MODULAR PROGRAMME ASSESSED
COURSEWORK SPECIFICATION

Module Details:

Module Code: **UFCEKR-20-1**	Module Title: **Media Technologies**	
Module Leader: (please print) Frank Maddix	Module Tutors: (continued)	
Module Tutors: Andrew King, Frank Maddix		
Assignment Element Number: (e.g. CW1) **02**	Weighting: (% of the module's assessment) **25%**	Total Assignment Time: (hours) **10 hrs**

Dates:

Assignment issued to student **Date: Thursday 5th February 2009**	Assignment to be **returned** to student **Within 4 working weeks from submission date**
Submission Place: **Q block Project Room 2Q30**	Submission Date: **Thursday 12th March 2009**
BOXES WILL BE MARKED WITH THE MODULE CODE TAKE CARE TO POST THE WORK IN THE CORRECT BOX (boxes are open for submission from the Monday before the submission date)	Submission Time: **2:00 PM**

Deliverables:

As per assignment specification.

Module Leader Signature: Frank Maddix

DRAFT: SUBJECT TO MODERATION

<u>PLEASE READ THIS VERY CAREFULLY!</u>

<u>Introduction</u>
Your task in this assignment is to apply some of the concepts and technical skills you have developed in this module to create a web-based multimedia scenario to be published on your UWE webspace. Copyright restrictions require the content only to be accessible from within UWE.

<u>Context</u>
Your media development company has been commissioned by one of your favorite celebrities to develop a promotional website which profiles their image and work (music, authorship, sport, successes, history and personal profile(s)).

Your chosen personality could be a musician, band, climber, dancer, actor – or any field in which an individual or group has been outstanding.

As well as images and textual information, visitors to the site will be able to access **five** audio clips relating to the personality (music, interviews etc.), each of 20 seconds duration, For example, on selecting a song title, information about the song would be displayed such as credits for music and lyrics, year of recording, highest chart position, and a link which plays an audio clip of the song.
There should also be a short (60 seconds max) 320x240 pixels **video sequence** which has been assembled from at least 3 (three) subsequences. There should be evidence of transitions between the subsequences (e.g. crossfades).

 All media resources must be acknowledged in terms of their source and copyright ownership.

<u>Technical Specifications</u>
Your website should satisfy the following *functional requirements*:
Pages should be accessed from a navigation bar populated with buttons.
Each audio clip, and the video clip, should have a set of controls for playback and volume.

Your website should satisfy the following *non-functional* requirements:
A 3D logo, created in Maya, that is symbolic of your chosen personality.
Attention to aspects of usability and accessibility (navigation, font size, colours etc.)

Each audio clip **must** have a one-second fade-in and fade-out and the volume levels **must** be equalized. To minimize deployment issues, each audio clip **must** be embedded into a Flash movie.
The video sequence **must** also be embedded into a Flash .flv file and include a pre-loader scene.
The complete scenario should be a collection of hyperlinked html pages each

with its associated Flash content. (It is recommended that you use ActionScript 2.0 for actions unless you are very confident with AS 3.0.)

The completed scenario **must** be published to your UWE student webspace, accessed from a clearly displayed hyperlink from your UWE student homepage. The scenario **must** include a return hyperlink back to your student homepage.

Deliverables

1. The completed scenario published to your UWE student website (**not** an external site).
2. Your student UWE homepage URL .
3. A CDROM containing an organized folder structure each with its associated resource files, such as : Photoshop .psd, Fireworks .png, Flash CS3 .fla construction files, Premiere .ppj, prproj, Audacity .aup project files, or any other software resource / project files that you may have used during the creation of your work. **Note:** This should **not** be a mirror of deployed files in your public_html folder.
4. Printed and/or sketched documentation showing the planning of your work together with a list of media resources used in the production of the website, their origins and any relevant copyright acknowledgements. List the media sources and associated copyright ownership. See example below.
5. A report containing the following sections:
- Introduction
- Design decisions
- Any problems encountered
- Reflective commentary and overall evaluation.

Your report should be on the CDROM as a Word document. It does not have to be printed.

Example of listing media sources

Media	Title	Source	Copyright
Audio	My Baby Left Me	CD Album: For LP Fans Only	RCA Victor 1956
Video	Tutti Frutti	DVD: Elvis 56	Wienerworld 2004
Image	The Blue Moon Boys	Book: Elvis Complete	Wise Publications 1974

Your work should be handed in as follows

Front cover sheet fully completed with your student details.
One sheet comprising one item: your student UWE homepage URL.
CDROM in a folder with your student number on the case and CDROM placed in an A4 plastic sheet – **not stapled or taped**.

Assessment criteria

The specific allocation of marks per section for this assignment is as follows:

Design and production of media content: 20 %
Evidence of technical competence: 20 %
Evidence of media resource editing: 20 %
Deployment and testing: 10 %
Usability and accessibility: 10%
Quality of Report: 20 %

Guideline grades

40 – 49 Marks

The website scenario will have a basic design lacking visual appeal or usability. Some media elements are missing or wrongly encoded. The website is only available on a CDROM together with any associated resource files. There is little evidence of planning and design with little or no references to media sources used in the production. The report is sketchy.

50 – 59 Marks

The website scenario will have an interesting design with some visual appeal. There may be one or two missing elements or broken hyperlinks. Most media elements present are correctly encoded. The scenario will be published to your UWE website accessed from a link your homepage with a return link to the previous URL and available on a CDROM. There is evidence of planning and design with references to media sources used in the production. The report is adequate.

60 -69 Marks

The website scenario will have an interesting design with visual appeal. There may be one missing element or broken hyperlink. Media elements present are correctly encoded. The scenario will be published to your UWE website accessed from a link from your homepage with a return link to the previous URL and available on a CDROM. There is clear evidence of planning and design with references to media sources used in the production. The report is informative.

70 – 100 Marks

The website scenario will feature novel and interesting design with strong visual appeal. All prescribed media elements are present and correctly encoded. The scenario will be published to your UWE website accessed from a link your homepage with a return link to the previous URL and available on a CDROM. There is clear evidence of planning and design with references to media sources used in the production. All assignment documentation is included and the assignment is well presented. The report is detailed and professional in style.