YukonCollege

COURSE OUTLINE

MMC 124

CAPSTONE PROJECT

45 HOURS
3 CREDITS

PREPARED BY: _____Jon Gelinas_____ DATE: Oct 30, 2016
                           Instructor Name

APPROVED BY: _____ DATE: _____
                          Dr. Andrew Richardson, Dean

Capstone Project

INSTRUCTOR: Jon Gelinas

OFFICE HOURS: D*rop-in:* Monday & Wednesday 10am – noon
By appointment: Tuesday & Thursday 10am – noon

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

CLASSROOM: T1030A (Multimedia Lab) **E-MAIL:** jgelinas@yukoncollege.yk.ca

TIME: Fridays, 1:00 – 4:00 p.m.   **TELEPHONE:** (867) 668-8766

DATES: January 6 – April 21, 2017

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

AU CMNS 2xx (3)	KPU SOBU 1xxx (3)	SFU No Credit
TWU COMM 100 lev (3)	UBC ARTS 1st (3)	UVIC No Credit

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:
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	40%
Production schedule milestones and project admin	10%
Demonstrated student leadership and Client 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.

ACADEMIC AND STUDENT CONDUCT

Information on academic standing and student rights and responsibilities can be found in the current Academic Regulations that are posted on the Student Services/ Admissions & Registration web page.

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.

YUKON FIRST NATIONS CORE COMPETENCY

Yukon College recognizes that a greater understanding and awareness of Yukon First Nations history, culture and journey towards self-determination will help to build positive relationships among all Yukon citizens. As a

result, to graduate from ANY Yukon College program, you will be required to achieve core competency in knowledge of Yukon First Nations. For details, please see www.yukoncollege.yk.ca/yfnccr.

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.

Week #	Class #	Date	Client Work - 60%	Portfolio Work - 40%
1	1	Jan. 6	Class Intro / Groups / Establish Work Plan / Contact Client / Research Client	Intro WP site - review child themes
2	2	Jan. 13	Initial Meeting / Creative Brief and Communication Strategy	1st blog post - documenting feelings/insights from meeting
3	3	Jan. 20	Team Work - Generating Ideas / Sketching possible solutions	2nd blog post - thoughts and idea brainstorming possible solutions
4	4	Jan. 27	Refining idea into concept	3rd blog post - description of proposed solution
5	5	Feb. 3	Presenting Ideas to Client	upload sketches to WP site
6	6	Feb. 10	Refining ideas based on client feedback	
7	7	Feb. 17	OPEN LAB - work on deliverables	4th blog post - reflection on process
8		Feb. 24*	*HERITAGE DAY / READING WEEK - no class*	
9	8	Mar. 3	Present final concepts to client for approval	upload final designs
10	9	Mar. 10	refine finals	5th blog post
11	10	Mar. 17	refine finals	resume & portfolio section on WP site
12	11	Mar. 24	Obtain client final approval	
13	12	Mar. 31	Final production of deliverables	
14	13	Apr. 7	Deliver final products / Review and assessment	submit final WP site