ICT 514
Multimedia Systems

Unit Information

Semester 2 2006

Unit coordinator
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Division of Arts
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This information should be read in conjunction with the
Guide to Studying at Murdoch booklet, the Unit Welcome Page
at http://online.murdoch.edu.au/public/ICT514,
and the material provided on the unit can be accessed via ftp site
(http://ftp.it.murdoch.edu.au/pub/units/ICT514/)

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ONE

Introduction

Unit overview
This unit adopts an integrated approach to the study of Multimedia Systems embracing technology and management issues. Through an understanding of both, students will learn the significance, trends and issues related to Multimedia systems, and, to design and manage Multimedia projects in organisations, emphasising the role of the essential multimedia technologies. The unit will use a constructivist learning approach - in which you integrate the material with your experience based around your own interests, background and personal and career objectives.

Prerequisites
Enrolment in a Postgraduate IT course.

Aims and objectives

Unit aims
The broad aims of this unit are to:
1. Provide students with an understanding of the nature and relevance of multimedia technologies from the perspective of the manager responsible for the development of multimedia applications.
2. Understand the integration of the information technologies involved.
3. Provide students with an understanding of the design, production and management of Multimedia projects.

Learning objectives
On successful completion of the unit you should be able to:

1. Demonstrate an understanding what constitutes multimedia and its media elements.
2. Understand how to integrate the media elements.
3. Understand how to design interactive products.
4. Understand how to manage the production and delivery of multimedia.
Contact details

Unit coordinator and Lecturer
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+61-8- 9360 7507
Transportable 1, Room 1.06 (South Street Campus)

How to study this unit

This unit covers the following topics:
- Introduction to Multimedia
- Visuals: Static
- Visuals: Moving
- Production
- Project management
- Development tools
- Audio
- Media management (optical/magnetic/data storage)
- Multimedia Delivery
- Design: Information
- Design: Interface
- Other related issues

Learning activities
There is one 3-hour lecture/workshop each week.
Lecture time: Tuesday 4.30 – 7.30pm, SS 2.038, South Street Campus, Murdoch.

Attendance
Students are expected to attend and contribute during the lectures/workshops.
Assessments on presentation will take place in class.

Technical Help
For difficulties with other online materials please contact your Unit Coordinator.
# Unit timetable

This timetable will help you to plan your study over the semester.

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Assignment due dates</th>
</tr>
</thead>
</table>
| 1.   | Unit Administration  
Introduction to Multimedia Systems |                         |
| 2.   | Visuals – Static |                         |
| 3.   | Visuals – Moving |                         |
| 4.   | Production | **Assignment 1:** Analysis of the use of Multimedia technologies in an organisation (10%) |
|      | Non-teaching Break |                         |
| 5.   | Project Management |                         |
| 6.   | Development Tools |                         |
| 7.   | Audio | **Assignment 2:** Project Outline (10%) and Presentation (5%) |
| 8.   | Media Management – Various Media |                         |
| 9.   | Media Management – Multimedia Database and content management overview |                         |
|      | Non-teaching Break |                         |
| 10.  | Design – Information |                         |
| 11.  | Design – Interface |                         |
| 12.  | Multimedia Delivery |                         |
| 13.  | Other issues and Revision | **Assignment 3:** Final Project report (15%) and Project Presentation (10%) |
TWO

Resources for the unit

Unit materials

To undertake study in this unit, you will need:

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**Essential textbook**

There is no nominated textbook for this unit. However, there are a number of reference books that the students should consult. Students are also expected to investigate, research and collect relevant materials from the Internet and library.

This is a “living” unit, the materials are developed interactivity during the semester around a repository of unit materials. Anything from the topic schedule or presented in class is eligible for inclusion in the exam, with answers referenced to the source materials developed by this class.

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**Essential reading**

Topic Outlines with recommended reading for that topic.

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**Other references**


Online Resources

Unit Welcome Page
http://online.murdoch.edu.au/public/ICT514/

The ftp login page for online access to this unit is at

Library resources

Past exam papers
http://wwwlib.murdoch.edu.au/exams/
Note that previous unit codes for this unit were ICT614 and B614.

E-Reserve
http://wwwlib.murdoch.edu.au/ereserve/
THREE

Assessment processes

The three hours lecture/workshop contact time will be interactive. The lectures will set the context for each week and add some materials as relevant. Industry case studies and exercises will be used for class discussion on relevant themes. The emphasis will be on integrating and managing the technologies within the industry, not on the particular details of the technologies. This unit provides the integrative context for their use.

Assessment components

You will be assessed on the basis of:

Continuous Assessment: THREE Assignments and Presentation (50%)
AND
FINAL End-of-Semester EXAMINATION (50%)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Description</th>
<th>Value</th>
<th>Due Date</th>
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</thead>
<tbody>
<tr>
<td>Assignment 1</td>
<td>Analysis of the use of Multimedia Technologies in a nominated organisation</td>
<td>10%</td>
<td>Week 4 Tuesday, 15th August, 2006</td>
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<tr>
<td>Assignment 2</td>
<td>Project Outline and presentation of the proposed multimedia system(s) for a nominated organisation</td>
<td>15%</td>
<td>Week 7 Tuesday, 12th September, 2006</td>
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<tr>
<td>Assignment 3</td>
<td>Project Report: A detailed report on the project</td>
<td>15%</td>
<td>Week 13 Tuesday, 31st October, 2006</td>
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<tr>
<td>Presentation</td>
<td>Presentation of the project</td>
<td>10%</td>
<td>Week 13 Tuesday, 31st October, 2006</td>
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<tr>
<td>Examination</td>
<td>Final End-of-semester Examination (2 Hours closed Book Exam)</td>
<td>50%</td>
<td>Assessment period</td>
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Assignment submission

Note: It is the responsibility of all students to keep a copy of all assignments handed in for assessment.
• **All assignments** need to be submitted to the unit coordinator through the submission box outside the School of IT office at ECL Building, Level 3 unless prior arrangement has been made.
• Each assignment must have a standard cover sheet. Cover sheets are available at the ftp site.

**Late submission**

If an extension is required, you must contact the unit lecturer. An extension may be granted on medical ground, but must be supported with a medical certificate. If an assignment is submitted late, 10% will be deducted for each day late up to a maximum of 7 days. After 7 days, no marks will be awarded for the assignment.

**Examination**

For ICT514, there is one 2-hour exam. It is a closed book examination, however you are permitted to take one A4 sheet of handwritten notes. You are permitted to hand write notes on both sides of the sheet.


**Attendance and participation requirements**

Students should attend all lectures/workshops. Students are expected to be prepared in order to participate in discussion each week. If unable to attend, please notify your lecturer before the lecture.

**Determination of the final grade**

In order to pass this unit, you must satisfy the following conditions:

• **achieve an overall aggregate score of 50% or higher for all of the combined assessments (Continuous Assessment and Final Examination);**

and

• **achieve a satisfactory performance in the final examination. A satisfactory performance is considered to be 45% or higher;**

and

• **achieve a satisfactory performance in the continuous assessment (Assignment and Presentation). A satisfactory performance is normally considered to be 45% or higher.**

Failure to achieve the above indicates that the unit objectives have not been met and so the unit has not been successfully completed.

See Section 11.7 and 7.2 of the assessment code regarding grades

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<td>70 - 79</td>
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<td>C</td>
<td>Credit</td>
<td>60 - 69</td>
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<td>P</td>
<td>Pass</td>
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<td>Supplementary Assessment</td>
<td>45 - 49*</td>
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*The recommendation for the award of the grade S shall be at the discretion of the Unit Coordinator.

**Appeals**

Appeals against the final grade must be submitted in writing to the Executive Dean, Division of Arts, according to the procedures given in Degree Regulation 49.

**University policy on assessment**

Assessment for this unit is in accordance with the provisions of Degree regulations 40–48. Check these in the current Murdoch University Handbook and Calendar or [http://www.murdoch.edu.au/admin/legsln/regs/bachelor.html#assessment](http://www.murdoch.edu.au/admin/legsln/regs/bachelor.html#assessment)

**Assessment roles and responsibilities**


**Honesty in assessment and avoiding plagiarism**

Assignment details

Assignment cover sheets
All assignments submitted, must use a standard cover sheet.

Assignment 1: Analysis of the use of Multimedia Technologies in an organisation (10%)

Requirements
You are required to submit a report on the analysis of a nominated organisation on the use of Multimedia technologies. Your report should include:

- Name of organisation and the nature of business
- How the information was accessed? (Through Internet? annual report?)
- Describe and list the multimedia technologies being used.
- For the nominated organisation, comment on the effectiveness of the existing Multimedia technologies.
- Comment on the limitations and describe how to improve the existing system. (Just the design will be sufficient at this stage.)
- List the technologies that could be used in order to enhance the effectiveness of the multimedia system.
- Your investigation should consider the following aspects of the MM technologies used: Production, Storage, Compression, Delivery and Interactivity.

Suggestion
- Think of a university, a school, a church (or similar religious organisation)...etc and how MM are being used.
- Include web pages, screen shots, brochures…etc

Assignment 2: Project Proposal and Presentation (15%)

Requirements
You are to submit a Project Proposal & Plan. This should include:
• A 500-word proposal on a project of your own choosing related to the development of a multimedia system for a nominated organisation. You may continue with the organisation you have selected in Assignment 1.
• A 1-page project plan including Gantt chart.

The proposal should include:
• Description of the multimedia system.
• The justification of the proposal (Why is it important?)
• Summary of the key attributes of the project and technologies utilised.
• List of references (must be mixture of websites, online journals, books etc. Websites only are not acceptable)
• Key issues or difficulties envisioned for the topic chosen.

The project proposal and plan should include:
• Your project strategy
• The key steps and sub-steps how you are going to approach your topic.
• Your Gantt chart may be developed using either Microsoft® Project or Microsoft® Excel.
• Tools required.

Choosing a topic

You should look through the textbook and available materials for topics or technologies that interest you. If you do not find anything sufficiently interesting, please consult your lecturer/unit co-ordinator to discuss alternatives. Your topic should be from a management and technical perspective.

Changing a topic

Once a topic has been proposed and presented, it cannot be changed without approval of your unit coordinator.

Presentation

Students are to present their Proposal and Plan. This should include:
• The topic of the proposed project
• The justification of the project
• Core components or structure
• Key issues or difficulties envisioned for the topic chosen.
The presentation is to be 10-15 minutes in length during the class.

To submit:
• Standard cover sheet
• PowerPoint presentation slides printed 6 to a page.
• Accompanying pages of notes.
Assignment 3: Final Project Report (15%) and Presentation (10%)

Requirements of the project and report
The project involves the design and development of a multimedia system fulfilling the objectives given in the proposal and plan. The project must follow the proposal and presentation already submitted in Assignment 2.

Presentation
Your presentation should be between 15-20 minutes. The presentations will be held in week 13 during the class.