



MONASH University

**MMS3901**  
**Commercial experience in multimedia systems B**

**Unit Guide**

**Semester 2, 2009**

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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# **MMS3901 Commercial experience in multimedia systems B - Semester 2, 2009**

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## Introduction

Welcome to MMS3901. This 6 point unit is a subject designed to give you real-life experience in working with multimedia, under joint supervision of an industry sponsor and your Unit Coordinator. Learning will be oriented towards fulfilling the needs to the industry placement organisation, in conjunction with documentation of reflections, personal achievements and goals.

## Unit synopsis

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.

## Learning outcomes

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

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

At the completion of this unit students will have developed attitudes that provide them with:

8. professional service approach to the production of multimedia systems
9. a business-value oriented and customer-driven approach to creative design
10. an appreciation of social and ethical behaviour

At the completion of this unit students will have developed skills to enable them to:

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

At the completion of this unit students will have developed the teamwork skills needed to:

15. work within a team and discuss issues objectively
16. develop leadership and management skills

## Contact hours

12 hrs work/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.

## Unit relationships

### Prerequisites

To be eligible for an industry placement, a student must have completed all first year and second year, core units of a School of Multimedia Systems bachelors 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 SMS staff as part of a formal selection process.

### Prohibitions

BUS2000, BUS3000, MMS2901

### Relationships

MMS3901 is a core unit in the Bachelor of Multimedia Systems (Games Development), and an elective in the Bachelor of Multimedia Systems (Applications / Enterprise / Programming or no major). degree. To be eligible for an industry placement, a student must have completed all first year and second year, core units of a Bachelor of Multimedia Systems 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 BSIT staff as part of a formal selection process (or equivalent). You may not study this unit and MMS2901 in your degree.

## Teaching and learning method

Students will be placed under an industry supervisor who will direct and assist the student in completion of real-world goals in the placement organisation. A University supervisor will provide additional assistance to the student by monitoring appropriateness of the work and indicating areas of potential improvement.

## Timetable information

For information on timetabling for on-campus classes please refer to MUTTS, <http://mutts.monash.edu.au/MUTTS/>

## Tutorial allocation

On-campus students should register for tutorials/laboratories using the Allocate+ system:  
<http://allocate.cc.monash.edu.au/>

## Unit Schedule

Week	Topic	Key dates
1	As negotiated with industry supervisor	
2	As negotiated with industry supervisor	
3	As negotiated with industry supervisor	
4	As negotiated with industry supervisor	
5	As negotiated with industry supervisor	
6	As negotiated with industry supervisor	Mid-point assessment with employer
7	As negotiated with industry supervisor	
8	As negotiated with industry supervisor	
9	As negotiated with industry supervisor	
10	As negotiated with industry supervisor	
Mid semester break		
11	As negotiated with industry supervisor	
12	As negotiated with industry supervisor	
13	As negotiated with industry supervisor	ISR, WPF, WPD, OP due (see assessment section)

## **Unit Resources**

### **Prescribed text(s) and readings**

Sponsoring company may recommend relevant articles and texts, depending upon the project and client business domain. N/A

### **Recommended text(s) and readings**

Sponsoring company may recommend relevant articles and texts, depending upon the project and client business domain.

### **Required software and/or hardware**

Sponsoring company may recommend relevant software, depending upon the project and client business domain.

### **Equipment and consumables required or provided**

Students 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. You will need to allocate up to 2 hours per week for use of a computer, including time for newsgroups/discussion groups.

### **Study resources**

Study resources we will provide for your study are:

This Unit Information outlining the administrative information for the unit

## Assessment

### Overview

Students will be assessed by SMS in conjunction with the sponsoring organisation.

mid-placement evaluation based on production criteria: 20%

end-placement evaluation based on production criteria: 30%

staff assessment of student's overall contribution (i.e. to design reviews, attitude, attendance, and quality/business system participation): 20%

work placement portfolio, including work diary: 20%

student oral presentation at end of placement: 10%

### Faculty assessment policy

To pass a unit which includes an examination as part of the assessment a student must obtain:

- 40% or more in the unit's examination, and
- 40% or more in the unit's total non-examination assessment, and
- an overall unit mark of 50% or more.

If a student does not achieve 40% or more in the unit examination or the unit non-examination total assessment, and the total mark for the unit is greater than 44% then a mark of no greater than 44-N will be recorded for the unit.

Achieve a score of at least 50% (based upon the formula used to calculate a student's overall score)

### Assignment tasks

#### Assignment coversheets

Assignment coversheets are available via "Student Forms" on the Faculty website:

<http://www.infotech.monash.edu.au/resources/student/forms/>

You MUST submit a completed coversheet with all assignments, ensuring that the plagiarism declaration section is signed.

**Assignment submission and return procedures, and assessment criteria will be specified with each assignment.**

#### • Assignment task 1

**Title:**

Mid-point Visit

**Description:**

The mid-point visit is an interview between the industry placement supervisor and university supervisor. The student work and progress will be discussed, and recommendations for the student to follow may be created.

**Weighting:**

20%

**Due date:**

The mid-point visit will occur when 90 hours of placement has been completed, at a date negotiated between the Industry and University Supervisors.

• **Assignment task 2**

**Title:**

Industry Supervisor Report

**Description:**

The industry placement supervisor completes a report at the end of the placement that rates the student work, attitudes, abilities and progress.

**Weighting:**

50%

**Due date:**

The Industry Placement Supervisor report is completed once the placement has been completed, by the Industry Placement supervisor, who will return the report to the University Supervisor.

• **Assignment task 3**

**Title:**

Work Placement Folio

**Description:**

Students create a folio of work completed during their placement

**Weighting:**

10%

**Due date:**

Due after placement has been completed at a time negotiated between the student and University supervisor.

• **Assignment task 4**

**Title:**

Work Placement Diary

**Description:**

Based on the online diary that students must keep as part of this subject, students will create a diary of their processes, achievements and reflections.

**Weighting:**

10%

**Due date:**

Due after placement has been completed at a time negotiated between the student and University supervisor.

• **Assignment task 5**

**Title:**

Oral Presentation

**Description:**

Students present their folio to a panel of examiners, and discuss their processes, achievements and reflections (based on their diary). Students will be asked to expand on their personal choices and achievements, discuss their goals and own reflections of their placement.

**Weighting:**

10%

**Due date:**

Due after placement has been completed at a time negotiated between the student and University supervisor.

## Examination

- **Weighting:** 0%
- Length:**
- Type (open/closed book):**

**See Appendix for End of semester special consideration / deferred exams process.**

## Due dates and extensions

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 not regarded as appropriate reasons for granting extensions. Students are advised to NOT assume that granting of an extension is a matter of course.

Students requesting an extension for any assessment during semester (eg. Assignments, tests or presentations) are required to submit a Special Consideration application form (in-semester exam/assessment task), along with original copies of supporting documentation, directly to their lecturer within two working days before the assessment submission deadline. Lecturers will provide specific outcomes directly to students via email within 2 working days. The lecturer reserves the right to refuse late applications.

A copy of the email or other written communication of an extension must be attached to the assignment submission.

Refer to the Faculty Special consideration webpage or further details and to access application forms:  
<http://www.infotech.monash.edu.au/resources/student/equity/special-consideration.html>

## Late assignment

Assignments received after the due date will be subject to a penalty of a ten percent reduction in the awarded mark for each day a submission is late. For example, if an assignment is received three days late, the mark awarded to a student will be reduced by thirty percent.

## Return dates

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

## Appendix

Please visit the following URL: <http://www.infotech.monash.edu.au/units/appendix.html> for further information about:

- Continuous improvement
- Unit evaluations
- Communication, participation and feedback
- Library access
- Monash University Studies Online (MUSO)
- Plagiarism, cheating and collusion
- Register of counselling about plagiarism
- Non-discriminatory language
- Students with disability
- End of semester special consideration / deferred exams