td>
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<td>BUSINESS PRESENTATION</td>
<td>20.00</td>
<td>20.00</td>
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IMPORTANT ASSESSMENT INFORMATION

1 Attendance requirements:
   There are no attendance requirements for this external course. However, it is the
   student's responsibility 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 be assured of completing each assessment item satisfactorily a student must
   submit all of the items of summative assessment by the due date and achieve on
   each the minimum specified standards outlined in 4 (Requirements for a pass in
   the course).

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 despatch
   the assignment to the USQ. The onus is on the student to provide proof of the
   despatch date, if requested by the Examiner. (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-Make-up). 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).