



MONASH University
Information Technology

FIT1035
Digital media authoring

Unit Guide

Semester 2, 2013

The information contained in this unit guide is correct at time of publication. The University has the right to change any of the elements contained in this document at any time.

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Table of Contents

<u>FIT1035 Digital media authoring - Semester 2, 2013</u>	1
<u>Mode of Delivery</u>	1
<u>Contact Hours</u>	1
<u>Workload requirements</u>	1
<u>Unit Relationships</u>	1
<u>Prohibitions</u>	1
<u>Prerequisites</u>	1
<u>Chief Examiner</u>	1
<u>Campus Lecturer</u>	2
<u>Caulfield</u>	2
<u>South Africa</u>	2
<u>Sunway</u>	2
<u>Tutors</u>	2
<u>Caulfield</u>	2
<u>South Africa</u>	2
<u>Sunway</u>	2
<u>Academic Overview</u>	3
<u>Learning Outcomes</u>	3
<u>Unit Schedule</u>	4
<u>Assessment Summary</u>	4
<u>Teaching Approach</u>	5
<u>Assessment Requirements</u>	6
<u>Assessment Policy</u>	6
<u>Assessment Tasks</u>	6
<u>Participation</u>	6
<u>Examinations</u>	7
<u>Examination 1</u>	7
<u>Learning resources</u>	8
<u>Feedback to you</u>	8
<u>Extensions and penalties</u>	8
<u>Returning assignments</u>	8
<u>Assignment submission</u>	8
<u>Online submission</u>	9
<u>Required Resources</u>	9
<u>Recommended Resources</u>	9
<u>Other Information</u>	11
<u>Policies</u>	11
<u>Graduate Attributes Policy</u>	11
<u>Student services</u>	11
<u>Monash University Library</u>	11
<u>Disability Liaison Unit</u>	12
<u>Your feedback to Us</u>	12
<u>Previous Student Evaluations of this Unit</u>	12
<u>Other</u>	12

FIT1035 Digital media authoring - Semester 2, 2013

This unit provides a focus on specialist tools and techniques that are used for developing content-rich interactive multimedia systems using Adobe Flash. This unit will cover fundamental multimedia principles and best practice theory, the application of practical development processes, the integration of mixed-media assets, interactive design and ActionScript programming for digital media and different technologies for product deployment. Students will create content-rich interactive applications and/or web-based products using an industry standard authoring tool, Adobe Flash, and will gain an understanding of the role of digital media within the broader technology environment.

Mode of Delivery

- Caulfield (Day)
- Sunway (Day)
- South Africa (Day)

Contact Hours

3 hrs lab/week, 1 hr seminar/week

Workload requirements

Students will be expected to spend a total of 12 hours per week during semester on this unit.

This will include:

Lab: 3 hours per week

Seminar: 1 hour per week

and up to an additional 8 hours in some weeks for completing lab and project work, private study and revision.

Unit Relationships

Prohibitions

MMS2402, [FIT2012](#), [FIT9028](#)

Prerequisites

[FIT1002](#) or [FIT1040](#)

Chief Examiner

Ms Cheryl Howard

Campus Lecturer

Caulfield

Cheryl Howard

Consultation hours: By Appointment only

South Africa

Gregory Gregoriou

Consultation hours: By Appointment only

Sunway

Sylvester Orimaye Olubolu

Consultation hours: By Appointment only

Tutors

Caulfield

Cheryl Howard

Consultation hours: By Appointment only

William Lay

Consultation hours: By Appointment only

Matthew Kairys

Consultation hours: By Appointment only

South Africa

Gregory Gregoriou

Consultation hours: By Appointment only

Sunway

Sylvester Orimaye Olubolu

Consultation hours: By Appointment only

Academic Overview

Learning Outcomes

At the completion of this unit students will have -A theoretical and conceptual understanding of:

- information technology and the software tools as they relate to (and are used in) multimedia systems, specifically using the Adobe Flash authoring environment for application and web-based systems development;
- the formal process undertaken for preparing and documenting the various development stages of a multimedia system;
- techniques associated with digital video, animation, images and sound and the appropriate application of these for use in application and web development using a range of special effects which are commonly required for advanced interactive design in multimedia systems;
- how to extend fundamental programming techniques and apply this knowledge across multiple languages.

Developed analytical skills that enable them to:

- outline strengths and weaknesses of information technology in the context of the development and use of multimedia systems;
- formulate constructive criticism within the construct of critical analysis to make informed decisions on the most appropriate blend of tools and technologies to support a given multimedia system requirement;
- specify an appropriate tool set for developing and supporting advanced features/functionality in a multimedia system.

Developed practical skills that enable them to:

- apply advanced interactive design techniques to a multimedia system using a time- frame-based authoring environments;
- further enhance and refine user interface and navigational design and creativity skills in multimedia systems;
- write code to assist in advanced system interaction with the programming language ActionScript.

Unit Schedule

Week	Activities	Assessment
0		No formal assessment or activities are undertaken in week 0
1	Overview of the unit Assignment overview Development projects	
2	Using Flash Symbols and Flash Animation Basics	
3	Project Decomposition, Navigation Structures, Classes and Pseudo-code	
4	Programming Basics, the document class, using the API doc and debugging	Design Specifications Document
5	Custom Events, Broadcast Messaging, Tracking User Interactions	
6	Loops, strings, arrays, data objects, loading text/XML data	
7	Building Dynamic Interfaces, Keyboard Interactions and Timers	
8	Movie Clips States, Scripted Animation and Collision Detection, Advanced Custom Events	Splash Animation, GUI & Navigation Prototype, Class Diagrams
9	Using Components, Data Objects and Saving Data	
10	Loading External Files (SWF) and Project Construction Techniques	
11	Using Sound Objects and Video in Flash	
12	Flash tricks and tips Project wrap-up Exam Preparation	Completed Final Project
	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 learning system.

Assessment Summary

Examination (3 hours): 40%; In-semester assessment: 60%

Assessment Task	Value	Due Date
Flash Development Project	60%	By 4pm Friday of the specified weeks 4, 8 and 12
Examination 1	40%	To be advised

Teaching Approach

- **Problem-based learning**

This teaching approach allows students to develop practical solutions to problem- or case-based scenarios, in which students are encouraged to take responsibility for organising and directing their learning with support from their tutors and peers.

- **Seminars**

This teaching and learning approach provides facilitated discussion of concepts and issues raised by the students during the tutorial/lab session.

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

Participation

Students are expected to participate in and contribute to the discussion and activities conducted in at least 80% of the weekly seminars. These activities are designed to help you understand the various aspects covered in the unit and will help you successfully complete your assignment tasks.

• Assessment task 1

Title:

Flash Development Project

Description:

The practical project will be developed using the Flash CS5+ authoring environment. The development of this project will be over the semester with 3 major development milestones – the Interface Design Specification Document, a Navigation and GUI Prototype with a Development Strategies document and the Final Project. **Full details are available in the individual Project Brief documents available on Moodle.**

The **Project Interface Design Specification** documentation is designed to outline the interface and interactive design of the project. Part of your final assessment will include how well you develop your project in accordance to what you stipulate in this document.

The **Navigation/GUI Prototype** will demonstrate how you have structured your project and show the majority of your interface design. The prototype should include a clearly defined internal structure on the time line (as demonstrated in tutorials), clearly show the main screen elements of the project, and an example of each major screen of the project. The Development Strategies document should outline how you plan to develop your project including a breakdown of each screen and the assets required.

The **Completed Functional Project**, developed according to the project specification documents submitted in Week 3. Each scenario requires that you successfully integrate the 2 or more project enhancements as described under the individual project scenarios.

Weighting:

60%

Criteria for assessment:

The **practical game project** will be developed in the Flash CS5+ authoring environment and worth 60% of the final grade. The marks for the assigned game development project are as follows:

Project Design (25)

Assessment Requirements

10 marks Interface Design Specification Document submitted in **Week 4**. The criteria for this component will include:

- ◆ structuring the specification document correctly covering the required sections
- ◆ well-designed storyboards including appropriate notes for development

15 marks Navigation/Graphic Prototype with Splash Animation and Development Strategy Documentation submitted in **Week 8**. The criteria for this component will include:

- ◆ demonstration of an appropriate navigation structure for the project with the navigational elements
- ◆ a completed “splash” animation demonstrating various animation techniques
- ◆ appropriate interface design and theme development of the project's graphic assets
- ◆ documentation that includes class diagrams and an outline of the approach intended when developing the project

Project Implementation (35)

5 marks Successful completion of in-class project related tasks to be demonstrated during **Weeks 4-8** in scheduled labs

25 marks Successful integration of selected scenario enhancements submitted in **Weeks 12**. The criteria for this component will include:

- ◆ the project working without error demonstrating logical and efficient coding with all extraneous code eliminated
- ◆ the use of both document and custom classes, demonstrating the appropriate integration of 3 or more types of interaction
- ◆ the quality of the project solutions including the effective use of classes, functions, decisions, loops, arrays and object-oriented principles
- ◆ the appropriate application of good programming practices including the use of commenting, appropriate naming conventions, meaningful variable and function names, code re-usability, etc.

5 marks Successful integration of all the scenarios accessed from a menu-driven Flash movie submitted in **Week 12**. The criteria for this component will include:

- ◆ a fully functional Flash movie structure using appropriate timeline structures
- ◆ appropriate interface design and theme development including the overall look-and-feel of the project's graphics/interface
- ◆ all internal and external assets must be organised in a logical structure
- ◆ successfully integrate and demonstrate various Flash features

Due date:

By 4pm Friday of the specified weeks 4, 8 and 12

Examinations

• Examination 1

Weighting:

40%

Length:

3 hours

Assessment Requirements

Type (open/closed book):

Closed book

Electronic devices allowed in the exam:

None

Remarks:

The examination has 3 parts:

1. Various Multiple Choice / Definitions / Short Answer question formats drawn from textbooks, lecture / lab notes (36% of total)
2. Code Sequencing / Fill in the Blanks / Pseudo-code / Coding question formats scenarios drawn from lab demonstrations and discussions (40% of total)
3. Scenario Design and Development questions drawn from principles and practices covered in lectures (24% of total)

Examples of these question formats will be provided in the final lecture in Week 12 and as quizzes on Moodle throughout the semester.

Learning resources

Monash Library Unit Reading List

<http://readinglists.lib.monash.edu/index.html>

Feedback to you

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

- Informal feedback on progress in labs/tutes
- Graded assignments with comments
- Quiz results
- Solutions to tutes, labs and assignments

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.monash.edu.au/exams/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.

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

Assessment Requirements

online assignment submission, hand-in a hard copy, or use an online quiz). Please note that it is your responsibility to retain copies of your assessments.

Online submission

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

Required Resources

Please check with your lecturer before purchasing any Required Resources. Limited copies of prescribed texts are available for you to borrow in the library, and prescribed software is available in student labs.

The software used in this unit consists of:

- Adobe Flash CS5+ Professional (version CS6 in in the Labs)
- Adobe Photoshop CS5+
- Adobe Illustrator CS5+

30 Day Trial/Evaluation versions of the named software can be downloaded for personal use if necessary from the following websites:

- <http://www.adobe.com/>

Student-priced full versions of the software can also be purchased through:

- <http://www.edsoft.com.au>

Recommended Resources

ActionScript: Your visual blueprint for creating interactive projects in Flash CS4 Professional by Rob Huddleston, Wiley (2009)

Visual learners can get up and running quickly on ActionScript programming skills for Flash CS4+. If you're a programmer who learns best when you see how something is done, this book will have you up and running with ActionScript in no time. Step-by-step, two-page lessons show you the core programming foundations you must master to create rich application and Internet content using the preferred language for working with Flash. The visual approach breaks big topics into bite-sized modules, with high-resolution screen shots to illustrate each task.

Foundation Flash CS5 for Designers by Tom Green and Tiago Dias, Friends of Ed (2010)

This text focuses on the use of the Flash tools and design techniques that can be applied to them. The exercises provide a wide range of interesting tricks, tips and techniques – more than can be covered by this unit, without getting hindered by the technical aspects of Flash's authoring environment. Working through the exercises of one chapter each week will significantly increase your animation and design skills, and provide you with a solid foundation for the integration of assets with ActionScript 3.0.

Files for the exercises can be downloaded from:

<http://www.friendsofed.com/download.html?isbn=1430229942>

Assessment Requirements

Flash CS5.5 The Missing Manual available
from <http://fbooks.ueuo.com/digital-media/flash-cs5-5-the-missing-manual/>

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:

www.policy.monash.edu.au/policy-bank/academic/education/index.html

Key educational policies include:

- Academic integrity;
<http://www.policy.monash.edu/policy-bank/academic/education/conduct/student-academic-integrity-policy.html>
- Assessment in Coursework Programs;
<http://www.policy.monash.edu/policy-bank/academic/education/assessment/assessment-in-coursework-policy.html>
- Special Consideration;
<http://www.policy.monash.edu/policy-bank/academic/education/assessment/special-consideration-policy.html>
- 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/dates/>
- Orientation and Transition; <http://intranet.monash.edu.au/infotech/resources/students/orientation/>
- Academic and Administrative Complaints and Grievances Policy;
<http://www.policy.monash.edu/policy-bank/academic/education/management/complaints-grievance-policy.html>
- Code of Practice for Teaching and Learning;
<http://www.policy.monash.edu.au/policy-bank/academic/education/conduct/suppdocs/code-of-practice-teaching-and-learning.html>

Graduate Attributes Policy

<http://www.policy.monash.edu/policy-bank/academic/education/management/monash-graduate-attributes-policy.html>

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 <http://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/>.

Monash University Library

The Monash University Library provides a range of services, resources and programs that enable you to save time and be more effective in your learning and research. Go to 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/>.

Disability Liaison Unit

Students who have a disability or medical condition are welcome to contact the Disability Liaison Unit to discuss academic support services. Disability Liaison Officers (DLOs) visit all Victorian campuses on a regular basis.

Website: <http://www.monash.edu/equity-diversity/disability/index.html> Telephone: 03 9905 5704 to book an appointment with a DLO; or contact the Student Advisor, Student Community Services at 03 55146018 at Sunway Email: dlu@monash.edu Drop In: Equity and Diversity Centre, Level 1, Building 55, Clayton Campus, or Student Community Services Department, Level 2, Building 2, Monash University, Sunway Campus

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 the Student Evaluation of Teaching and Units (SETU) survey. 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, see:

www.monash.edu.au/about/monash-directions and on student evaluations, see: www.policy.monash.edu/policy-bank/academic/education/quality/student-evaluation-policy.html

Previous Student Evaluations of this Unit

The most common theme in previous student feedback indicated that many enjoyed the assessment tasks - particularly being able to select a project to develop and given the creative freedom to explore the features of Flash. The unit focuses on using practical activities both in the lecture and in the tutorials to help students understand complex programming principles and practices before working them into their assignments.

Student feedback has also informed improvements to this unit including ensuring a better balance between the design and development aspects of producing a complete interactive/multimedia application. The assignments have been redesigned in order to be better aligned with the concepts taught.

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

Other