Description: Multimedia Project A

<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>
</tr>
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<tbody>
<tr>
<td>MMS</td>
<td>8023</td>
<td>30934</td>
<td>1, 2004</td>
<td>EXT</td>
<td>2.00</td>
<td>TWMBA</td>
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</table>

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) and (MMS5021 or MMS8021)

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>
</tr>
</thead>
<tbody>
<tr>
<td>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%)</td>
<td></td>
</tr>
<tr>
<td>100.00</td>
<td></td>
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</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.


STUDENT WORKLOAD REQUIREMENTS:

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
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<tbody>
<tr>
<td>Project Work</td>
<td>294.00</td>
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<tr>
<td>Seminars</td>
<td>13.00</td>
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<td>Supervisor</td>
<td>13.00</td>
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<td>Consultation</td>
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ASSESSMENT DETAILS

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
<th>Due date</th>
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<tr>
<td>CONCEPT PROPOSAL</td>
<td>30.00</td>
<td>30.00</td>
<td>19 Mar 2004</td>
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<tr>
<td>PROJECT PLAN</td>
<td>50.00</td>
<td>50.00</td>
<td>07 May 2004</td>
</tr>
<tr>
<td>PROGRESS REPORT 1</td>
<td>10.00</td>
<td>10.00</td>
<td>21 May 2004</td>
</tr>
<tr>
<td>PROGRESS REPORT 2</td>
<td>10.00</td>
<td>10.00</td>
<td>11 Jun 2004</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 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 or
   documented medical circumstances, then a fail grade may be given, and they may
   be unable to continue to the second part of this course.

4 Requirements for student to be awarded a passing grade in the course:
   To be assured of 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 obtaining at least 50% of the total
   weighted marks for all summative assessment.

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-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 Students should consult regularly with their supervisor.
2 Progress reports will be negotiated by each student with their supervisor/s.
3 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.