Te Hoe Hōkai Pakihi
Department of Business and Digital Technologies

Bachelor of Information and Communication Technologies

Graduate Diploma in Information and Communication Technologies

Course outline for

Interactive Media Development BCDE213

Semester Two, 2021

Ara
Institute of Canterbury
Ara rau, taumata rau

Introduction –Kōrero whakatuwhera

This outline contains important information about the delivery and assessment of this course. Read it carefully and if there is anything you do not understand please ensure you ask a staff member listed below for clarification.

Please refer to your **programme handbook** for all programme related information, for example programme structure and regulations, grade scale and assessment regulations.
https://myara.ara.ac.nz/pages/student-admin/programme-information

Academic staff - Kā pouako

Name	Role	Phone	Office	Email address
Dr David Weir	Lecturer / Course Convenor	940 8324	S156a	David.Weir@ara.ac.nz
Dr Luofeng Xu	Lecturer	940 8394	S153	Luofeng.Xu@ara.ac.nz
Dr Christopher Bartlett	Moderator	940 7500	S168	Christopher.Bartlett@ara.ac.nz
Mehdi Asgarkhani	Academic Manager	940 8126	N122	Mehdi.Asgarkhani@ara.ac.nz

Please email your tutor directly to organise an appointment.

Timetable - Wātaka

For timetable information for this course, please refer to:

- Tribal – through the student portal; or
- Moodle – EDI > ICT Student Information > Topic 6 Timetables; or
- Noticeboards – Ground floor N Block and Level 2 S Block

Required texts and resources - Kā rauemi kia tirohia

- Learning and Study Resources – to assist you in your study
  http://www.ara.ac.nz/services-and-support/library

- Moodle – for course resources
  https://moodle.ara.ac.nz

- Timetable Online – to find out rooms, staff members, etc
  https://ebs4portal-live.ara.ac.nz/

Reference to Student Handbooks / Kā Pukapuka Āwhina Tauira

Students should obtain a copy of the following:

- Ara Institute of Canterbury Ltd Enrolment Guide
- Programme Handbook

Each of these contains information for students about a range of policies and procedures including:

- Recognition of Prior Learning (RPL)
- Aegrotat Applications/Impaired Performance/Alternative Assessment Times
- Dishonest Practices
- Referencing

Course descriptor - Whakamāramataka

Interactive Media Development BCDE213

Credits	15	*Level*	6
EFTS	0.1250	*Grade Scale*	G29aa
Notional Learning Hours	150	*Work Integrated Learning*	10
Effective from	January 2020	*Date of this version*	November 2019
Pre-requisites	For BICT: BCDE102 For GradDipICT: None		
Co-requisites	Nil		

Aim

To enable students to develop interactive media products for use in New Zealand and a wider global context.

Learning outcomes

On successful completion of this course the student will be able to:

1 Evaluate, select and utilise techniques and tools used in the development of interactive media titles.

2 Evaluate and apply the techniques of interactive media development.

Indicative curriculum

- Media standards and tools for text, images, graphics, video, audio and animation
- Techniques for story-board, wire-frames, visual and audio media elements, user experience design, iterative prototyping
- Current interactive media technologies, build and integrate visual and audio components
- Cross-platform implementation

Assessment

No	*Assessment Type*	*Pass Criteria*	*Weighting*	*Outcomes Assessed*
1	Practical Assessment		40%	1, 2
2	Portfolio	50%	60%	1, 2

To pass this course, students must gain an average of at least 50% across all assessments, and gain at least 50% in Assessment 2.

Assessments - Kā Aromatawai

Assessment	Brief	Week of	Weighting
Practical Assessment	Interactive Media Research Assignment	Friday 10 September	40%
Portfolio	Interactive Media Project	Friday 19 November	60%

Assessment tasks - Kā tūmahi aromatawai

Teaching staff will provide you with specific details of what is required for each assessment in advance of the due date. This information may be uploaded to the appropriate course area in Moodle or be given to you in the form of a handout. Staff may also provide additional information, advice and tips regarding assessments during timetabled class sessions, so you are encouraged to attend class regularly.

Assessment criteria / Marking schedule - Kā paearu

Nearer the time of each assessment, teaching staff will provide you with information on the assessment criteria that will be applied and/or how marks will be awarded.

This will be provided on the BCDE213 Moodle page.

Course schedule - Maramataka

Week	Commencing	Topic	Notes
1	26 July	Course Overview, Assessments. Stanford DP0 Design Thinking (DT) Exercise. Agile and DT, Timeline Plan, Risk, Project Ideas. Media –Text	Begin Project Proposal, Risk Plan and Timeline. Ass1 weekly write-up 1
2	2 August	DT Stage 1 - Empathise Implications – Ethics, Dark Patterns, Addiction, Screen time, Blue Light, Privacy, Standards Media – Audio & tools	Ass1 weekly write-up 2 Identify initial risks
3	9 August	DT Stage 2 – Define, Personas Media - Images / Graphics & tools	Ass1 weekly write-up 3 Initial Project Proposal
4	16 August	DT Stage 3 - Ideate – prepare and do Media - Video, Animation / AR / VR & tools User Experience & Usability (AA/DW)	Ass1 weekly write-up 4 Project Plan / Timeline
5	23 August	DT Stage 4 - Prototyping – Low and Hi fidelity - Nav. Maps, Storyboard/ Wireframes Adobe XD & other tools, (DW, LX)	Ass1 weekly write-up 5
6	30 August	DT Stage 5 –Test, (DW) Functional Testing (LX) Usability Testing (AA/DW)	Ass1 weekly write-up 6 Create Initial Test Plans
7	6 September	DT - Implement Ass#1 requirements for submission. Project Proposal, Navigation Map, Timeline, Risk Plan. Check Test Plans (Functional and Usability) (DW, LX)	**Ass#1 Final.** **Ass#2 Project Proposal, NM, Timeline, Risk Plan.** **ALL DUE FRIDAY**
8	13 September	Low Fidelity Prototyping & testing	Create Low Fi designs & test **Ass#2 Functional and Usability Testing Plans DUE FRIDAY**
Graduation Day Friday 17 September Please check with your tutor if you have class			
9	20 September	Low Fidelity Prototyping & testing	Modify designs & test
10	27 September	Hi Fidelity Prototype development & testing (DW, LX)	Create Hi Fi designs & test

Week	Commencing	Topic	Notes
Term Break Monday 4 October – Friday 15 October			
11	18 October	Hi Fidelity Prototype development & testing (DW, LX)	Modify designs & test
No Classes Monday 25 October – Labour Day Holiday			
12	25 October	Hi Fidelity Prototype Presentation (DW, LX)	Hi Fi Prototype Presentations
13	1 November	Product Implementation & testing (DW, LX)	Iterate and test
14	8 November	Product Implementation & testing (DW, LX)	Final Product & Documentation
No Classes Friday 11 November Show Day Holiday			
15	15 November	Study Week: Complete Project Portfolio Final - Documentation & Product Submission	**Ass#2 - Completed Portfolio Due Friday**
16	22 November	Exam Week	
17	29 November	Exam Week	

Note: Students will be notified in advance if there are any changes to the course schedule.