NEW ZEALAND INSTITUTES OF TECHNOLOGY AND POLYTECHNIC QUALIFICATIONS IN INFORMATION & COMMUNICATIONS TECHNOLOGY

PRESCRIPTION: MA500 MULTIMEDIA PRINCIPLES

AIM OF MODULE:	Students will develop Introductory skills for a multimedia application for use in the commercial field, education field or preparing graphics for the WWW and other presentations.
CREDITS:	7
STUDENT LEARNING HOURS:	70
CONTENT REVISED:	July 2010
PRESCRIPTION EXPIRY DATE:	November 2013

Level and Assessment Schedule

	Highest Skill Level				Suggested Assessment Percentage
TOPICS	R	C	A	P	
1. Features of Computer Graphics and Multimedia		*			50
2. Create Presentations			*		50
					100

LEARNING OUTCOMES

The student will:

C   1   Apply the features of computer graphics and multimedia.

A   2   Use the features of at least one computer graphics package, and at least one multimedia authoring tool to create presentation(s).

CONTENT

➢   The design will be fit for the desired purpose

➢   Copyright, Permissions, Releases

➢   Planning of presentation(s)

➢   Features of multimedia components for presentation(s)

➢   Management of multimedia components when building a presentation ie methods of breaking complex challenges into a number of simpler parts.

➢   Sourcing multimedia components for presentation(s) with management of copyright and related issues.

➢   Creating multimedia components for presentation(s).

➢   Creating presentation(s)

NOTES

➢   The software packages employed will reflect the packages currently used in the educational or commercial environment.

➢   The presentations created could take many forms including website deployment, cellphone or mobile deployment, distance learning packages on CD-ROM and standalone advertising packages.

➢   Assessment methods with this prescription are not intended to be locked in. A portfolio assignment , where the students "Create Presentations", is a valid assessment method. This element assesses student competency in assembling components into presentations; e.g. this allows for assessment by practical test where activities include the student assembling components into a sequence that could form part of a presentation.

➢   Copyright, Permissions, Releases
(For Example: Documentation of Sourced Components.)
(For Example: IF screening to others is a production aim THEN photos of friends require signed talent releases AND Sourced Components require copyright clearance and/or be from sources that allow student usage.)

➢   Lecturers should check Copyright Law as this is a fast-developing area.
At the time of writing in mid-2010 there are 2 approaches possible to the sourcing of components for students to work with:

    ➢   "Acts permitted ... Education" (NZ Copyright Act 1994 sections 44 to 49) – Appears to permit students to copy for "the lesson" or for "examination". This

approach is not recommended by this author because of possible "time bomb" problems that could be caused by future careless public airing by students of their assignment work reflecting badly on the course provider. This author recommends that Providers who follow this approach take anti-leak precautions which could include students signing disclaimers, or using controlled assessments which can be erased after a course is finalised.

> "Legal for Public Screening": Specify that students work to standards that enable public screenings. The author recommends this approach. Even for assessments other than assignments it is safest for the Provider to provide components which are free of copyright issues.

> Planning of presentation(s) examples include: sketches of proposed designs, descriptions of interpretations of a brief, scripts, storyboards)

> Features of multimedia components for presentation(s) examples include: images, buttons, shapes, text, animation elements, audio, video, holograms and new media not yet invented as at the time of writing)

> Management of multimedia components when building a presentation ie methods of breaking complex challenges into a number of simpler parts.
Examples include: layers, symbols, classes, objects, instances, repeating cycles, programming scripts