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>
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<tr>
<td>MMS</td>
<td>8021</td>
<td>34967</td>
<td>2, 2004</td>
<td>WEB</td>
<td>2.00</td>
<td>TW MBA</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: MMS5020 or MMS8020

SYNOPSIS
This course addresses the development of a multimedia project plan into a functional prototype ready for publication. Course content is organised around the processes of matching design concepts to client needs, finalising production plans, establishing clear contractual agreements, producing a working project prototype and designing project launch and testing strategies. (Note: The project to be developed to at least a functional prototype stage in this course would normally be designed in the preceding course MMS8020 Multimedia Design and Development.)

OBJECTIVES
After successful completion of the course students will be able to:

1. Provide effective managerial leadership of a multimedia project development from initial planning through to production, distribution and project evaluation.
2. Evaluate the potential viability of a multimedia project for publication.
3. Design client needs and project scoping questionnaires from client briefs for multimedia projects.
4. Identify and prepare the essential elements of a contract agreement for a multimedia project.
5. Prepare a detailed production plan for effective project development.
6. Develop a prototype of a multimedia project based on sound planning and design strategies.
7. Design and implement a multimedia product launch.
8. Develop methods for evaluating project success and the satisfaction of client needs.

**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>
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<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>
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<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>
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<tr>
<td>6. Module 6 Setting the stage for a successful project</td>
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<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:**

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.


**STUDENT WORKLOAD REQUIREMENTS:**

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
</tr>
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<tbody>
<tr>
<td>Directed Study</td>
<td>330.00</td>
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**ASSESSMENT DETAILS**

<table>
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<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
<th>Due date</th>
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<tr>
<td>SCOPING THE PROJECT</td>
<td>100.00</td>
<td>20.00</td>
<td>30 Jul 2004</td>
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<tr>
<td>PROJECT PROPOSAL</td>
<td>100.00</td>
<td>20.00</td>
<td>13 Aug 2004</td>
</tr>
<tr>
<td>CONTRACT OF AGREEMENT</td>
<td>100.00</td>
<td>20.00</td>
<td>03 Sep 2004</td>
</tr>
<tr>
<td>THE PRODUCT</td>
<td>100.00</td>
<td>30.00</td>
<td>15 Oct 2004</td>
</tr>
<tr>
<td>DELIVERY OF PRODUCT</td>
<td>100.00</td>
<td>10.00</td>
<td>29 Oct 2004</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/corporateservices/calendar/part5.htm or in the current USQ Handbook.