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>67464</td>
<td>2, 2007</td>
<td>WEB</td>
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Academic group: FOART
Academic org: FOA005
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 pragmatic issues of multimedia project development and management. Course content is organised around the processes of matching design concepts to client needs, building production teams, finalising production plans, establishing clear contractual agreements and business plans, testing and evaluation strategies and designing a product launch. (Note: The course builds upon the conceptual and design issues investigated 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. (All assessment items refer.)
2. Evaluate the potential viability of a multimedia project for publication. (All assessment items refer.)
3. Design client needs and project scoping questionnaires from client briefs for multimedia projects. (All assessment items refer.)
4. Identify and prepare the essential elements of a contract agreement for a multimedia project. (All assessment items refer.)
5. Prepare a detailed production plan for effective project development. (All assessment items refer.)
6. Develop a prototype of a multimedia project based on sound planning and design strategies. (All assessment items refer.)
7. Design and implement a multimedia product launch. (All assessment items refer.)
8. Develop methods for evaluating project success and the satisfaction of client needs. (All assessment items refer.)

TOPICS

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>Module 1 Project Purpose and Viability Analysis</td>
<td>20.00</td>
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<tr>
<td>Module 2 Client Needs and Interface Considerations</td>
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</tr>
<tr>
<td>Module 3 Successful Management and Quality Assurance</td>
<td>10.00</td>
</tr>
<tr>
<td>Module 4 Specialisation, Teamwork and Enhancing Creative, Technical and Managerial Talent</td>
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<tr>
<td>Module 5 Process/Product Evaluation</td>
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<td>Module 6 Setting the stage for a successful project</td>
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<tr>
<td>Module 7 Building and Improvement Plan for a project team</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).

Alternative Text:

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.

Elin, L 2001, Designing and developing multimedia, Allyn and Bacon, Boston.
Garrand, T 2001, Writing for multimedia and the web, Focal Press, Boston, MA.
Mohler, JL & Duff, JM 1999, Designing interactive web sites, Thomson Learning, Albany.
Shedroff, N 2001, Experience design 1, New Riders, Indianapolis.

**STUDENT WORKLOAD REQUIREMENTS**

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
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<tbody>
<tr>
<td>Directed Study</td>
<td>160.00</td>
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<td>Private 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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<td>SCOPING THE PROJECT</td>
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<tr>
<td>PROJECT PROPOSAL</td>
<td>100.00</td>
<td>20.00</td>
<td>17 Aug 2007</td>
</tr>
<tr>
<td>CONTRACT OF AGREEMENT</td>
<td>100.00</td>
<td>20.00</td>
<td>07 Sep 2007</td>
</tr>
<tr>
<td>THE PRODUCT</td>
<td>100.00</td>
<td>30.00</td>
<td>26 Oct 2007</td>
</tr>
<tr>
<td>DELIVERY OF PRODUCT</td>
<td>100.00</td>
<td>10.00</td>
<td>09 Nov 2007</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, 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 achieve at least 50% of the total weighted marks available for the course.

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.

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 If assignments in the course require the use of surveys, interviews, etc., students should be aware of the University and Faculty of Arts ethical requirements/guidelines. (The course syllabus distributed to students in the first week of teaching provides this information.)