IMY 320 Group Research and Presentation Assignment

Overview

During the first theme of IMY 320: Multimedia Trends we spoke briefly about upcoming technology through what is established as the Gartner Hype Cycle. The Hype Cycle allows us to see how technology and innovation go through many phases of public interest (Innovation Trigger, Peak of Inflated Expectations, etc.) by monitoring their visibility over time. Through the aid of the Hype Cycle, many companies make conscious decisions about their movement with certain technology, whether to invest early, a moderate approach or wait for the technology to mature future before taking any interest.

For this group assignment, you are required to do thorough research on any upcoming or established technology and create a short 15 - 20 min presentation with your findings.

The Choice

Your group will begin by selecting **three** different technology from the Gartner Hype Cycle. You are welcome to select any technology from hyper cycles between 2021 and 2023 (remember to indicate this). For each technology briefly talk about the following:

   a.   Brief introduction of technology.
   b.   Where on the Hype Cycle does each technology fall, and why.

This section should be no longer than 300 words per trend.

Upload the proposal document (pdf) to the link provided on clickUP.

The Research

The panel (lecturers) will then select one of your chosen topics and you will be required to do thorough research on said topic and present it to the class on the provided dates. Feedback should be given within the week after the submission of the proposal.

From the assigned topic, conduct more research into the technology. The research will need to cover the larger playing field of the topic. If the topic is too vast, you are welcome to funnel the presentation to a more specific sub-application or field, but be sure to communicate this in your notes.

E.g. 3D printing –> Medical application –> organic tissue printing

The Presentation and Notes

Once a topic has been provided, conduct more thorough research on the main topic. It should cover the following points, but do not limit yourself to these as it is in your interest to further elaborate:

- Starting point / History / Predecessors
- What is it?
- Current applications / Working examples / Company interest
- Future development
- Other related technologies

Note: All written submissions within the module are considered formal documents and will be assessed with the following criteria: Language, Design, and Content. You are welcome to look at the following article for a better understanding:
Waller, Rob. "What makes a good document? The criteria we use." *Simplification Centre Technical paper* 2 (2011).

Using the research notes you have compiled create a 15-minute presentation to go through all your findings. Along with the presentation, there will be a 5 min period where the class can further query about the technology in question.

The presentation will be evaluated not only by the lecture but also by the class, as a portion of the mark will be given by your peers. For more information on the evaluation method, you can look at the provided "Criteria for evaluating presentations".

Note: remember to include all your citations and source.

The research notes will also be uploaded on ClickUp as part of Theme 6 – New Technology.

Submission

Things to upload:

A) Proposal on topics to present (PDF)

B) Finalised research notes and presentation (PDF and Presentation)