Course Outline

INSTRUCTOR: Jon Gelinas

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

OFFICE HOURS:

Drop-In: Mondays, Wednesdays 10am-12pm and 4-5pm. (excluding holidays).

By appointment: Tuesdays & Fridays. Please contact to arrange times and dates.

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 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.

COURSE REQUIREMENTS

Prerequisite(s):

- Admission to the Multimedia Communication program.
- Successful completion of all Multimedia Communications (MMC) course and/or concurrent enrolment in remaining courses.

- This course is to be completed in the final semester of the Multimedia Communication program and is intended to utilize skills from all the courses taken in the program.

EQUIVALENCY OR TRANSFERABILITY

Receiving institutions determine course transferability. Find further information at:
https://www.yukonu.ca/admissions/transfer-credit

YUKON FIRST NATIONS CORE COMPETENCY

Students who successfully complete this course will have achieved core competency in knowledge of Yukon First Nations. By the end of this course, students will have greater understanding and awareness of Yukon First Nations history, culture and journey towards self-determination. For details, please see www.yukonu.ca/yfnccr

LEARNING OUTCOMES

Upon successful completion of the course, students will be able 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.

COURSE FORMAT

Weekly breakdown of instructional hours

Each week will require at least 3 hours of dedicated in-class course time. Additional time will be required for assignments and other activities.

The Capstone project develops ddepending on each groups' client and specific deliverables identified through the design brief process. Time commitments will fluctuate throughout the project.

Students should be prepared to dedicate significant time to this project outside of regular class time.

Delivery format

This course will be delivered through face-to-face classes at Ayamdigut campus.

Face-to-face classes are structured to cover the course materials through lectures, examples and discussions.

This course is an experiential learning opportunity where groups will be working with real clients who will be determining the project scope. Students will be creating several multimedia assets for a client based on a design brief. The instructor will serve as a mentor for the creation of the project deliverables.

A detailed description of activities, in-class and online delivery schedules and associated time requirements will be presented in the first class.

The multimedia lab will be available and reserved for students in this course in the allotted course times (Friday 1-4pm) for the duration of the semester. The lab will also be available at other times for completing assignments.
It is expected that this course will require additional time.

EVALUATION

Personal Portfolio Website & Blog	25 %
Design Brief, Production schedule milestones and project administration	15 %
Demonstrated student leadership, teamwork, Client and team feedback	10 %
Project deliverables as defined by client/brief	50 %
Total	100%

COURSE WITHDRAWAL INFORMATION

Refer to the YukonU website for important dates.

TEXTBOOKS & LEARNING MATERIALS

No textbooks are required for this course.
Selected online resources and readings will be provided in class and through the course page.

ACADEMIC INTEGRITY

Students are expected to contribute toward a positive and supportive environment and are required to conduct themselves in a responsible manner. Academic misconduct includes all forms of academic dishonesty such as cheating, plagiarism, fabrication, fraud, deceit, using the work of others without their permission, aiding other students in committing academic offences, misrepresenting academic assignments prepared by others as one's own, or any other forms of academic dishonesty including falsification of any information on any Yukon University document.

Please refer to Academic Regulations & Procedures for further details about academic standing and student rights and responsibilities.

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 University Academic Regulations (available on the Yukon University website). It is the student's responsibility to seek these accommodations by contacting the Learning Assistance Centre (LAC): LearningAssistanceCentre@yukonu.ca.

TOPIC OUTLINE

Class #	Topic
Class 1	Project Overview
Class 2 - 3	Client Meeting, Research and Design Brief
Class 4 - 6	Concept Development
Class 7	Incorporating Client feedback
Class 8- 10	Developing Final Proofs
Class 11	Project presentation & Client feedback
Class 12 - 13	Final Development and Delivery

This tentative schedule is subject to change.