

	<b>School of Business and Leadership</b>
	<b>MMC 124</b>
	<b>Capstone Project</b>
	<b>Term: 2023 (2023-02)</b>
	<b>Number of Credits: 3</b>
<b>Course Outline</b>	

**INSTRUCTOR:** Jon Gelinis

**E-MAIL:** [jgelinas@yukonu.ca](mailto:jgelinas@yukonu.ca)

**TELEPHONE:** (867) 668-8766

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

**OFFICE HOURS:**

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

By appointment: Please contact to schedule a meeting. Meetings are available in person or online.

**CLASSROOM:** Multimedia Lab T1030-A

**COURSE DATES & TIMES:**

Fridays 1:00pm - 3:50pm, Jan. 5 – April 5, 2024

\*Reading week runs Feb. 19-22 – there are no classes during this time.

\*Heritage Day holiday is on Friday, February 23 – there is no class this day.

## **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, 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 Communications program.

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

This course is the final project in the Multimedia Communication program and a culmination of all the material covered. Students in this course should be in their final semester and preparing to graduate from 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](http://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**

Weekly classes require 3 hours of dedicated in-class course time. The Capstone project involves extensive group work and independent project development. Students should be prepared to dedicate significant time to this project outside of regular class time.

The Capstone project develops differently depending on each groups' project, client and deliverables. Time commitments and workload will fluctuate throughout the project.

### **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 help determine 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 to the teams and will support the design process and creation of 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 for the duration of the semester. The lab will also be available at other times for completing assignments.

## **EVALUATION**

Online Portfolio & Blog	20%
Team Work & Project Management	20%
Professional Development - Personal Story	20%
Major Project* (group project)	40%
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.

## **RELATED COURSE REQUIREMENTS & LEARNING MATERIALS**

The course is delivered in the multimedia computer lab (room T1030). Though it is not required for you to provide your own computer workstation, acquiring a personal computer and the course software (Adobe Create Cloud) are suggested for optimal learning. Students should purchase a USB flash drive or external hard drive to backup and transfer files or be prepared to utilize cloud storage options.

Students should be comfortable working on a computer and have a basic understanding of general file management. All classes and assignments will be created and delivered digitally. Some instruction on required basic functionality will be covered in class and additional resources are included on 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.

## **ACCESSIBILITY AND ACADEMIC ACCOMMODATION**

Yukon University is committed to providing a positive, supportive, and barrier-free academic environment for all its students. Students experiencing barriers to full participation due to a visible or hidden disability (including hearing, vision, mobility, learning disability, mental health,

chronic or temporary medical condition), should contact [Accessibility Services](#) for resources or to arrange academic accommodations: [access@yukonu.ca](mailto:access@yukonu.ca).

## TOPIC OUTLINE

<b>Class / Date</b>	<b>Topic</b>
<b>Class 1</b>	Project Overview
<b>Class 2</b>	Research & Design Brief
<b>Class 3 - 6</b>	Concept Development & Initial Proofs
<b>Class 7</b>	Incorporating Client feedback
<b>Class 8- 10</b>	Developing Final Proofs
<b>Class 11</b>	Client Sign off
<b>Class 12 - 13</b>	Final Development and Delivery

This tentative schedule is subject to change.