

APPLIED SCIENCE AND MANAGEMENT DIVISION  
School of Business and Leadership  
Winter Semester, 2018



**COURSE OUTLINE**

**MMC 124**

**CAPSTONE PROJECT**

**45 HOURS  
3 CREDITS**

PREPARED BY: Jon Gelinas, Instructor

DATE: November 17, 2017

APPROVED BY: Margaret Dumkee, Dean

DATE: December 4, 2017

APPROVED BY ACADEMIC COUNCIL: (date)

RENEWED BY ACADEMIC COUNCIL: (date)



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APPLIED SCIENCE AND MANAGEMENT DIVISION  
MMC 124  
3 Credit Course  
Winter 2018

## CAPSTONE PROJECT

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**INSTRUCTOR:** Jon Gelinas

**OFFICE HOURS:** Mon., Wed. 10:00 a.m. - 12:00 p.m. or by appointment

**OFFICE LOCATION:** T1026-D (Next to Multimedia Lab)  
**CLASSROOM:** T1030A

**E-MAIL:** jgelinas@yukoncollege.yk.ca

**TIME:** 1:00 - 4:00 p.m.

**TELEPHONE:** 867.668.8766

**DATES:** Fridays, January 5 - April 12, 2018

Make up class for Good Friday holiday on Thursday, April 12.

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### **COURSE DESCRIPTION**

This project underscores the importance of teamwork in small groups while working on real, community-based projects. By synthesizing the hard skills learned in individual program courses, you will research, plan, and carry out a multimedia communications strategy for a local organization. In addition to the synthesis of hard skills, you will be required to demonstrate the necessary soft skills of adaptability, leadership, negotiation, motivation, and professionalism needed to work in the industry. You will use all of these skills to develop a comprehensive communications strategy that may include web, print, video, and audio components. This culminating project will inevitably improve your employability in the industry by offering you a communications experience that is directly relevant to the industry.

### **PREREQUISITES:**

Admission to the Multimedia Communications program.

Successful completion of all Fall Multimedia Communications (MMC) course and concurrent enrolment in all Winter MMC courses.

**EQUIVALENCY/TRANSFERABILITY:**

Transferable to Thompson Rivers(online)

**LEARNING OUTCOMES:**

The successful completion of this course indicates that the student has reliably demonstrated the ability to:

- Manage a multimedia communication project.
- Meet project milestones individually and within a team environment.
- Interact with clients in a professional manner.
- Develop and deploy an effective communication strategy for the client.
- Critique other team projects and receive feedback in a professional manner.

**DELIVERY METHODS/FORMAT:**

Conventional lecture and demonstration methods are used to present the theory portion while projects and assignments are utilized to reinforce and compliment the theory. Students will be creating multimedia assets for a client. The instructor will serve as a mentor for the creation of the project deliverables.

**COURSE REQUIREMENTS:**

It is not required that you own a computer, however the appropriate hardware (personal computer/laptop) and the course software (subscription to Adobe Creative Cloud) are strongly encouraged for optimal learning. Students should purchase a USB flash drive, external hard drive or access cloud storage to transfer files between client and team members.

**ASSESSMENTS:****Attendance and Participation**

Regular attendance and participation is expected. If you must miss class, please inform the instructor ahead of time, if at all possible. It is the student's responsibility to communicate with group members to ensure that the needs of the group are met. The student should take the necessary steps to obtain missed notes, assignments, announcements or material handouts for any class

they have missed. The student is also expected to review topics as outlined in the syllabus prior to class.

**Assignments/Weekly Journals:**

Students are working on a term long project that will be delivered to their client. Ongoing, weekly documentation on a blog as well as meeting scheduled milestones for the development of client deliverables will be required.

**Final Project:**

This class culminates in delivering multimedia communication strategy and assets to a client. Student groups will be developing their own scheduling for milestones and delivery of final assets at the end of the term.

**EVALUATION:**

Online Portfolio/Personal Website and Process Documentation blog (journals)	40%
Production schedule milestones and project admin	10%
Demonstrated student leadership, team work, Client and team feedback	10%
Final Project(s)	40%

**REQUIRED TEXTBOOKS/MATERIALS:**

No textbook required for this course. Selected online resources and readings will be provided in class.

**PLAGIARISM**

Plagiarism is a serious academic offence. Plagiarism occurs when students present the words of someone else as their own. Plagiarism can be the deliberate use of a whole piece of another person's writing, but more frequently it occurs when students fail to acknowledge and document sources from which they have taken material. Whenever the words, research or ideas of others are directly quoted or paraphrased, they must be documented according to an accepted manuscript style (e.g., APA, CSE,

MLA, etc.). Resubmitting a paper which has previously received credit is also considered plagiarism. Students who plagiarize material for assignments will receive a mark of zero (F) on the assignment and may fail the course. Plagiarism may also result in dismissal from a program of study or the College.

### **ACADEMIC ACCOMMODATION**

Reasonable accommodations are available for students requiring an academic accommodation to fully participate in this class. These accommodations are available for students with a documented disability, chronic condition or any other grounds specified in section 8.0 of the Yukon College Academic Regulations (available on the Yukon College website). It is the student’s responsibility to seek these accommodations. If a student requires an academic accommodation, he/she should contact the Learning Assistance Centre (LAC) at (867) 668-8785 or lassist@yukoncollege.yk.ca.

### **COURSE OUTLINE**

Please see your course page on YukonCollege.me (moodle site) for full breakdown of topics covered and assignment dates.

This tentative schedule is subject to change.

Jan. 5	Class Intro / Groups / Establish Work Plan / Research Client / Contact Client to arrange meeting /
Jan. 12	Initial Meeting / Creative Brief and Communication Strategy
Jan. 19	Team Work - Generating Ideas / Sketching possible solutions (each individual is to provide sketches and concepts for moving forward)
Jan. 26	Presenting Ideas to Client - Refining based on feedback
Feb. 2	OPEN LAB - work on deliverables
Feb. 9	OPEN LAB - work on deliverables
Feb. 16	OPEN LAB - work on deliverables
Feb 23	NO CLASS - Heritage Day / Spring Break
March 2	Present final concepts to client
March 9	refine finals
March 16	refine finals

March 23	refine finals
March 30	NO CLASS - Good Friday
April 1	
April 12 (Thursday make-up class)	Deliver final products / Review and assessment