MMST13018 *Collaborative Digital Media Project Part B*
Term 2 - 2019

Profile information current as at 15/05/2024 05:11 am

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 - 2019

- Brisbane
- Mackay
- Online
- 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.

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 Unit evaluations

Feedback

Despite changes implemented in 2018, students are still finding the three assessment items designed to ensure teams seek client feedback appropriately for each of the development milestones confusing. Too many students apparently still do not appreciate the importance of eliciting and reporting required changes and corrections so that these can be incorporated into project development.

Recommendation

Review the test and evaluation procedure workflow, the explanatory resources and associated assessment items. Make changes to improve understanding of the importance of the process and simplify its implementation.

Feedback from Unit evaluations

Feedback

Students undertaking digital communication management strategy types of consultancy are finding the resources and assessments lack scaffolding to their needs.

Recommendation

Provide more scaffolding for digital communication management strategy types of project.

Feedback from Unit evaluations Staff reflective discussion

Feedback

The issue of the unfairness of underperforming students riding on the effort of higher achieving collaborators was raised. There were indeed a couple of extreme instances that remained unreported by colleagues until the end of term.

Recommendation

Encourage team members to strictly apply their team's agreed conflict resolution strategy and escalate the issue to the unit coordinator as early as possible. Investigate implemeting a marking penalty for underperforming individuals.

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%	●	●	●

Assessment Tasks	Learning Outcomes		
	1	**2**	**3**
2 - Group Work - 45%	•	•	•
3 - Written Assessment - 25%			•

Alignment of Graduate Attributes to Learning Outcomes

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.
- Distance students should have a headset for online team meetings.

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
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Schedule

Week 1 - 15 Jul 2019		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
Unit overview Review of project and production management plans Expectations for alpha presentations		First fortnightly Status Report
Week 2 - 22 Jul 2019		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
Product testing and evaluation: test plans; test cases; evaluation plans; evaluation instruments		
Week 3 - 29 Jul 2019		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
Working on Alpha prototype Prepare test and evaluation plan for Alpha prototype		Second fortnightly Status Report
Week 4 - 05 Aug 2019		
Module/Topic	**Chapter**	**Events and Submissions/Topic**

Module/Topic	Chapter	Events and Submissions/Topic
Working on Alpha prototype presentation Finalise test cases and/or evaluation instruments for Alpha stage		1A-a.T/E plan for 2A: Alpha test and evaluation plan including test cases and evaluation instruments Possible 2A Alpha product presentation

Week 5 - 12 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
Conduct Alpha stage testing/evaluation Begin preparation Alpha stage testing/evaluation reports Commence implementing fixes and/or changes from testing/evaluation Continue scheduled development Check Gantt chart and adjust if necessary		2A: Alpha product presentation to be completed by this week Third fortnightly Status Report

Vacation Week - 19 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic

Week 6 - 26 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
Working on Beta stage prototype Prepare test/evaluation plan for Beta prototype		1A-b. T/E report for 2A: Alpha test and evaluation outcomes report

Week 7 - 02 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
Prepare for your Beta product presentation Finalise test cases and/or evaluation instruments for Beta stage		1A-c. T/E plan for 2B: Beta test and evaluation plan including test cases and evaluation instruments Fourth fortnightly Status Report

Week 8 - 09 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
Schedule Beta product presentation		Possible date for 2B Beta product presentation

Week 9 - 16 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
Conduct Beta stage testing/evaluation Begin preparation Beta stage testing/evaluation reports Commence implementing fixes and/or changes from testing/evaluation Continue scheduled development Check Gantt chart and adjust if necessary Prepare for trial ISO9001 audit		2B: Beta product presentation to be completed by this week Fifth fortnightly Status Report

Week 10 - 23 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
Complete Beta stage testing/evaluation reports Last production stages Planning for handover		1A-d. T/E report for 2B: Beta test and evaluation outcomes report 1C: Trial ISO9001 Audit Arrange final presentation (handover) date with client

Week 11 - 30 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic

Module/Topic	Chapter	Events and Submissions/Topic
Finalise Acceptance test/evaluation plans Commence Acceptance tests/evaluations Review original Heads of Agreement with respect to Intellectual Property rights		1A-e. T/E plan for 2C:: Acceptance test and evaluation plan including test cases and evaluation instruments Sixth fortnightly Status Report Arrange final presentation (handover) date with client

Week 12 - 07 Oct 2019

Module/Topic	Chapter	Events and Submissions/Topic
Final presentation to client Product handover Signed client Acceptance		3A & 3B: Individual report and peer review

Review/Exam Week - 14 Oct 2019

Module/Topic	Chapter	Events and Submissions/Topic
		1A-f. T/E report for 2C: Acceptance test/evaluation outcomes report 1B: Report on project handover 1C: Development activity logs

Exam Week - 21 Oct 2019

Module/Topic	Chapter	Events and Submissions/Topic
		2D: Client review of product quality and team professionalism (nothing for teams to submit) 3C: Tutor's evaluation of individual contributions to group work (nothing for students to submit)

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 and evaluation plans, cases, instruments and reports

- Alpha test and evaluation plan including test cases and evaluation instruments
- Alpha test and evaluation outcomes report
- Beta test and evaluation plan including test cases and evaluation instruments
- Beta test and evaluation outcomes report
- Acceptance test and evaluation plan including test cases and evaluation instruments
- Acceptance test and evaluation outcomes report

1B. Report on project handover
Review Heads of Agreement with respect to the Intellectual Property agreement, and ratify it as part of formal project handover and acceptance, signed by team and client.

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
- Trial ISO9001 audit record

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
Assessment Item 1: Documentation and project planning (Group Work)
A total of **30 marks** is available as per the following schedule:
1A: Test and evaluation plans, cases, instruments and reports
6.5 marks for each stage (Alpha, Beta and Acceptance)**:** Total marks available = 19.5
1B: Report on project handover: Marks available = 5.5
1C: Development Activity Logs: Marks available = 5
Detailed criteria are available via the unit Moodle 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 prototype and presentation
2B. Beta product & presentation
2C. Final product
2D. Client review of product quality and team professionalism
Final project submission
The product should contain significant digital media elements. 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. The product may be served via a Web host, but copies of 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
Assessment Item 2: Product and group presentation (Group Work)
A total of **45 marks** are available for according to the following schedule:
2A Alpha prototype and presentation: Marks available = 5
2B Beta product and presentation: Marks available = 5
2C Final product: Marks available = 25
2D Client review of product quality and team professionalism: Marks available = 10
Full criteria for each category of submission are available via the unit Moodle site.

Referencing Style

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

Submission
Online Group

Submission Instructions
Except for 2D which is for the client's appraisal of the already submitted project work, one student submits each item assessment (2A, 2B and 2C) 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 - plus tutor's individual mark for student

Assessment Type
Written Assessment

Task Description
The items that are considered in this section are:
3A/ Individual Report
Show how much you understand about the project that you have been involved with. It should be written in your own words as much as possible.
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 a provided marking matrix.
3B/ Peer review mark
Average of marks from peers is allocated to each member of the team
3C/ Tutor's Evaluation of individual performance
Appraisal of individual's contributions to group work

Assessment Due Date

End of Week 12

Return Date to Students

By the Certification date.

Weighting
25%

Assessment Criteria
Assessment Item 3: Individual report and peer review (Written Assessment) - plus tutor's individual mark
A total of **25 marks** are available according to the following schedule:
3A Individual Report: Marks available = 7.5
3B Peer review: Marks available = 7.5
3C Tutor's evaluation of individual's contributions to group work: Marks available = 10
Full instructions and criteria are available via the unit Moodle 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