



# MMST13015 Collaborative Digital Media Project

## Part A

### Term 1 - 2024

Profile information current as at 28/04/2024 11:59 am

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 follow-on MMST13018 Collaborative Digital Media Project Part B provide a capstone opportunity to apply your accumulated experiences, skills and knowledge—especially those acquired to date in the Bachelor of Digital media course. You will opt in for a challenging real-life project to be undertaken for an authentic client. Working collaboratively as part of a team you will research client needs, analyse project requirements and propose solutions to the aims and objectives identified. Only initial creative concepts are presented by the team in this unit. The emphasis is to apply generic project development methods and planning processes to produce a production plan. This becomes the blue print for the production stage which ensues with the same team arrangements in the consecutive term. That is why, when you undertake this unit you must be prepared to enroll in MMST13018 Collaborative Digital Media Project Part B in the following term.

### 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 - 2024

- Brisbane
- Bundaberg
- Cairns
- Mackay
- Mixed Mode
- Rockhampton

### 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. **Project (applied)**

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 Student Unit and Teaching Evaluation

##### Feedback

The guidance tailored to the needs of each team for successful project planning provides a basis for project success.

##### Recommendation

Continue to allocate ample time to meet with each team regularly to provide project-relevant advice.

## Unit Learning Outcomes

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

1. collaborate as a productive and reflective member of a team
2. communicate professionally and effectively with all project stakeholders including participating in establishment and maintenance of development records
3. define a digital media project; specify its requirements and its scope so that it that meets project objectives
4. participate in proposing a team-designed solution using media-specific pre-production processes and visualisation methods and a detailed project plan including a Gantt chart.

## Alignment of Learning Outcomes, Assessment and Graduate Attributes



### Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes			
	1	2	3	4
1 - Group Work - 30%	•	•	•	•
2 - Project (applied) - 45%	•	•	•	•
3 - Written Assessment - 25%	•	•		

### Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes			
	1	2	3	4
1 - Communication	•	•	•	•
2 - Problem Solving	•	•	•	•
3 - Critical Thinking	•	•	•	•

Graduate Attributes	Learning Outcomes			
	1	2	3	4
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

Assessment Tasks	Graduate Attributes									
	1	2	3	4	5	6	7	8	9	10
1 - Group Work - 30%	•	•	•	•	•	•	•	•	•	
2 - Project (applied) - 45%	•	•	•	•	•	•	•	•	•	
3 - Written Assessment - 25%	•	•	•	•	•	•	•	•		

## Textbooks and Resources

### Textbooks

**There are no required textbooks.**

### IT Resources

**You will need access to the following IT resources:**

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Webcam and headset for online meetings.
- Access to the Adobe CC suite of software is a requirement. Software applications required will depend on the project being undertaken.
- Access to video and audio recording equipment may be a requirement.

## Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 7th Edition \(APA 7th edition\)](#)

For further information, see the Assessment Tasks.

## Teaching Contacts

**Ashley Holmes** Unit Coordinator  
[a.holmes@cqu.edu.au](mailto:a.holmes@cqu.edu.au)

## Schedule

### Week 1: Getting started - 04 Mar 2024

Module/Topic	Chapter	Events and Submissions/Topic
<b>Topics overview:</b> <ul style="list-style-type: none"><li>• What is a project?</li><li>• Projects and clients. Stakeholders.</li><li>• What is project management?</li><li>• The project life cycle.</li><li>• Methodology.</li><li>• Factors effecting success and failure.</li></ul>	N/A	<b>Getting started</b> <ul style="list-style-type: none"><li>• Orientation to unit web resources</li><li>• Introduce yourself via unit discussion forum</li><li>• Review list of projects</li><li>• Opt in for project</li></ul>

### Week 2: Team building - 11 Mar 2024

Module/Topic	Chapter	Events and Submissions/Topic
<b>Topics overview:</b> <ul style="list-style-type: none"><li>• What is a team?</li><li>• Project development models</li><li>• Team building stages:</li><li>• Personal skills</li><li>• Project roles</li><li>• Conflict resolution strategy</li><li>• Communication plan</li></ul>	N/A	Opt in and finalise project selection via the project selection activity. Teams should be finalised this week. <b>Team building activities</b> <ul style="list-style-type: none"><li>• Personal skills assessment</li><li>• Production roles</li><li>• Team name, logo, stationary</li><li>• Communication plan</li><li>• Conflict resolution strategy</li></ul> <b>Submit Assessment Item 1A: Report on team agreements Project status report #1 due</b> (emailed to supervisor only)

### Week 3: Requirements elicitation - 18 Mar 2024

Module/Topic	Chapter	Events and Submissions/Topic
<b>Topics overview:</b> <ul style="list-style-type: none"><li>• Project definition</li><li>• Requirements elicitation</li><li>• Needs analysis</li></ul>	N/A	<b>Activities overview:</b> <ul style="list-style-type: none"><li>• Draft first communications to client for approval by your team's academic supervisor:<ul style="list-style-type: none"><li>- Introductory letter from team to client</li><li>- Heads of Agreement</li></ul></li><li>• Evaluate client's brief</li><li>• Commence requirements elicitation</li></ul>

### Week 4: Needs analysis and project definition - 25 Mar 2024

Module/Topic	Chapter	Events and Submissions/Topic
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**Topics overview:**

- Project definition (continuing)
- Needs analysis
- Concept development

N/A

**Activities overview:**

- If approved by supervisor send first communication to your client
- Prepare assessment item 1B submission
- Commence work toward assessment item 2A Project Definition Document (identify tasks required and organise delegation of them amongst team members)
- Consider the practicality of organising a F2F meeting or Zoom with your client:
  - for requirements elicitation
  - for the 2A presentation (due in Week 5).
- Communication about this could be done as part of the Status Report communication.
- If a meeting is possible then schedule it and prepare an agenda.

**Submit Assessment Item 1B:****Report on project agreement with client****Project status report #2 due**

(emailed to client after supervisor has approved a draft)

**Week 5: Technical specification - 01 Apr 2024**

Module/Topic	Chapter	Events and Submissions/Topic
<b>Topics overview:</b> <ul style="list-style-type: none"> <li>• Technical specification</li> <li>• The project definition presentation checklist</li> </ul>	N/A	<b>Activities overview:</b> <ul style="list-style-type: none"> <li>• Prepare Assessment 2A project definition presentation document and initial technical specification. Share draft with your supervisor.</li> </ul> <b>Submit Assessment Item 2A: Project definition presentation document</b> <ul style="list-style-type: none"> <li>• Requirements elicitation process and outcomes</li> <li>• Requirements analysis and recommendations</li> <li>• Initial technical specification</li> <li>• Send and/or present to client and request feedback</li> </ul>

**Vacation Week - 08 Apr 2024**

Module/Topic	Chapter	Events and Submissions/Topic
<b>Topics overview:</b> <ul style="list-style-type: none"> <li>• Feedback and management of requests for change</li> </ul>	N/A	<b>Activities overview:</b> <ul style="list-style-type: none"> <li>• Analysis of 2A project definition document feedback</li> <li>• Implementation of change management</li> <li>• Planning assessment 2B pitch</li> </ul> <b>Project status report #3 due</b> (emailed to client after supervisor has approved a draft)

**Week 7: Preparing a project pitch - 22 Apr 2024**

Module/Topic	Chapter	Events and Submissions/Topic
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**Topics overview:**

- Preparation of the project pitch
- Medium-specific norms and expectations

N/A

**Activities overview:**

- Review sprint backlog
- Plan 2B Project Pitch presentation
- Make arrangement with the client well in advance to present the pitch (Assessment Item 2B).

**Week 8: Introduction to project planning - 29 Apr 2024****Module/Topic****Chapter****Events and Submissions/Topic****Topics overview:**

- Introduction to project planning
- Asset list
- Work breakdown structure
- Estimation

N/A

**Activities overview:**

- Preparation and planning of assessment item 2B: Project Pitch presentation
- Team prepares professional documentation and rehearses for an interactive team presentation to the client for Assessment Item 2B
- Project status report #4 due** (emailed to client after supervisor has approved a draft)

**Week 9: Project plan for MMST13018 - 06 May 2024****Module/Topic****Chapter****Events and Submissions/Topic****Topics overview:**

- Planning the production of your project for MMST13018 Collaborative Digital Media Project Part B
- Drafting a Gantt chart

**Activities overview:**

- Presentation of 2B Project Pitch to client
- Submit assessment item 2B Project pitch**

**Week 10: Compiling the design document and project plan - 13 May 2024****Module/Topic****Chapter****Events and Submissions/Topic****Topics overview:**

- Change management
- Incorporating feedback and changes resulting from previous appraisal cycles into the design document
- Compiling the design document and project plan

**Activities overview:**

- Analysis of feedback from Project Pitch presentation
- Commence compilation of the design document
- Commence the project plan
- Project status report #5 due** (emailed to client after supervisor has approved a draft)

**Week 11: Quality assurance & risk management - 20 May 2024****Module/Topic****Chapter****Events and Submissions/Topic****Topics overview:**

- Recap and thinking ahead
- Management of your project in term2 (MMST13018 Collaborative Digital Media Project Part B)
- Quality assurance and risk management

**Activities overview:**

- Document design and project plan preparation:
- Compile 2A & 2B documentation incorporating any changes due to feedback
- Produce medium-specific itemised list of all things required for the production phase in Part B of unit (Asset list)
- Produce comprehensive Work Breakdown Structure
- Produce Gantt chart

**Week 12: Final submission checklist - 27 May 2024****Module/Topic****Chapter****Events and Submissions/Topic**

**Topics overview:**

- Advice on team submissions:
  - Meeting Minutes
  - Status reports
  - Individual time sheets
  - Intellectual property register
- Advice on Individual and Peer Review

**Activities overview:****Project status report #5 due**

(emailed to client after supervisor has approved a draft)

**Submit 1C: Development Activity Logs**

**Submit 2C: Design Document and Project Plan** (and send a copy to the client)

**Submit 3A: Individual Report and Peer Review**

**Individual Assessment Items Due:**  
Week 12 Friday (31 May 2024) 11:45 pm AEST

**Review/Exam Week - 03 Jun 2024**

Module/Topic	Chapter	Events and Submissions/Topic
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**Exam Week - 10 Jun 2024**

Module/Topic	Chapter	Events and Submissions/Topic
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## Term Specific Information

To facilitate timely team formation please review the list of project options available via the Orientation tile in the unit moodle site at your earliest opportunity and opt in for your choice using the project selection activity.

## Assessment Tasks

### 1 Team Documentation

**Assessment Type**

Group Work

**Task Description****1A Report on team agreements:**

- Team Logo and Stationery
- Roles and Responsibilities
- Conflict Resolution Strategy
- Communication and Document Sharing Plan

**1B Report on project agreement with client**

- Draft Heads of Agreement (HoA) between team and client sent to team's supervisor for approval.
- Draft email letter explaining that HoA is for negotiated agreement is sent to team's supervisor for approval.
- On approval these are sent to the client.
- Records of correspondence between team and client regarding HoA are kept.
- Ultimately a copy of the signed HoA is uploaded to Moodle (this can be later than week 4 but by week 12).

**1C Development activity logs**

Over the term regular records are kept. **They are maintained from Week 1.** They are collated in a team shared drive. A link to a directory of the records is to be submitted.

- Meeting minutes
- Fortnightly status reports
- Individual time sheets collated
- Intellectual property register



## Assessment Due Date

Teams organise submission schedule. These dates are a guide. 1A: Due end of Week 2. 1B: Due end of Week 4. 1C: Due end of Week 12.

## Return Date to Students

Within 14 days of submission.

## Weighting

30%

## Assessment Criteria

### **Assessment 1A: Report on team agreements**

- |   |                                   |
|---|-----------------------------------|
| <b>Team Logo &amp; Stationery</b>   |                                   |
| 1/ • The team has agreed on a unique name, has devised a logo, and applied it to the team documentation templates (letterhead and report cover).  | No mark is awarded for this task. |
| <b>Roles &amp; Responsibilities</b>   |                                   |
| 2/ • The team has successfully negotiated and agreed on members' roles and responsibilities and reported the outcomes of this process?  | Up to 2 Marks                     |
| <b>Conflict Resolution Strategy</b>   |                                   |
| 3/ • There is a team conflict resolution plan signed by each team member?   | Up to 2 marks                     |
| <b>Communication &amp; Document Sharing Plan</b>  |                                   |
| • The team established appropriate lines of communication between members including a regular internal meeting schedule, and a document sharing system, and reported on this?   |                                   |
| 4/ • The team has appointed a person responsible for communication with client.<br>• A letter introducing the team to the client has been drafted using the team letterhead. It includes profiles of each team member. This has been emailed to the team's academic supervisor for approval.<br>• On approval the letter has been sent to the client. | Up to 6 marks                     |
| <b>TOTAL:</b> This mark is awarded to all members of the team.  | 10 marks                          |

### **Assessment 1B: Report on project agreement with client**

- |   |               |
|---|---------------|
| <b>Draft Heads of Agreement (HoA) between team and client for supervisor approval.</b>  |               |
| 1/ • The team has prepared a draft HoA using the template provided.<br>• This has been sent to the team's supervisor by email for approval prior to sending to the client.<br>• Copy of sent HoA included in report.  | Up to 3 Marks |
| <b>Draft email letter to client for supervisor approval.</b>  |               |
| 2/ • The team has drafted text for an email to the client explaining that the HoA is for negotiated agreement.<br>• This has been sent to the team's supervisor by email for approval prior to sending to the client with a copy of the HoA.<br>• Copy of sent letter included in report. | Up to 2 Marks |
| <b>Copy of HoA signed by all team members and by the client uploaded to Moodle at Assessment 1B</b>   |               |
| 3/ • This may be added when received from client any time prior to end of term and mark will then be awarded.<br>• If applicable, provide notes about any correspondence other than above between team and client prior to HoA being agreed.  | Up to 5 marks |
| <b>TOTAL</b> This mark is awarded to all members of the team  | 10 marks      |

### **Assessment 1C: Development activity logs**

- |   |               |
|---|---------------|
| <b>Meeting minutes</b>  |               |
| 1/ • Minutes of team meetings have been kept.<br>• Minutes of meetings with the supervisor have been kept.<br>• Minutes of meetings with the client have been kept. | Up to 3 Marks |
| <b>Fortnightly status reports</b>   |               |
| 2/ • These have been emailed to the client and supervisor and records of these kept.  | Up to 2 Marks |

- 3/ **Individual timesheets for each team member** Up to 2 marks
- These have been kept using the template provided have been collated.
- Intellectual property register**
- 4/ • Using a spreadsheet record all items provided by the client and all items produced by the team. Up to 3 marks
- Use version control in file naming where necessary.
  - Record where items are stored.
  - Record where back-ups are stored.
- TOTAL** This mark is awarded to all members of the team. 10 marks

### Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

### Submission

Online Group

### Submission Instructions

One person submits each item on behalf of the team.

### Learning Outcomes Assessed

- collaborate as a productive and reflective member of a team
- communicate professionally and effectively with all project stakeholders including participating in establishment and maintenance of development records
- define a digital media project; specify its requirements and its scope so that it that meets project objectives
- participate in proposing a team-designed solution using media-specific pre-production processes and visualisation methods and a detailed project plan including a Gantt chart.

### Graduate Attributes

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

## 2 Collaborative teamwork

### Assessment Type

Project (applied)

### Task Description

#### **2A Project definition presentation document**

- Requirements elicitation process and outcomes
- Requirements analysis and recommendations
- Initial technical specification

#### **2B Pitch Presentation**

- Live team presentation to client and professional presentation document
- Team recommends a creative solution to project objectives in conceptual detail. This response to client's brief includes appropriate, medium-specific textual descriptions, visualisations, diagrams etc.

#### **2C Design Document and Project Plan**

- Compile all 2A & 2B documentation into a Design Document incorporating any changes due to feedback
- Produce a medium-specific itemised list of all things required for the production phase in Part B of the unit
- Produce a comprehensive Work Breakdown Structure
- Produce a Gantt Chart (time line showing production and presentation milestones and component interdependencies for Part B of the unit)

## Assessment Due Date

Teams organise submission schedule. These dates are a guide. 2A: Due end of Week 5. 2B: Mid-Week 9. 2C: End of Week 12.

## Return Date to Students

Within 14 days of submission

## Weighting

45%

## Assessment Criteria

### 2A Project definition presentation document

This presentation document must be self-explanatory and be of the highest professional standard. Your client should be able to confidently present it on your behalf to other stakeholders. Most often this will be during an executive or management committee meeting.

The presentation format can be pdf or PowerPoint slides or other format that does not require specialist software or plugins. There is no minimum word count but it should not exceed 2500 words excluding references and appendices. The file size should be less than 5Mb so that it can be emailed. There can be associated short videos or hi-res graphics or sound bites, but these should be available as on-line links.

With this presentation, you are confirming that you understand what the project involves and making initial recommendations. These are presented without putting a lot of work into visualising, pending confirmation from the client that you are on the right track. If easy to organise it can be presented live and interactively to the client during a meeting organised well in advance. Note that there are no marks available for a live presentation of this assessment. However, there are for assessment 2B.

It is advisable to prepare and submit a draft for your supervisor to critique before the due date - which is the date by which it should have been delivered to the client.

### Marking

Please also refer to detailed criteria available on Moodle web site. There are 60 points available which are scaled to provide up to 15 marks. This mark is awarded to all members of the team.

### 2B Pitch Presentation

Live team presentation to client and professional presentation document.

This is the opportunity for the team as a collaborative unit to demonstrate its creative edge and for individual talents and initiatives to shine. The pitch is ideally presented live and interactively to the client with all members of the team taking part and speaking to their role. The supervisor is ideally present as an observer. There are criteria for professional presentation delivery of this assessment item.

The presentation document must be self-explanatory and be of the highest professional standard. Following your presentation of it your client should be able to confidently present it on your behalf to other stakeholders. Most often this will be during an executive or management committee meeting.

The presentation document format can be pdf or PowerPoint slides or other format that does not require specialist software or plugins. There is no minimum word count but it should not exceed 2500 words excluding references and appendices. The file size should be less than 5Mb so that it can be emailed. There can be associated short videos or hi-res graphics or sound bites, but these should be available as on-line links.

It is advisable to prepare and submit a draft for your supervisor to critique before the due date - which is also the date by which it should have been delivered to the client.

### Marking

Please also refer to detailed criteria available on Moodle web site. There are 60 points available which are scaled to provide up to 15 marks. This mark is awarded to all members of the team.

### 2C Design Document and Project Plan

This assessment item will be the go-to-guide for production of the project in part B of this unit. It has two parts: Design Document and Production Plan. The Production Plan is by far the most important part because it will be totally new material. As many items as possible that can be foreseen as needed for completion of the project are itemized and broken down into tasks. Responsibilities for tasks are allocated to team members or other stakeholders and estimates of time required are entered on a timeline representation called a Gantt chart.

Sometimes the Design Document component is misunderstood as unnecessary duplication. However, it is simply a compilation of previously presented information (from assessment items 2A and 2B) with any changes resulting from feedback, or more recent progress incorporated. Indeed, in many cases, if the Executive Summary is well-written, the previous items can be simply inserted as appendices.

Ideally this document is presented live and interactively so that questions that remain from either the team or the client can be easily addressed. However, the criteria for team live presentation are only assessed once in a term. Therefore, a team can elect to have those criteria itemised at 2B-1 applied to either assessment 2B or 2C. Marking will be adjusted appropriately overall. [Hint: if the team did not achieve satisfactorily at 2B1 they could elect to be reassessed for 2B.] If the team and client agree to meet for an additional interactive session, where the presentation will not be assessed

please do not forget the considerations from 2B-1 criteria.

The documentation must be self-explanatory and be of the highest professional standard. Following the submission of it to your client they should be able to confidently present it on your behalf to other stakeholders. Most often this will be during an executive or management committee meeting.

The presentation document format can be pdf or PowerPoint slides or other format that does not require specialist software or plugins. There is no minimum word count but it should not exceed 2500 words (excluding appendices). The file size should be less than 5Mb so that it can be emailed. There can be associated short videos or hi-res graphics or sound bites, but these should be available as on-line links.

It is advisable to prepare and submit a draft for your supervisor to critique before the due date – which is also the date by which it should have been delivered to the client.

### **Marking**

Please also refer to detailed criteria available on Moodle web site. There are 60 points available which are scaled to provide up to 15 marks. This mark is awarded to all members of the team.

### **Referencing Style**

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

### **Submission**

Online Group

### **Submission Instructions**

One person submits each item on behalf of the team.

### **Learning Outcomes Assessed**

- collaborate as a productive and reflective member of a team
- communicate professionally and effectively with all project stakeholders including participating in establishment and maintenance of development records
- define a digital media project; specify its requirements and its scope so that it that meets project objectives
- participate in proposing a team-designed solution using media-specific pre-production processes and visualisation methods and a detailed project plan including a Gantt chart.

### **Graduate Attributes**

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

## **3 Individual Assessment Items**

### **Assessment Type**

Written Assessment

### **Task Description**

-

#### **3A Individual Report and Peer Review**

This report is an opportunity for you to show how much you understand about the project that you are involved with. It should be written in your own words as much as possible. You may quote minimally from documents produced and submitted on behalf of the team. Any sources used should be referenced.

There is a peer review component. As well as providing a written appraisal of your own contributions and those of your peers, you are to include a completed copy of the marking matrix 3B provided via Moodle.

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#### **3B Peer Review**

As part of their assessment item 3A submission (Individual Report and Peer Review) each student reviews the performance of the team as a whole and appraises the conduct of each person in the team.

In addition, each team member (including herself or himself) is awarded a numerical score out of 10 using a provided matrix for:

- Attendance at team meetings
- Quality of individual meeting participation

- Completion of assigned work within schedule
- Quality of assigned work
- Individual's overall contribution to team

The the average peer mark is confidentially applied for assessment item 3B.

The maximum word count for 3A and 3B combined is 1500 words.

### **3C Tutor's evaluation of individual contributions to Group Work and Project (applied)**

Each individual's team supervisor or tutor similarly appraises the student's individual performance.

#### **Assessment Due Date**

Week 12 Friday (31 May 2024) 11:45 pm AEST

#### **Return Date to Students**

By certification date

#### **Weighting**

25%

#### **Assessment Criteria**

### **3A Individual report and peer review**

#### **Report document professionalism**

- Title page:
  - student name and ID number
  - course code, term and year
- 1/ ◦ team name Up to 4 points
- project title
- Table of contents
- Executive summary
- Appropriate font, style and formatting, spelling and grammar checked, correctly referenced.

#### **Project information**

- Explain what you know about the client and the project stakeholders?
- 2/ • What are the project aims and objectives? Up to 4 points
- What type of product is being developed?
- How do you interpret the project brief?

#### **Target audience**

- 3/ • Describe the target audience(s) for the product in terms of their gender, age, occupation, location, socio-economic status, expectations, motivation, or other relevant factors. Up to 4 points
- Clearly state what the audience may gain from the product.

#### **Target platform**

- 4/ • Describe the target platform for the product in terms specific to medium(s) you are working with. Up to 4 points
- How will the product be delivered?
- What technical standards are to be met?

#### **Resources, limitations and scope**

- 5/ • Describe what your team requires to complete the project, e.g. hardware, software, equipment, support, etc. Up to 4 points
- What technical or practical constraints may impact on the project?
- Discuss the scope of the project in terms of length, size, quantity etc. where relevant.
- State whether or not you think the scope is achievable and provide reasons.

#### **Team information and peer review**

- Describe the roles established for your project team and the names of the students who fill those roles (include yourself).
- 6/ • Describe in general terms the most productive and effective aspects of your team so far. Up to 15 points
- Are you satisfied with the project progress?
- Describe in general terms the most unproductive and ineffective aspects of your team so far.
- Do you have suggestions for improving the team's performance?

### **Communication**

- 7/ • Outline the nature of communications your team is having with the client and other stakeholders if applicable  
• Describe the frequency, duration and nature of meetings and collaborative interaction with other team members during the project to date.  
• Describe any communication difficulties you may be experiencing. Up to 5 points

### **Peer review matrix**

- 8/ • Satisfactory completion and submission of the peer review obligations including the marking matrix (as per the sample provided for download via moodle). Up to 5 points

### **Project plans for next term (MMST13018)**

- 9/ MMST13018. Up to 5 points  
• Outline your understanding of the production tasks that lie ahead for your team in MMST13018.  
• Include a copy of the team's Gantt chart (referenced) as an appendice if you wish.  
• Describe what role(s) you expect to take in MMST13018.

### **TOTAL**

Up to 50 points

**Points total is scaled to achieve marks total. The marks awarded are individual and confidential.**

**Up to 7.5 marks**

### **3B Peer review**

- Attendance at team meetings (up to 10 points)
- Quality of individual meeting participation (up to 10 points)
- Completion of assigned work within schedule (up to 10 points)
- Quality of assigned work (up to 10 points)
- Individual's overall contribution to team ( up to 10 points)

Total points (out of 50). The total points awarded each team member by their peers is averaged and confidentially applied for assessment item 3B.

**Points are scaled to achieve up to 7.5 marks**

### **3C Tutor's evaluation of individual contributions to Group Work and Project (applied).**

The criteria are the same as those applied by the peers with the addition of the following:

- Individual initiative (up to 10 points)
- Leadership and responsibility (up to 10 points)
- Professional development (up to 10 points)
- Effective collaboration (up to 10 points)
- Professional attitude (up to 10 points)

**Note that in cases where ongoing poor performance in these areas has been noted, demerit points may also be applied.**

**100 points are available. These are scaled to achieve up to 10 marks.**

### **Referencing Style**

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

### **Submission**

Online

### **Submission Instructions**

Individuals prepare and submit their own work via Moodle for Assessment item 3A.

### **Learning Outcomes Assessed**

- collaborate as a productive and reflective member of a team
- communicate professionally and effectively with all project stakeholders including participating in establishment and maintenance of development records

### **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