# Design and Media Team – 2009

## Assessment Specification

This module is assessed entirely by continuous assessment. There will be three components contributing to the total mark:

1. A multimedia product – 30%

2. A 10 minutes presentation to the class – 25%

3. A written report – 45%

Each member of the team should contribute work to every component, though, in practice, some members may work more on some components than others. The deadlines for submission are:

> The presentation must be ready by 10 am on Tuesday 24 March 2009
>
> The written report and multimedia product must be submitted by 12 noon on Thursday 26 March 2009

All the presentations will take place on Tuesday 24 March 2009. The detailed timetable will be published on the module web-site nearer the date.

A paper copy of the written report must be submitted to the School Office, along with your completed Work Contribution form which specifies the team's perception of how the work was distributed between team members. At the same time, the multimedia product, the presentation slides, a soft-copy of your written report, and all other work for the module, must be submitted on a CD/DVD. Include a "README file" on the CD/DVD saying what's on it and how to use the product.

> If your team fails to show up for its presentation, you will get zero marks for that component. If your multimedia product is submitted late, its mark will be reduced by 2% (out of 30%) per School working day. If your written report is submitted late, its mark will be reduced by 3% (out of 45%) per School working day.

Marks and feedback will be available from the first day of the Summer term.

The following sections specify what is required for each component:

## Multimedia Product (30%)

Your Multimedia Product can be anything that demonstrates the effective use of a range of media, and is of sufficient complexity that it requires a significant level of analysis and design. It should not involve a large amount of programming.

Potential products might be: on-line or CD/DVD based multimedia adverts, multimedia help systems, multimedia teaching/training resources, multimedia sales pitches.

A range of example projects will be discussed in the module lectures, as will the relevant design issues and multimedia tools.

The choice of project is at the discretion of your team, but should be discussed with your

Team Tutor at the project outset.

Once you have an idea, your Team Tutor will advise you about designing and developing it using appropriate multimedia tools.

The product quality and range of media employed is more important than quantity. Marks will be awarded with this in mind, and how well the product achieved its aims.

Teams are not expected to travel to remote places, nor stage elaborate dramatic performances, to capture video for their work. You are free to edit video you find anywhere, e.g., on the internet. However, if you do include work from elsewhere, make sure that you obtain any necessary permissions and include appropriate references/credits.

## Presentation (25%)

Each team is required to produce a presentation to the whole class, which will include a display of the multimedia product the team has produced. This will take place in a standard lecture room (e.g., Mech. Eng. G28/35, Learning Centre LG34).

The presentation should include:

* An overview of what the multimedia product is
* An indication of who is it aimed at, and what it aims to achieve
* A demonstration of the multimedia product itself
* A discussion of the processes and tools used to develop the product
* A conclusion discussing how well the product met its requirements

Marks will be awarded according to how well these points were covered and how "professional" the presentation appeared.

Your presentation should last no more than 10 minutes, and will be followed by a couple of minutes for any questions that you may be asked by the assessors or your peers.

Remember that 10 minutes is not very long. Do not overload your slides. Select the most important points to discuss. Rehearse the presentation and practice the timing.

There is no need for all team members to physically give the presentation, but they should all be involved in preparing it, and be present when it takes place.

A copy of the presentation slides etc. must be submitted electronically along with the multimedia product.

Further suggestions and advice will be provided in the lectures.

## Written Report (45%)

Your report should describe your multimedia product and how it was created. Marks will be awarded for the following components:

*Product Definition (10%)*
Introduction to your multimedia product. What is the product and what does it aim to achieve? Who is it aimed at? Who will benefit from it?

*Project Research   (10%)*

What similar products already exist?  What existing products have similar aims?  What have you done to make your product better than existing products?  What media channels are appropriate for your product?  Which should you use and why?

*Specification (10%)*

Specify the requirements of your multimedia product.  What should it achieve and how?  Specify how you will evaluate your product.

*Design  (25%)*

Discuss the design procedures you have gone through to produce your product.  Show the components and sequences involved in your design.  It is suggested that you create a storyboard or interaction diagram (showing key frames) for your work.  Show different design variants and give justified reasons as to why you chose your final design.  Much of this section will be marked on the qualitative aspects of your practical work.

*Implementation  (10%)*

Discuss the tools you used to produce your product.  Detail why you chose those tools over others, and the features that attracted your team to use them.  If the best tools were not available, what compromises did you make?  How do you rate each of the tools you used?

*Management & Teamwork (10%)*

Detail how your team managed the work.  What was done by each team member?  Did you work effectively as a team?  How did you ensure tasks could be done in parallel?  It is suggested that you create a Gantt chart for your work and include it in your report.

*Presentation of Results  (5%)*

Summarize your results by taking screenshots of key frames or key features of your product.  Annotate each of these features.

*Evaluation  (10%)*

Describe the range of the evaluation techniques you used to evaluate your work.  How well did you achieve what you set out to do?  To what extent is your product "fit for purpose"?  What ideas do you have for future improvement of your product?

*Referencing, Literature usage  (5%)*

These marks will be awarded for the correct use and referencing of appropriate literature used in the development of your product.

*Style, Structure, Spelling, Punctuation, Grammar  (5%)*

Layout and structure the report so that it is easy to follow.  Use the spelling and grammar checking tools available within modern word processing software.

The actual processes (e.g., design procedures used, teamwork effectiveness), as well the quality of your descriptions of them, will be taken into account  Structuring your report according to these components (except the last) would be a good strategy for making sure that everything is covered.

Further suggestions and advice will be provided in the lectures.

If in doubt about anything – ask your Team Tutor or Lecturer!