

School of Information Management

## **MMIM 524 MULTIMEDIA TOOLS AND TECHNOLOGIES**

Trimester Two 2006

### **COURSE OUTLINE**

#### **Contact Details**

<b>Course Coordinator</b>	Tiong Goh
<b>Room</b>	EA 220
<b>Tel.</b>	04 463 6860
<b>Email:</b>	tiong.goh@vuw.ac.nz

#### **Class Times and Room Numbers**

10 July to 11 October  
Wednesday  
7.40pm-9.30pm  
RLWY 129

#### **Course Objectives**

This paper will examine the important design tools in e-environment, principles of web design; multi-media construction; current software suites; Extended Markup Language (XML); the cultural, economic and social forces in web development; and human-computer interfaces.

#### **Learning Outcomes:**

By the end of this course students will be able to:

1. Develop multimedia applications in a real world scenario;
2. Apply multimedia to e-business situations using a variety of technologies;
3. Evaluate the effectiveness of multimedia applications in e-business contexts;
4. Develop strategies for the use of multimedia in e-business solutions.

#### **Reference text:**

Harvey M Deitel, Paul J. Deitel, Tem R. Nieto: Internet and World Wide Web How to Program, 2<sup>nd</sup> edition, Prentice Hall. ISBN 0-13-030897-8

Flash Enabled: Flash Design and Development for Devices. New Rider, ISBN 0-7357-1177-1

Digital Multimedia, 2nd Edition by Nigel Chapman, Jenny Chapman. John Wiley & Sons, ISBN: 0-470-85890-7

Digital: Media Tools, 2nd Edition by Nigel Chapman, Jenny Chapman. John Wiley & Sons, ISBN: 0-470-85748-X

## Course Content

Week	Lecture	Assignment	Reading
1	Introduction to Multimedia		Robert (2004)
2	Multimedia Representation I		TBA
3	Multimedia Representation II	Present Proposal Assignment 1 (practical)	
4	Multimedia tools		TBA
5	Multimedia Usability		TBA
6	XML Technologies	Present Assignment 1	
7	SVG	Present Proposal Assignment 2	
8	SMIL		TBA
9	Mobile Multimedia		Flash Mobile design kit
10	Mobile Applications		TBA
11	Mobile Evaluation	Present Assignment 2	
12	Class Test	Class Test	

### Expected Workload

For each week of the course, plan to spend two hours in class, plus three to four hours preparing for class. Additional time will be required for completion of course assignments and acquiring the skill of multimedia software through additional exercises.

### Readings

Readings for each week will be announced using the blackboard system.

### Assessment Requirements

Assignment 1 Presentation/Report	25%
Assignment 2 Presentation/Report	35%
Summary of Readings/Participation	15%
Class Test	25%

### **Assignment 1 Multimedia Tools and Techniques (MTT) Report/ Presentation (25%)**

In consultation with the lecturer each student will identify 2 multimedia tools and 3 techniques to demonstrate, develop a simple interesting application and perform evaluation. You will also write a 2,500 words report justifying your application and summarise the evaluation. Source code should be included. You will also present your applications and findings to the class.

**Due: 7. 30 pm Wednesday 6th September**

### **Assignment 2 Mobile Multimedia Interactive Application & Business Plan (MMIA) (35%)**

In consultation with the lecturer each student will design, develop and evaluate a simple creative interactive mobile multimedia application and produce a business plan. The simple interactive application should be thoroughly researched and justified its viability. It should aim at PDA and mobile phone users and using mobile technologies such as SVG-tiny, flash etc. A report of 3000 words and necessary software (and source code) must be submitted.

**Due: 7.30 pm Wednesday 4th October**

### **Summary of Readings/Participation (15%)**

During the week where readings are given, each student will need to submit a summary (instruction will be given) of the readings at the end of the class. Each week one student will take responsibility for leading a class discussion about the selected materials. The student will identify at least three questions raised by the readings, and lead the rest of the group through a discussion of the issues.

**Due: on going**

### **Class Test (25%)**

The class test will consist of the lecture, reading materials and may involve in examine a new case/paper.

**Due: 7.30pm Wednesday 11<sup>th</sup> October**

### **Penalties**

In keeping with standards of professionalism appropriate to this programme, it is expected that deadlines will be honoured. In fairness to students who complete work on time, work submitted after the due date/ time will incur penalties for lateness. The penalty is up to 10% of the report's grade per day (or part thereof) late. Unusual or unforeseeable circumstances (e.g. serious illness, family bereavement) may lead to a waiver of this penalty but need to be discussed with the paper coordinator as soon as possible.

Word limits should be adhered to, especially so when they provide a guide to limiting the student's coverage of a topic

### **Mandatory Course Requirements**

#### ***Workloads and Terms Requirements:***

You are strongly encouraged to attend all course sessions, read assigned materials, and contribute to discussions.

**Pass Criteria:** To pass the course, you must gain a weighted total of **50%** across all assignments and attain **50%** for the class test.

**Attendance:** A 75% attendance is required for the classes.

### **Communication of Additional Information**

Additional information will be communicated to students via the blackboard system

### **Faculty of Commerce and Administration Offices**

#### **Railway West Wing (RWW) - FCA Student and Academic Services Office**

The Faculty's Student and Academic Services Office is located on the ground and first floors of the Railway West Wing. The ground floor counter is the first point of contact for general enquiries and FCA forms. Student Administration Advisers are available to discuss course status and give further advice about FCA qualifications. To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

### Easterfield (EA) - FCA/Education/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce and Administration, Education and Law is situated in the Easterfield Building - it includes the ground floor reception desk (EA005) and offices 125a to 131 (Level 1). The office is available for the following:

- Duty tutors for student contact and advice.
- Information concerning administrative and academic matters.
- Forms for FCA Student and Academic Services (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

### **General University Policies and Statutes**

Students should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the Victoria University Calendar available in hard copy or under 'About Victoria' on the VUW home page at [www.vuw.ac.nz](http://www.vuw.ac.nz).

### **Student and Staff Conduct**

The Statute on Student Conduct together with the Policy on Staff Conduct ensure that members of the University community are able to work, learn, study and participate in the academic and social aspects of the University's life in an atmosphere of safety and respect. The Statute on Student Conduct contains information on what conduct is prohibited and what steps are to be taken if there is a complaint. For information about complaint procedures under the Statute on Student Conduct, contact the Facilitator and Disputes Advisor or refer to the statute on the VUW policy website at [www.vuw.ac.nz/policy/studentconduct](http://www.vuw.ac.nz/policy/studentconduct). The Policy on Staff Conduct can be found on the VUW website at [www.vuw.ac.nz/policy/staffconduct](http://www.vuw.ac.nz/policy/staffconduct).

### **Academic Grievances**

If you have any academic problems with your course you should talk to the tutor or lecturer concerned; class representatives may be able to help you in this. If you are not satisfied with the result of that meeting, see the Head of School or the relevant Associate Dean; VUWSA Education Coordinators are available to assist in this process. If, after trying the above channels, you are still unsatisfied, formal grievance procedures can be invoked. These are set out in the Academic Grievances Policy which is published on the VUW website at [www.vuw.ac.nz/policy/academicgrievances](http://www.vuw.ac.nz/policy/academicgrievances).

### **Academic Integrity and Plagiarism**

Academic integrity is about honesty – put simply it means **no cheating**. All members of the University community are responsible for upholding academic integrity, which means staff and students are expected to behave honestly, fairly and with respect for others at all times.

Plagiarism is a form of cheating which undermines academic integrity. The University defines plagiarism as follows:

*The presentation of the work of another person or other persons as if it were one's own, whether intended or not. This includes published or unpublished work, material on the Internet and the work of other student or staff.*

It is still plagiarism even if you re-structure the material or present it in your own style or words.

*Note: It is however, perfectly acceptable to include the work of others as long as that is acknowledged by appropriate referencing.*

Plagiarism is prohibited at Victoria and is not worth the risk. Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct and may be penalised severely. Consequences of being found guilty of plagiarism can include:

- an oral or written warning
- cancellation of your mark for an assessment or a fail grade for the course
- suspension from the course or the University.

Find out more about plagiarism, and how to avoid it, on the University's website at [www.vuw.ac.nz/home/studying/plagiarism.html](http://www.vuw.ac.nz/home/studying/plagiarism.html).

### **Students with Impairments**

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities the same opportunity as other students to demonstrate their abilities. If you have a disability, impairment or chronic medical condition (temporary, permanent or recurring) that may impact on your ability to participate, learn and/or achieve in lectures and tutorials or in meeting the course requirements, please contact the Course Coordinator as early in the course as possible. Alternatively you may wish to approach a Student Adviser from Disability Support Services (DSS) to discuss your individual needs and the available options and support on a confidential basis. DSS are located on Level 1, Robert Stout Building, telephone (04) 463 6070, email [disability@vuw.ac.nz](mailto:disability@vuw.ac.nz). The name of your School's Disability Liaison Person is in the relevant prospectus or can be obtained from the School Office or DSS.

### **Student Support**

Staff at Victoria want students to have positive learning experiences at the University. Each Faculty has a designated staff member who can either help you directly if your academic progress is causing you concern, or quickly put you in contact with someone who can. Assistance for specific groups is also available from the Kaiwawao Māori, Manaaki Pihipihinga or Victoria International.

In addition, the Student Services Group (email [student-services@vuw.ac.nz](mailto:student-services@vuw.ac.nz)) is available to provide a variety of support and services. Find out more at [www.vuw.ac.nz/st\\_services/](http://www.vuw.ac.nz/st_services/).

VUWSA employs Education Coordinators who deal with academic problems and provide support, advice and advocacy services, as well as organising class representatives and Faculty delegates. The Education Office (tel. 04 463 6983 or 04 463 6984, email [education@vuwsa.org.nz](mailto:education@vuwsa.org.nz)) is located on the ground floor, Student Union Building.

### **Manaaki Pihipihinga - Maori and Pacific Mentoring Programme (Faculty of Commerce and Administration)**

This is a mentoring service for Maori and Pacific students studying at all levels. Weekly one hour sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14

Kelburn Parade, and Room 210 and 211, Level 2, Railway West Wing. Sessions cover drafting and discussing assignments, essay writing, and any questions that may arise from tutorials and/or lectures. A computer suite networked to Cyber Commons is available for student use.

To register with Manaaki Pihipihinga, please contact one of the following:

Puawai Wereta  
Room 210, Level 2  
Railway West Wing  
Tel. (04) 463 8997  
Email: Puawai.Wereta@vuw.ac.nz

Fa'afoi Seiuli  
Room 109 B  
14 Kelburn Parade  
Tel. (04) 463 5842  
Email: Faafoi.Seiuli@vuw.ac.nz