



MMST13015 Collaborative Digital Media Project

Part A

Term 1 - 2017

Profile information current as at 09/05/2024 02:29 pm

All details in this unit profile for MMST13015 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

General Information

Overview

This unit and its counterpart MMST13018 Collaborative Digital Media Project Part B provide you with an opportunity to apply your accumulated experiences, skills and knowledge, developed throughout the degree course, to a real-life major project undertaken for an external client. You will work as part of a team to initiate, plan, execute and evaluate a digital media project, putting into practice project and production management processes and development methodologies covered in this unit. When you undertake this unit you must be prepared to enrol in MMST13018 Collaborative Digital Media Project Part B in the following term to complete the project.

Details

Career Level: *Undergraduate*

Unit Level: *Level 3*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

Pre-requisites or Co-requisites

Prerequisite: Minimum 72 credit points This unit is only available to students enrolled in CU23 Bachelor of Multimedia Studies or CC24 Bachelor of Digital Media

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

Offerings For Term 1 - 2017

- Brisbane
- Distance
- Mackay
- Rockhampton
- Sydney

Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

Class and Assessment Overview

Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

Class Timetable

[Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

[Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

Assessment Overview

1. **Group Work**

Weighting: 30%

2. **Presentation and Written Assessment**

Weighting: 45%

3. **Written Assessment**

Weighting: 25%

Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

CQUniversity Policies

All University policies are available on the [CQUniversity Policy site](#).

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

Previous Student Feedback

Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

Feedback from Unsolicited email from a 2015 graduate.

Feedback

One alumnus reports that the rigorous demands of the project management aspect of the course do in fact match the real-world scenario of the job the graduate secured in a project management team of a large business. She reflects that while she did not at the time, she now appreciates value of that emphasis in the course team assessment regime.

Recommendation

Continue to explain to students the need for training in industry standard business communication and production management processes.

Action

Explained to students the need for training in industry standard business communication and production management processes.

Unit Learning Outcomes

On successful completion of this unit, you will be able to:

1. plan a project which includes working in a team and liaising with a client
2. implement project and production management processes to develop an effective digital media product that meets the requirements of the client and the needs of the target audience
3. work as an effective and productive member of a team.

Alignment of Learning Outcomes, Assessment and Graduate Attributes



Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes		
	1	2	3
1 - Group Work - 30%	•	•	•
2 - Presentation and Written Assessment - 45%	•	•	•
3 - Written Assessment - 25%	•	•	•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes		
	1	2	3
1 - Communication	•	•	•

Graduate Attributes	Learning Outcomes		
	1	2	3
2 - Problem Solving	•	•	•
3 - Critical Thinking	•	•	•
4 - Information Literacy	•	•	•
5 - Team Work	•	•	•
6 - Information Technology Competence	•	•	•
7 - Cross Cultural Competence	•	•	•
8 - Ethical practice	•	•	•
9 - Social Innovation			
10 - Aboriginal and Torres Strait Islander Cultures			

Alignment of Assessment Tasks to Graduate Attributes

[illegible]

Textbooks and Resources

Textbooks

MMST13015

Prescribed

Managing Interactive Media: Project management for web and digital media

4th Edition (2007)

Authors: England, E & Finney, A

Pearson Education Limited

Harlow, England

Binding: Paperback

Additional Textbook Information

A highly recommended accompanying text by the same authors, "Managing Multimedia: Technical Issues" is now out of print but you can download PDFs of the chapters for personal use from the following URL:

<http://www.atsf.co.uk/mim/manmult.html>

[View textbooks at the CQUniversity Bookshop](#)

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Since this is the first of the two Collaborative Multimedia Project courses, the exact software required will depend on the project being undertaken, and software requirements could vary significantly. A recent version of the full Adobe Master Collection is a common requirement. Video and audio recording equipment is often a requirement. Microsoft Project is useful.

Referencing Style

All submissions for this unit must use the referencing style: [Harvard \(author-date\)](#)

For further information, see the Assessment Tasks.

Teaching Contacts

Andrew Martin Unit Coordinator

a.martin@cqu.edu.au

Schedule

Week 1 - 06 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Getting oriented. Course outline, expectations, resources, requirements and team roles. Review of possible projects. What is project management?		Team preferences. Individual skills

Week 2 - 13 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
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Working in Project Teams. Team Development. What is a team? Why use a team for multimedia development? Project human resource management. Team member skill sets. Forming a team. Team building. Delegating responsibility and authority. Team development strategies including for possible conflicts within the project and their resolution.

Team allocation. Project selection. Personal skills assessment; Production roles.

Week 3 - 20 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Development life cycles: Waterfall model Iterative model. Spiral model. Project initiation and needs analysis. Develop a conflict resolution procedure. Appoint a Project Manager. Develop a corporate style. Prepare Client Scoping Questionnaire. Develop the Intellectual Property Register. First status report. Keep records of your time. Establish a project home.		Finalise team membership & roles; Status Report 1

Week 4 - 27 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
The concept brief. Needs assessment. Project scope. Eliciting requirements and identifying needs. Preparing for project specification.		Submit: Team agreement; Needs analysis/project objectives (draft); Status report 2.

Week 5 - 03 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic
Requirements and Technical Specification		Status report 3

Vacation Week - 10 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic
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Week 6 - 17 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic
Ongoing design. Proof of concept. Presentation to client of Concept Brief/Business Case to be scheduled this week.		Submit: Concept Brief/Business Case; Status report 4

Week 7 - 24 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic
Preparing a project plan. Assets list. Defining tasks. Work Breakdown structure. Tracking progress.		Status report 5

Week 8 - 01 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
Change control and configuration management. Quality assurance and risk management.		Submit: Technical Specification (draft); Status report 6.

Week 9 - 08 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
The Design Document		Status report 7

Week 10 - 15 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
Intellectual property		Submit: Proof of concept including storyboards/visuals; Status report 8

Week 11 - 22 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
Resources, budgeting and costing		Status report 9

Week 12 - 29 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
Culmination of MMST13015 Collaborative Multimedia Project Part A. Carrying the design document (including specifications, production plan and all documentation) over into MMST13018 Collaborative Multimedia Project Part B.		Submit: Individual report and peer review; Status report 10. Written Assessment Due: Week 12 Friday (2 June 2017) 11:45 pm AEST

Review/Exam Week - 05 Jun 2017

Module/Topic	Chapter	Events and Submissions/Topic
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Exam Week - 12 Jun 2017

Module/Topic	Chapter	Events and Submissions/Topic
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Assessment Tasks

1 Group Work

Assessment Type

Group Work

Task Description

1A: Needs Analysis
 1B: Team & Project Agreements
 1C: Technical Specification
 1D: Status Reports
 1E: Development Activity Logs
 1F: Intellectual Property Register

These are all team submissions. Only one team member submits an item on behalf of the team.

Assessment Due Date

Ongoing submission as completed. Drafts may be submitted for review within timeline guidelines.

Return Date to Students

Ongoing. Final by certification date.

Weighting

30%

Assessment Criteria

The assessment criteria for each task is available on the course web site. The mark awarded for each item is attributed to each member of the team.

Referencing Style

- [Harvard \(author-date\)](#)

Submission

Online Group

Submission Instructions

Only one team member needs to submit on behalf of the team.

Learning Outcomes Assessed

- plan a project which includes working in a team and liaising with a client
- implement project and production management processes to develop an effective digital media product that meets the requirements of the client and the needs of the target audience
- work as an effective and productive member of a team.

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Team Work
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

2 Presentation and Written Assessment

Assessment Type

Presentation and Written Assessment

Task Description

2A: Concept Brief / Business Case

2B: Proof of Concept incl. Visuals

2C: Design Document incl. Project Plan

These are all team submissions. Only one team member submits an item on behalf of the team.

Assessment Due Date

Ongoing submission as completed. Drafts may be submitted for review within timeline guidelines.

Return Date to Students

As per completion. Final by certification date.

Weighting

45%

Assessment Criteria

The assessment criteria for each task is available on the course web site. The mark awarded for each item is attributed to each member of the team.

Referencing Style

- [Harvard \(author-date\)](#)

Submission

Online Group

Submission Instructions

Presentations as per team arrangement via appropriate mode.

Learning Outcomes Assessed

- plan a project which includes working in a team and liaising with a client
- implement project and production management processes to develop an effective digital media product that meets the requirements of the client and the needs of the target audience
- work as an effective and productive member of a team.

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy

- Team Work
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

3 Written Assessment

Assessment Type

Written Assessment

Task Description

3A: Individual Report & Peer Review

3B: Peer Review (completion according to requirement)

These are individually submitted and marked items.

Assessment Due Date

Week 12 Friday (2 June 2017) 11:45 pm AEST

Return Date to Students

By certification date.

Weighting

25%

Assessment Criteria

The assessment criteria for these tasks are available on the course web site.

Referencing Style

- [Harvard \(author-date\)](#)

Submission

Online

Submission Instructions

Please use matrix provided in the assessment criteria for your peer review and submit with your individual report.

Learning Outcomes Assessed

- plan a project which includes working in a team and liaising with a client
- implement project and production management processes to develop an effective digital media product that meets the requirements of the client and the needs of the target audience
- work as an effective and productive member of a team.

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Team Work
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

What can you do to act with integrity?



Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem