

 Yukon University	School of Business and Leadership
	MMC 124 Capstone Project
	Term: 2025 (2025-02) Number of Credits: 3
Course Outline	

INSTRUCTOR: Jon Gelinas

E-MAIL: jgelinas@yukonu.ca

TELEPHONE: (867) 668-8766

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

OFFICE HOURS:

Wednesdays and Fridays 10am-12pm (by appointment) and 4-5pm (drop-in in lab) excluding holidays.

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

CLASSROOM: Multimedia Lab T1030-A

COURSE DATES & TIMES:

Fridays 1:00pm - 3:50pm, Jan. 9 – April 17, 2025

*Reading week runs March 6-16 – there are no classes during this time.

Two classes are missed from this course over this period.

*Heritage Day holiday is on Friday, February 20 – 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

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%
Teamwork & 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).

All computer hardware and software required for the course is provided on the computer workstations in the lab.

This course involves extended periods of time working on computers.

Students are expected to have fundamental digital literacy and should be able to effectively navigate operating systems and web browsers.

Students are expected to be able to manage files and folders, organize, copy, move, and delete files efficiently.

Though software specific instruction is part of the course, instructors are unable to provide individual assistance on computer fundamentals.

Students unable to demonstrate these basic computer skills will struggle to successfully complete the course.

Students may be required to access online tools and resources and should be prepared to apply and remember various passwords. Instructors are unable to assist with lost or forgotten passwords.

All classes and assignments will be created and delivered using the online Moodle learning management system. Some instruction on required basic functionality will be covered in class and additional resources are included on the course page and through the [Learning Resources](#) page on YukonU's website.

Though it is not required for you to own your own computer to successfully complete this course, acquiring a personal computer and the associated course software can be beneficial 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. Failure to properly backup work could result in loss of files and the inability to recover content.

RECORDING OF LECTURES:

Audio or video recording, digital or otherwise, of lectures, labs, seminars or any other teaching environment by students is allowed only with the prior written consent of the instructor or as a part of an approved accommodation plan. Student or instructor content, digital or otherwise, created and/or used within the context of the course is to be used solely for personal study and is not to be used or distributed for any other purpose without prior written consent from the content author(s).

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.

TOPIC OUTLINE

Class / Date	Topic
Class 1	Project Overview
Class 2	Research & Design Brief

Class 3 - 6	Concept Development & Initial Proofs
Class 7	Incorporating Client feedback
Class 8- 10	Developing Final Proofs
Class 11	Client Sign off
Class 12 - 13	Final Development, Delivery & Presentation

* Please note that this provisional schedule is subject to change and a finalized class breakdown will be provided in class.