The University of Southern Queensland

Course specification

This version produced 20 Dec 2007.
The current and official versions of the course specifications are available on the web at <http://www.usq.edu.au/coursespecification/current>.
Please consult the web for updates that may occur during the year.

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>
</tr>
</thead>
<tbody>
<tr>
<td>MMS</td>
<td>3001</td>
<td>62610</td>
<td>1, 2007</td>
<td>EXT</td>
<td>1.00</td>
<td>Toowoomba</td>
</tr>
</tbody>
</table>

Academic group: FOART
Academic org: FOA005
Student contribution band: 1
ASCED code: 100703

STAFFING
Examiner: David Boreham
Moderator: Stuart Thorp

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:

1. 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
2. analyse client needs within specific contexts in terms of contextual constraints and limitations, to optimise operational efficiency with minimal disruption to other continuing workflows
3. 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 evolutionary influences of multimedia on existing technologies and their related institutions in Australia (eg telephony, broadcasting, postal services)</td>
<td>25.00</td>
</tr>
<tr>
<td>2. Nonlinearity. Possibilities and pitfalls of multimedia's capacity to give the user access to the structure of the content. Some early experiments in non-linear TV, interactive fiction.</td>
<td>25.00</td>
</tr>
<tr>
<td>3. Interactivity - some psychological aspects, eg gender roles in computer games, experiments in applying interactivity in art, education and entertainment.</td>
<td>25.00</td>
</tr>
<tr>
<td>4. Interface - the concept, development and limitations of the metaphors used in multimedia interface design. The concept of aesthetic computing.</td>
<td>25.00</td>
</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).

Johnson, S 1997, Interface culture: how new technology transforms the way we create and communicate, Basic Books, San Francisco.

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.

OTHER RESOURCES:
Cybersociology magazine (on-line) http://www.cybersociology.com
Leonardo on-line (on-line journal) http://mitpress2.mit.edu/e-journals/Leonardo/lmj/sound.html
Game research (on-line journal) http://www.game-research.com/default.asp
Cyberspace, virtual reality, and critical theory (on-line journal) http://www.cyberartsweb.org/cpace/theoryov.html


**STUDENT WORKLOAD REQUIREMENTS**

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Directed Study</td>
<td>90.00</td>
</tr>
<tr>
<td>Private Study</td>
<td>76.00</td>
</tr>
</tbody>
</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>35.00</td>
<td>35.00</td>
<td>25 May 2007</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(see note 1)</td>
</tr>
<tr>
<td>ESSAY 2</td>
<td>35.00</td>
<td>35.00</td>
<td>15 Jun 2007</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(see note 2)</td>
</tr>
<tr>
<td>EXAMINATION 2 HOURS</td>
<td>30.00</td>
<td>30.00</td>
<td>END S1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(see note 3)</td>
</tr>
</tbody>
</table>

**NOTES**

1. This assessment item aligns with all of the Objectives.
2. This assessment item aligns with all of the Objectives.
3. Exam dates will be advised when timetables are finalised. This assessment item aligns with all of the Objectives.

**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 successfully complete an individual assessment item, a student must achieve at least 50% of the marks or a grade of at least C-. This statement must be read in conjunction with Statement 4 below.

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, a student must achieve at least 50% of the total weighted marks available for the course.

5. Method used to combine assessment results to attain final grade:
The final grades for students will be assigned on the basis of the aggregate of the weighted marks 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

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) In the event that a due date for an assignment falls on a local public holiday in their area, such as a Show holiday, the due date for the assignment will be the next day. Students are to note on the assignment cover the date of the public holiday for the examiner's convenience. (e) Students who do not have regular access to postal services or who are otherwise disadvantaged by these regulations may be given special consideration. They should contact the examiner of the course to negotiate such special arrangements. (f) 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. (g) 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 can expect that questions in assessment items in this course may draw upon knowledge and skills that they can reasonably be expected to have acquired before enrolling in the course. This includes knowledge contained in pre-requisite courses and appropriate communication, information literacy, analytical, critical thinking, problem solving or numeracy skills. Students who do not possess such knowledge and skills should not expect to achieve the same grades as those students who do possess them.