

Short Title:	Group Project (Phase 1) APPROVED
Full Title:	Group Project (Phase 1)
Module Code:	DMED H2030
ECTS credits:	10
NFQ Level:	6
Module Delivered in	2 programme(s)
Module Contributor:	Arnold Hensman
Module Description:	<p>This module will take learners through the process and implementation of creating a full-scale digital media product in a team environment. The project undertaken will be a year long endeavour whereby this module will focus on the planning and process phase. Learners will develop skills in collaborative working practice, using creative thinking and best practices for project management in order to prepare them for group project work. Learners will take part in a taught component of project management techniques in addition to them carrying out the implementation of an actual project. General Aims: • develop the learners ability to make design and implementation decisions with regard to usability, accessibility, scope, compatibility, aesthetics, cost, and technical feasibility; • expose the learner to issues surrounding digital media projects such as project workflows and asset dependencies; • develop the learners ability to turn around projects with the most efficient use of time, facilities, equipment and skills; • develop the learners ability to critically analyse their work as a viable product</p>
Learning Outcomes:	
<i>On successful completion of this module the learner will be able to</i>	
<ol style="list-style-type: none"> 1. Work as part of a digital media development team 2. Assist in the management of a digital media workflow production and process. 3. Incorporate general project management principles and execution to their project 4. Plan, design, undertake and document a team-based project to a professional standard 5. Produce digital media assets to a professional standard 6. Pitch design ideas to an audience of their peers 7. Incorporate digital media assets into a prototype system that satisfies the overall project goals of how the final product will appear. 8. Plan and present an oral description and defence of their project 	

Module Content & Assessment

Indicative Content

Project Management Techniques

A taught component will be delivered covering the general principles of project management best practices that will be incorporated into the group project.

Project

The project should include the following activities: 1. Project proposal and scope; 2. Feasibility evaluation; 3. Review of relevant research and technical information; 4. Outline project plan to include milestones, strategies, task characteristics, task information, risk analysis including specific responsibilities for each group member; 5. Detailed project plan to include asset dependencies, resources/facilities dependencies, Gantt charts, ethical issues; 6. Design and prototyping; 7. Presentation of initial designs/prototypes; 8. Production of digital media assets/digital media system; 9. Testing, evaluation and analysis of project effectiveness; 10. Review conclusions and reflections; 11. Preparation of final report and supporting documentation; 12. Presentation/demonstration of group project;

Indicative Assessment Breakdown

Course Work Assessment %

%

100.00%

Course Work Assessment %

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Reflective Journal	Journal or Blog outlining and archiving the process of planning and developing digital media assets for use in the project.	1,2,3,4	20.00	Sem 1 End
Written Report	Work Breakdown Structure and Requirements Analysis detailing the timeline and tasks that are to be completed for successful and timely execution of the project.	1,2,3,4	10.00	n/a
Project	Prototype of project indicating clearly the intended media, assets and final plans in detailed form such as an animatic or film trailer.	3,4,5,7,8	30.00	n/a
Presentation	Project Pitch to faculty whereby teams will describe the process, motivation, and requirements that will exist in the final product. A prototype will be used to augment the presentation.	5,6,7,8	20.00	n/a
Written Report	Report of the project process at the midway point, including lessons learned, plan changes and a set of justifiable goals.	4,5,7,8	20.00	n/a

No Final Exam Assessment %

Indicative Reassessment Requirement

Coursework Only

This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.

ITB reserves the right to alter the nature and timings of assessment

Indicative Module Workload & Resources

Indicative Workload: Full Time	
Frequency	Indicative Average Weekly Learner Workload
Every Week	2.00
Every Week	2.00
Every Week	8.00
Every Week	2.00

Resources
<i>Recommended Book Resources</i>
<p><i>BA in Digital Media (Hons) Project Handbook, ITB</i></p> <p>Jack R. Meredith, Samuel J. Mantel, <i>Project Management</i>, Wiley [ISBN: 0470533021]</p> <p>England E. and Finney A 2002, <i>Managing Multimedia: Project Management for Web and Convergent Media</i>, 3rd Ed., Addison Wesley</p> <p>Hughes B. 2000, <i>Dust or Magic: secrets of successful multimedia design</i>, Addison Wesley</p> <p>England E. 1999, <i>Managing Multimedia: Project Management for Interactive Media</i>, 2nd Ed., Addison Wesley</p>
<i>This module does not have any article/paper resources</i>
<i>This module does not have any other resources</i>

Module Delivered in

Programme Code	Programme	Semester	Delivery
BN_DDME8	Bachelor of Arts (Honours) in Creative Digital Media [240 ECTS credits]	3	Mandatory
BN_DDME7	Bachelor of Arts in Creative Digital Media [180 ECTS credits]	3	Mandatory