



MONASH University

MMS3001
The multimedia industry

Unit guide

Semester 2, 2008

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MMS3001 The multimedia industry - Semester 2 , 2008

Unit leader :

Kirsten Ellis

Lecturer(s) :

Berwick

- Kirsten Ellis

Tutors(s) :

Berwick

- Kirsten Ellis

Introduction

Unit synopsis

This unit provides direct interaction between students and a range of professionals currently working in the multimedia industry. Current and future application areas of multimedia and responsibilities of the multimedia professional will be explored. Societal implications of multimedia and legal and ethical issues relevant to the multimedia professional will be discussed. Students will be given the opportunity to focus on one aspect or issue of particular interest concerning the multimedia industry.

Learning outcomes

Knowledge and Understanding

- knowledge of legal, economic, social and ethical issues relevant to multimedia production in industry
- knowledge of current and future application areas of multimedia
- understanding of how to identify application areas for which multimedia products are suited
- understanding of how to obtain information on matters of relevance to multimedia production in industry

Attitudes, Values and Beliefs

- appreciation of the professional responsibilities of a multimedia system developer and the ability to apply these
- appreciation of the ways in which technological changes impact upon diverse societal groups

Practical Skills

- apply knowledge to legal, economic, social and ethical issues relevant to multimedia production in industry
- recognise the appropriate application areas for which multimedia products are best suited
- identify information on matters of relevance to multimedia production in industry

Relationships, Communication and TeamWork

- understand the importance of being able to professionally present ideas to a group or committee
- appreciate how to organise and lead a group discussion
- appreciate how to communicate effectively within a group

Workload

For on campus students, workload commitments are:

- * Three hour seminar (requiring advanced preparation)
- * a minimum of 2-3 hours of personal study per one hour of contact time in order to satisfy the reading and assignment expectations.

Unit relationships

Prerequisites

Before attempting this unit you must have satisfactorily completed MMS2401, or equivalent.

Relationships

MMS3001 is a core unit in the Bachelor of Multimedia Systems (Applications Major) of the major. Before attempting this unit you must have satisfactorily completed MMS2401 or equivalent.

Continuous improvement

Monash is committed to 'Excellence in education' and strives for the highest possible quality in teaching and learning. To monitor how successful we are in providing quality teaching and learning Monash regularly seeks feedback from students, employers and staff. Two of the formal ways that you are invited to provide feedback are through Unit Evaluations and through Monquest Teaching Evaluations.

One of the key formal ways students have to provide feedback is through Unit Evaluation Surveys. It is Monash policy for every unit offered to be evaluated each year. Students are strongly encouraged to complete the surveys as they are an important avenue for students to "have their say". The feedback is anonymous and provides the Faculty with evidence of aspects that students are satisfied and areas for improvement.

Student Evaluations

The Faculty of IT administers the Unit Evaluation surveys online through the my.monash portal, although for some smaller classes there may be alternative evaluations conducted in class.

If you wish to view how previous students rated this unit, please go to <http://www.monash.edu.au/unit-evaluation-reports/>

Over the past few years the Faculty of Information Technology has made a number of improvements to its courses as a result of unit evaluation feedback. Some of these include systematic analysis and planning of unit improvements, and consistent assignment return guidelines.

Monquest Teaching Evaluation surveys may be used by some of your academic staff this semester. They are administered by the Centre for Higher Education Quality (CHEQ) and may be completed in class with a facilitator or on-line through the my.monash portal. The data provided to lecturers is completely anonymous. Monquest surveys provide academic staff with evidence of the effectiveness of their teaching and identify areas for improvement. Individual Monquest reports are confidential, however, you can see the summary results of Monquest evaluations for 2006 at <http://www.adm.monash.edu.au/cheq/evaluations/monquest/profiles/index.html>

Improvements to this unit

The choice of industry speakers has been modified based on student feedback

Unit staff - contact details

Unit leader

Mrs Kirsten Ellis

Lecturer Part-time

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Fax +61 3 990 47125

Lecturer(s) :

Mrs Kirsten Ellis

Lecturer Part-time

Phone +61 3 990 47132

Fax +61 3 990 47125

Contact hours : Monday, Tuesday and Thursday

Tutor(s) :

Mrs Kirsten Ellis

Lecturer Part-time

Phone +61 3 990 47132

Fax +61 3 990 47125

Teaching and learning method

This subject uses guest speakers from industry for the seminars. Students are required to undertake considerable individual research and preparation and online tasks.

Tutorial allocation

On-campus students should register for tutorials/laboratories using Allocate+.

Communication, participation and feedback

Monash aims to provide a learning environment in which students receive a range of ongoing feedback throughout their studies. You will receive feedback on your work and progress in this unit. This may take the form of group feedback, individual feedback, peer feedback, self-comparison, verbal and written feedback, discussions (on line and in class) as well as more formal feedback related to assignment marks and grades. You are encouraged to draw on a variety of feedback to enhance your learning.

It is essential that you take action immediately if you realise that you have a problem that is affecting your study. Semesters are short, so we can help you best if you let us know as soon as problems arise. Regardless of whether the problem is related directly to your progress in the unit, if it is likely to interfere with your progress you should discuss it with your lecturer or a Community Service counsellor as soon as possible.

Unit Schedule

Week	Topic	Key dates
1	Introduction. Assessment Requirements	
2	Guest Lecture	
3	Guest Lecture	Submit Research Topic
4	Guest Lecture	Oral Presentations
5	Guest Lecture	Oral Presentations + Submit Working Bibliography
6	Guest Lecture	Oral Presentations
7	Guest Lecture	Oral Presentations
8	Guest Lecture	Oral Presentations
9	Guest Lecture	Oral Presentations
10	Guest Lecture	Oral Presentations
11	Guest Lecture	Oral Presentations
Mid semester break		
12	Guest Lecture	Research Report
13	No Seminar	

Unit Resources

Prescribed text(s) and readings

None Required

N/A

Recommended text(s) and readings

See the readings section in Muso

Required software and/or hardware

Microsoft word or equivalent

Endnote or equivalent

Software may be:

- purchased at academic price at good software retailers

Equipment and consumables required or provided

On-campus students, and those studying at supported study locations may use the facilities available in the computing labs. Information about computer use for students is available from the ITS Student Resource Guide in the Monash University Handbook. This unit, like all Monash units, is built on the assumption that you will spend twelve hours a week attending classes working your way through unit study material, reading and completing the assessment tasks.

Study resources

Study resources we will provide for your study are:

- Student will be expected to conduct extensive independent research in the library for this unit
- Guest Lectures;
- Online Tasks
- Weekly tutorial tasks;
- Weekly Readings;
- Industry Association Links
- Assignment specifications;
- Discussion groups;
- This Unit Guide outlining the administrative information for the unit;
- The unit web site on MUSO, where resources outlined above will be made available.

Library access

The Monash University Library site contains details about borrowing rights and catalogue searching. To learn more about the library and the various resources available, please go to <http://www.lib.monash.edu.au>. Be sure to obtain a copy of the Library Guide, and if necessary, the instructions for remote access from the library website.

Monash University Studies Online (MUSO)

All unit and lecture materials are available through MUSO (Monash University Studies Online). Blackboard is the primary application used to deliver your unit resources. Some units will be piloted in Moodle. If your unit is piloted in Moodle, you will see a link from your Blackboard unit to Moodle (<http://moodle.monash.edu.au>) and can bookmark this link to access directly. In Moodle, from the Faculty of Information Technology category, click on the link for your unit.

You can access MUSO and Blackboard via the portal: <http://my.monash.edu.au>

Click on the Study and enrolment tab, then Blackboard under the MUSO learning systems.

In order for your Blackboard unit(s) to function correctly, your computer needs to be correctly configured.

For example:

- Blackboard supported browser
- Supported Java runtime environment

For more information, please visit: <http://www.monash.edu.au/muso/support/students/downloadables-student.html>

You can contact the MUSO Support by: Phone: (+61 3) 9903 1268

For further contact information including operational hours, please visit:
<http://www.monash.edu.au/muso/support/students/contact.html>

Further information can be obtained from the MUSO support site:
<http://www.monash.edu.au/muso/support/index.html>

Assessment

Unit assessment policy

The unit is assessed with three assignments. To pass the unit you must:

* achieve no less than 50% of possible marks

Assignment tasks

- **Assignment Task**

Title : Written Report

Description :

Students will present at written research report on one aspect or issue of relevance to the multimedia industry for individual assessment. Topic to be negotiated with your unit adviser.

Weighting : 50%

Criteria for assessment :

Assignment Details Available on Muso

Due date : Tuesday 7 October 12 noon

- **Assignment Task**

Title : Seminar Presentation

Description :

Each Student will present on oral report on an issue of relevance to the multimedia industry and of interest to your chosen speciality and lead a group discussion on this topic. Students will be assessed on their ability to organise a coherent tutorial/discussion.

Weighting : 30%

Criteria for assessment :

Assignment Details Available on Muso

Due date : At the seminar time allocated to you by your tutor

- **Assignment Task**

Title : Seminar Exercises

Description :

Students will be given exercises in class

Weighting : 20%

Criteria for assessment :

Assignment Details Available on Muso

Due date : At the seminar time allocated to you by your tutor

Assignment submission

Details of the assignments submission procedure will be supplied via the unit adviser. Where assignments (or parts of an assignment) are submitted in person (ie. hard copy) an 'Assignment Cover Sheet' with appropriate signature/s must be attached. Do not email submissions. The due date is the date by which the submission must be received.

Assignment coversheets

Are available at the student services counter or online at
<http://infotech.monash.edu.au/resources/student/assignments/>

University and Faculty policy on assessment

Due dates and extensions

The due dates for the submission of assignments are given in the previous section. Please make every effort to submit work by the due dates. It is your responsibility to structure your study program around assignment deadlines, family, work and other commitments. Factors such as normal work pressures, vacations, etc. are seldom regarded as appropriate reasons for granting extensions. Students are advised to NOT assume that granting of an extension is a matter of course.

Requests for extensions must be made to the unit lecturer at your campus at least two days before the due date. You will be asked to forward original medical certificates in cases of illness, and may be asked to provide other forms of documentation where necessary. A copy of the email or other written communication of an extension must be attached to the assignment submission.

Late assignment

Penalties are incurred from the due date at the rate of a 10% reduction in grade for each day (including weekends) the assignment is late.

Return dates

Students can expect assignments to be returned within two weeks of the submission date or after receipt, whichever is later.

Assessment for the unit as a whole is in accordance with the provisions of the Monash University Education Policy at <http://www.policy.monash.edu/policy-bank/academic/education/assessment/>

We will aim to have assignment results made available to you within two weeks after assignment receipt.

Plagiarism, cheating and collusion

Plagiarism and cheating are regarded as very serious offences. In cases where cheating has been confirmed, students have been severely penalised, from losing all marks for an assignment, to facing disciplinary action at the Faculty level. While we would wish that all our students adhere to sound ethical conduct and honesty, I will ask you to acquaint yourself with Student Rights and Responsibilities (<http://www.infotech.monash.edu.au/about/committees-groups/facboard/policies/studrights.html>) and the Faculty regulations that apply to students detected cheating as these will be applied in all detected cases.

In this University, cheating means seeking to obtain an unfair advantage in any examination or any other written or practical work to be submitted or completed by a student for assessment. It includes the use, or attempted use, of any means to gain an unfair advantage for any assessable work in the unit, where the means is contrary to the instructions for such work.

When you submit an individual assessment item, such as a program, a report, an essay, assignment or other piece of work, under your name you are understood to be stating that this is your own work. If a submission is identical with, or similar to, someone else's work, an assumption of cheating may arise. If you are planning on working with another student, it is acceptable to undertake research together, and discuss problems, but it is not acceptable to jointly develop or share solutions unless this is specified by your lecturer.

Intentionally providing students with your solutions to assignments is classified as "assisting to cheat" and students who do this may be subject to disciplinary action. You should take reasonable care that your solution is not accidentally or deliberately obtained by other students. For example, do not leave copies of your work in progress on the hard drives of shared computers, and do not show your work to other students. If you believe this may have happened, please be sure to contact your lecturer as soon as possible.

Cheating also includes taking into an examination any material contrary to the regulations, including any bilingual dictionary, whether or not with the intention of using it to obtain an advantage.

Plagiarism involves the false representation of another person's ideas, or findings, as your own by either copying material or paraphrasing without citing sources. It is both professional and ethical to reference clearly the ideas and information that you have used from another writer. If the source is not identified, then you have plagiarised work of the other author. Plagiarism is a form of dishonesty that is insulting to the reader and grossly unfair to your student colleagues.

Register of counselling about plagiarism

The university requires faculties to keep a simple and confidential register to record counselling to students about plagiarism (e.g. warnings). The register is accessible to Associate Deans Teaching (or nominees) and, where requested, students concerned have access to their own details in the register. The register is to serve as a record of counselling about the nature of plagiarism, not as a record of allegations; and no provision of appeals in relation to the register is necessary or applicable.

Non-discriminatory language

The Faculty of Information Technology is committed to the use of non-discriminatory language in all forms of communication. Discriminatory language is that which refers in abusive terms to gender, race, age, sexual orientation, citizenship or nationality, ethnic or language background, physical or mental ability, or political or religious views, or which stereotypes groups in an adverse manner. This is not meant to preclude or inhibit legitimate academic debate on any issue; however, the language used in such debate should be non-discriminatory and sensitive to these matters. It is important to avoid the use of discriminatory language in your communications and written work. The most common form of discriminatory language in academic work tends to be in the area of gender inclusiveness. You are, therefore, requested to check for this and to ensure your work and communications are non-discriminatory in all respects.

Students with disabilities

Students with disabilities that may disadvantage them in assessment should seek advice from one of the following before completing assessment tasks and examinations:

- Faculty of Information Technology Student Service staff, and / or
- your Unit Coordinator, or
- [Disabilities Liaison Unit](#)

Deferred assessment and special consideration

Deferred assessment (not to be confused with an extension for submission of an assignment) may be granted in cases of extenuating personal circumstances such as serious personal illness or bereavement. Information and forms for Special Consideration and deferred assessment applications are available at <http://www.monash.edu.au/exams/special-consideration.html>. Contact the Faculty's Student Services staff at your campus for further information and advice.