FIT3135
Commercial experience in multimedia systems

Unit Guide

Semester 2, 2012

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Students will work 12 hours per week for a 15 week period (or the summer equivalent) at a commercial multimedia studio. There under the joint supervision of an industry sponsor and their lecturer, students will undertake a portfolio of commercial projects for business, government, university, or non-government organisations. All projects will be driven by client requirements and timetables. Work will be supervised and subject to formal peer review by unit participants and formal review by peers and an academic lecturer.

Mode of Delivery

Berwick (Day)

Contact Hours

12 hours work per week at sponsoring business location for the duration of a standard Semester (15 week period). An equivalent total hourly period will be required for the summer semester.

Workload

Students will work 12 hours per week for a 15 week period (or the summer equivalent).

Unit Relationships

Prohibitions

BUS2000, BUS3000, MMS2901, MMS3901, FIT3500

Prerequisites

To be eligible for an industry placement, a student must have completed all first year and second year core units of a Bachelor of Information Technology and Systems (Multimedia Development or Game Development majors) degree. Application by other students within the Faculty with equivalent standing will also be considered on a case-by-case basis. Students must submit an application, including a folio of their work and undertake an interview with the sponsoring business and Monash University staff as part of a formal selection process.

Chief Examiner

Mr Derrick Martin

Campus Lecturer

Berwick

Ruben Hopmans

Academic Overview

Outcomes

At the completion of this unit students will have -

A knowledge and understanding of:

- managing pressures of commercial service delivery including managing client expectations and balancing workload;
- the roles and responsibilities of clients, strategists, designers and developers in a commercial multimedia project;
- applying commercially-accepted standard design, development, test and component re-use methodologies;
- applying quality management, resource and business management practices in a professional environment;
- the roles of commercially-standard methodologies, tools and techniques;
- the roles of external service providers (e.g. ISPs, CD ROM duplication services, print services, image libraries);
- the processes and components of quality and business management systems.

Developed attitudes that enable them to:

- adopt a professional service approach to the production of multimedia systems;
- adopt a business-value oriented and customer-driven approach to creative design;
- appreciate social and ethical behaviour.

Developed the skills to:

- plan and manage the full range of activities in a multimedia systems project;
- problem-solve and work to commercial standards;
- manage sub-contracted services (e.g. CD ROM duplication services, printing services);
- develop and deliver to strict, client-driven timelines, a multimedia system that meets the specified requirements and quality standards.

Demonstrated the communication and teamwork skills necessary to:

- work within a team and discuss issues objectively;
- develop leadership and management skills.

Graduate Attributes

Monash prepares its graduates to be:

1. responsible and effective global citizens who:

a. engage in an internationalised world
b. exhibit cross-cultural competence
c. demonstrate ethical values

critical and creative scholars who:

   a. produce innovative solutions to problems
   b. apply research skills to a range of challenges
   c. communicate perceptively and effectively

Assessment Summary

Students will be assessed by a Monash University supervisor in conjunction with the sponsoring organisation.
mid-placement evaluation based on production criteria: 20%
end-placement evaluation based on production criteria: 50%
work placement portfolio, including work diary: 20%
student oral presentation at end of placement: 10%

Assessment Task	Value	Due Date
Mid Placement Evaluation	20%	At the midpoint of the placement.
End Placement Evaluation	50%	At the end of the placement.
Work Placement Portfolio	20% (10% per submission)	The folio and diary will be submitted at the midpoint and at the end of the placement.
Oral Presentation	10%	At the end of the placement.

Teaching Approach

Work-integrated learning or industry-based learning

This teaching approach is experiential learning with active learner involvement in a practical environment. Reflection is used to conceptualise the experience.

Feedback

Our feedback to You

Types of feedback you can expect to receive in this unit are:

   • Interviews

Your feedback to Us

Monash is committed to excellence in education and regularly seeks feedback from students, employers and staff. One of the key formal ways students have to provide feedback is through SETU, Student Evaluation of Teacher and Unit. The University's student evaluation policy requires that every unit is evaluated each year. Students are strongly encouraged to complete the surveys. The feedback is anonymous and provides the Faculty with evidence of aspects that students are satisfied and areas for improvement.

For more information on Monash's educational strategy, and on student evaluations, see:
http://www.monash.edu.au/about/monash-directions/directions.html

http://www.policy.monash.edu/policy-bank/academic/education/quality/student-evaluation-policy.html

Previous Student Evaluations of this unit

If you wish to view how previous students rated this unit, please go to
https://emuapps.monash.edu.au/unitevaluations/index.jsp

Additional subject costs

Placements may require students to travel to the place of business of the industry supervisor. This travel may incur costs depending on the mode and distance of travel.

Unit Schedule

Week	Activities	Assessment
0		No formal assessment or activities are undertaken in week 0
1	All activities will be determined by the placement organisation	All assessment will be based on the number of hours worked in the placement organisation, and the listed assessment tasks
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
	SWOT VAC	No formal assessment is undertaken in SWOT VAC
	Examination period	LINK to Assessment Policy: http://policy.monash.edu.au/policy-bank/academic/education/assessment/assessment-in-coursework-policy.html

*Unit Schedule details will be maintained and communicated to you via your MUSO (Blackboard or Moodle) learning system.

Assessment Requirements

Assessment Policy

Faculty Policy - Unit Assessment Hurdles
(http://www.infotech.monash.edu.au/resources/staff/edgov/policies/assessment-examinations/unit-assessment-hu

Academic Integrity - Please see the Demystifying Citing and Referencing tutorial at
http://lib.monash.edu/tutorials/citing/

Assessment Tasks

Hurdle Requirements

Students must submit the diary and folio and must provide an oral presentation of their work in order to pass this unit.

Participation

- **Assessment task 1**

  Title:
  > Mid Placement Evaluation

  Description:
  > The university supervisor will conduct an interview with the placement organisation supervisor.

  Weighting:
  > 20%

  Criteria for assessment:
  > The interview will examine student work practices, output, professionalism and ability to communicate and work within the placement organisation.

  Due date:
  > At the midpoint of the placement.

- **Assessment task 2**

  Title:
  > End Placement Evaluation

  Description:
  > The placement organisation supervisor will complete a pro forma document evaluating the student's work.

  Weighting:
  > 50%

  Criteria for assessment:
  > The evaluation examines student work output, practices, professionalism and ability to communicate and work within the placement organisation.

  Due date:
  > At the end of the placement.

Assessment Requirements

- **Assessment task 3**

    Title:
    > Work Placement Portfolio

    Description:
    > Students are expected to keep a folio of work that they have completed and a diary of their reflections of the work and processes that they have undertaken.

    Weighting:
    > 20% (10% per submission)

    Criteria for assessment:
    > The folio and diary will be assessed based on completeness, ability to communicate process and outcomes, and reflection of work done and industry practices.

    Due date:
    > The folio and diary will be submitted at the midpoint and at the end of the placement.

- **Assessment task 4**

    Title:
    > Oral Presentation

    Description:
    > Students will present their diary and folio to a panel of university lecturers.

    Weighting:
    > 10%

    Criteria for assessment:
    > Students will be assessed on their learning and reflections of their placement, descriptions of work done and understanding of the industry that they have been placed in.

    Due date:
    > At the end of the placement.

Assignment submission

It is a University requirement (http://www.policy.monash.edu/policy-bank/academic/education/conduct/plagiarism-procedures.html) for students to submit an assignment coversheet for each assessment item. Faculty Assignment coversheets can be found at http://www.infotech.monash.edu.au/resources/student/forms/. Please check with your Lecturer on the submission method for your assignment coversheet (e.g. attach a file to the online assignment submission, hand-in a hard copy, or use an online quiz).

Online submission

If Electronic Submission has been approved for your unit, please submit your work via the VLE site for this unit, which you can access via links in the my.monash portal.

Extensions and penalties

Submission must be made by the due date otherwise penalties will be enforced.

You must negotiate any extensions formally with your campus unit leader via the in-semester special consideration process: http://www.infotech.monash.edu.au/resources/student/equity/special-consideration.html.

Returning assignments

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

Other Information

Policies

Monash has educational policies, procedures and guidelines, which are designed to ensure that staff and students are aware of the University's academic standards, and to provide advice on how they might uphold them. You can find Monash's Education Policies at:
http://policy.monash.edu.au/policy-bank/academic/education/index.html

Key educational policies include:

- Plagiarism
  (http://www.policy.monash.edu/policy-bank/academic/education/conduct/plagiarism-policy.html)
- Assessment
  (http://www.policy.monash.edu/policy-bank/academic/education/assessment/assessment-in-coursework-po
- Special Consideration
  (http://www.policy.monash.edu/policy-bank/academic/education/assessment/special-consideration-policy.h
- Grading Scale
  (http://www.policy.monash.edu/policy-bank/academic/education/assessment/grading-scale-policy.html)
- Discipline: Student Policy
  (http://www.policy.monash.edu/policy-bank/academic/education/conduct/student-discipline-policy.html)
- Academic Calendar and Semesters (http://www.monash.edu.au/students/key-dates/);
- Orientation and Transition (http://www.infotech.monash.edu.au/resources/student/orientation/);
  and
- Academic and Administrative Complaints and Grievances Policy
  (http://www.policy.monash.edu/policy-bank/academic/education/management/complaints-grievance-policy.
- Codes of Practice for Teaching and Learning
  (http://www.policy.monash.edu/policy-bank/academic/education/conduct/suppdocs/code-of-practice-tea

Student services

The University provides many different kinds of support services for you. Contact your tutor if you need advice and see the range of services available at www.monash.edu.au/students. For Sunway see http://www.monash.edu.my/Student-services, and for South Africa see http://www.monash.ac.za/current/

The Monash University Library provides a range of services and resources that enable you to save time and be more effective in your learning and research. Go to http://www.lib.monash.edu.au or the library tab in my.monash portal for more information. At Sunway, visit the Library and Learning Commons at http://www.lib.monash.edu.my/. At South Africa visit http://www.lib.monash.ac.za/.

Academic support services may be available for students who have a disability or medical condition. Registration with the Disability Liaison Unit is required. Further information is available as follows:

- Website: http://monash.edu/equity-diversity/disability/index.html;
- Email: dlu@monash.edu
- Drop In: Equity and Diversity Centre, Level 1 Gallery Building (Building 55), Monash University, Clayton Campus, or Student Community Services Department, Level 2, Building 2, Monash University, Sunway Campus
- Telephone: 03 9905 5704, or contact the Student Advisor, Student Commuity Services at 03 55146018 at Sunway