MMST13018 *Collaborative Digital Media Project Part B*

Term 2 - 2017

Profile information current as at 21/05/2024 05:28 pm

All details in this unit profile for MMST13018 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 provides students with an opportunity to apply their accumulated experiences, skills and knowledge, developed throughout the degree course, to a major project undertaken for an external client. Students will work in teams to initiate, plan, execute and evaluate a digital content project, putting into practice project and production management processes and development methodologies covered in the unit. Students must complete MMST13015 Collaborative Digital Media Project Part A before enrolling in this unit.

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 unit: MMST13015
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 2 - 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. **Group Work**
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.

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 F2F discussion in tutorial session.

Feedback

Team had difficulty with client not responding to emails for an extended period. Would like to have had a client from the campus area, so that one could "knock on their door".

Recommendation

The student's frustration with a client that is not responding is understandable. The supervisor will do everything they can to assist in such an instance. Being co-located wouldn't necessarily be a solution. Students are not to visit clients unless formally invited. In the real world changes of personnel with organisations can impact projects. It is part of an authentic experience to learn how to professionally handle such situations. However in future, greater efforts should be made to source projects from each campus area so that geographical distance is less of an issue. This, of course is not feasible for each of the distantly located student cohort. Students should be reminded that they are also invited to suggest suitable projects to the course coordinator prior to commencement of MMST13015 (Collaborative Digital Media Project Part A).

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

— N/A Level ∘ Introductory Level ∘ Intermediate Level ● Graduate Level ∘ Professional Level ∘ Advanced Level

Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes		
	1	2	3
1 - Group Work - 30%	●	●	●
2 - Group Work - 45%	●	●	●
3 - Written Assessment - 25%			●

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes		
	1	2	3

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

Assessment Tasks	Graduate Attributes									
	1	2	3	4	5	6	7	8	9	10
1 - Group Work - 30%	•	•	•	•	•	•	•	•		
2 - Group Work - 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)
- The IT requirements for this unit will depend on the project that is being undertaken. The Adobe Master Collection is a common software requirement. Microsoft Project is useful for project management. Video and audio production equipment is a common hardware requirement.

Referencing Style

All submissions for this unit must use the referencing styles below:

- Harvard (author-date)
- Turabian

For further information, see the Assessment Tasks.

Teaching Contacts

Ashley Holmes Unit Coordinator
a.holmes@cqu.edu.au

Schedule

Week 1 - 10 Jul 2017

Module/Topic	Chapter	Events and Submissions/Topic
Unit overview; Review of project and production management plans; Expectations for alpha presentations		Status Report 11

Week 2 - 17 Jul 2017

Module/Topic	Chapter	Events and Submissions/Topic
Product Evaluation and Testing: Test plans; Test cases		Status Report 12

Week 3 - 24 Jul 2017

Module/Topic	Chapter	Events and Submissions/Topic
Working on Alpha Presentation Prepare test and evaluation plan for Alpha Presentation		Status Report 13

Week 4 - 31 Jul 2017

Module/Topic	Chapter	Events and Submissions/Topic
Alpha presentation. Formalise test and evaluation feedback.		Alpha Product Presentation Test and evaluation plans Status Report 14

Week 5 - 07 Aug 2017

Module/Topic	Chapter	Events and Submissions/Topic
Implement recommendations from Alpha presentation testing and evaluation.		Status Report 15

Vacation Week - 14 Aug 2017

Module/Topic	Chapter	Events and Submissions/Topic

Week 6 - 21 Aug 2017

Module/Topic	Chapter	Events and Submissions/Topic
Prepare for ISO9001 Trial Audit (checking that proposed procedure is being followed and that documentation is up-to-date)		Status Report 16

Week 7 - 28 Aug 2017

Module/Topic	Chapter	Events and Submissions/Topic

Prepare for your Beta Presentation

Status Report 17

Week 8 - 04 Sep 2017

Module/Topic	Chapter	Events and Submissions/Topic
Beta Prototype Presentations scheduled.		Beta Prototype Presentation; Status Report 18

Week 9 - 11 Sep 2017

Module/Topic	Chapter	Events and Submissions/Topic
Implement final changes/fixes/edits. Re-test.		Status Report 19

Week 10 - 18 Sep 2017

Module/Topic	Chapter	Events and Submissions/Topic
Last production stages. Planning for handover. Arrange final presentation with client. Trial Audit by this week.		Status Report 20

Week 11 - 25 Sep 2017

Module/Topic	Chapter	Events and Submissions/Topic
Check product against any change requests. Complete test and evaluation reports.		Test & Evaluation Reports

Week 12 - 02 Oct 2017

Module/Topic	Chapter	Events and Submissions/Topic
Final presentation to client Product handover Signed client acceptance		Submit Individual and peer review

Review/Exam Week - 09 Oct 2017

Module/Topic	Chapter	Events and Submissions/Topic
		All team submissions due **Individual report and peer review** Due: Review/Exam Week Friday (13 Oct 2017) 11:45 pm AEST

Exam Week - 16 Oct 2017

Module/Topic	Chapter	Events and Submissions/Topic

Assessment Tasks

1 Documentation and project planning

Assessment Type
Group Work

Task Description
Refer to the details of deliverables, assessment criteria and particulars regarding submission of assessment in the unit web site.
The deliverables in this category are:
1A. Test & Evaluation Plan; Acceptance Criteria Proposal
1B. Development Activity Logs, Correspondence, Minutes, ISO9001 Audit Report
1C. Status Reports (x10)
1D. Intellectual Property Register

Assessment Due Date

Ongoing throughout the term. Refer to the unit web site.

Return Date to Students

By the Certification date.

Weighting
30%

Assessment Criteria
Refer to the unit web site.

Referencing Style

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

Submission
Online Group

Submission Instructions
One student submits 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 Product and group presentation

Assessment Type
Group Work

Task Description
Refer to the details of deliverables, assessment criteria and particulars regarding submission of assessment in the unit web site.
The deliverables in this category are:
2A. Alpha Presentation
2B. Beta Product & Presentation
2C. Test & Evaluations Reports
2D. Project Handover - signed acceptance
2E. Final Product
2F. Client Review

Final project submission
The product must contain significant digital media elements and all files required for its implementation MUST be submitted to the client and to the unit coordinator via link to a shared drive and or by USB drive. You may also serve the product over the Web as well, but all files must still be submitted for assessment.

Assessment Due Date

Ongoing throughout the term. Refer to the unit web site.

Return Date to Students

By the Certification date.

Weighting
45%

Assessment Criteria
Refer to the unit web site.

Referencing Style

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

Submission
Online Group

Submission Instructions
Except for assessment item 3 A & B (which is private and confidential), one student submits 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

3 Individual report and peer review

Assessment Type
Written Assessment

Task Description
Refer to the details of deliverables, assessment criteria and particulars regarding submission of assessment in the unit web site.
The items that are considered in this section are:
3A/ Individual Report
3B/ Peer Review
3C/ Tutor's Evaluation of Individual Performance

Assessment Due Date
Review/Exam Week Friday (13 Oct 2017) 11:45 pm AEST

Return Date to Students

By the Certification date.

Weighting
25%

Assessment Criteria
Refer to the unit web site.

Referencing Style

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

Submission
Online

Submission Instructions
Individual submission via the unit web site.

Learning Outcomes Assessed

- 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