



**SM6P07NI Digital Media Project**

**20% Research and Proposal**

**2018-19 Autumn**

**Student Name:** Enter your Full Name Here

**London Met ID:** E.g. 18053646

**College ID:** E.g. NP01MM0474747

**External Supervisor:** Enter your External Supervisor Name Here

**Internal Supervisor** Enter your Internal Supervisor Name Here

**Assignment Due Date:** Click or tap to enter a date.

**Assignment Submission Date:** Click or tap to enter a date.

**Word Count: 768**

*I confirm that I understand my coursework needs to be submitted online via Google Classroom under the relevant module page before the deadline in order for my assignment to be accepted and marked. I am fully aware that late submissions will be treated as non-submission and a marks of zero will be awarded.*

Abstract

*- Give a brief summary of what the project is about, and the contents included in this documentation. (Words not counted)*

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# Section A: Research

## Introduction

*Discuss your area of research interest that will lead to a project idea and outline the issues, theories, technologies and context that influence it.*

## Literature Review

*Outline the main areas of theoretical influence and how they relate to your project.*

*Some will be digital media theory (e.g. interface design, game design, digital video theory etc.)*

*Some may be contextual & related to the subject area if its not digital media (e.g. advertising, education, social issues, etc.).*

*Then analyse some prominent examples in each category and say what you learned from them and how they inform your project ideas. Do use appropriate quotations and citations from the literature.*

## Product Review

*Outline the main product areas and individual products you came across that are relevant to your project proposal.*

*Most will likely be digital media products (e.g. websites, games, videos, e-learning apps etc.).*

*Some may not be digital but still relevant (e.g. a book, film or game, or some other non-digital product with a connection to your idea).*

*Then analyse some of the most important ones in each category and say what you learned from them and how they inform your project ideas.*

## Summary and Conclusions

*Summarise your main arguments and research in a paragraph or two.*

*Conclude regarding the viability of a specific project idea in the context of both literature and products already detailed. Show how, although there are similarities,*

*your idea is different from the others, how it builds on them, how it compares to them and how in some small but significant way, it’s fresh or innovative. The whole idea of literature and product reviews is to show that you understand both the theoretical and practical nature of the niche environment in which you're working and how your project fits but is still innovative.*

# Section B: Project Proposal

## Project Title

*Please indicate a title for your project.*

*Try to make it memorable or catchy.*

*Give a brief description of what your project is about to be.*

## Research Question

*This is a short and very specific question which your project aims to address. For example ‘How can I use visual effects in video that enhance rather than detract from the story ?’ or ‘How can I vary a make a popular action game format to make it educational?’ or ‘What is the optimum interface for a user-driven portfolio website’ or ‘How best can I use a cute 3D character animation to address a serious social issue?’ or ‘How can a documentary be made to be responsive in a meaningful way through user interaction.’ This is really about what digital media issue you’re investigating, examining or experimenting with in your project.*

## Treatment

*A short paragraph that’s a vivid description of what it will be like to experience your work from the perspective of the audience – think of it like a film treatment*

*(what is the user’s/viewer’s experience).*

## Resources

*Briefly specify your technology of choice including production platform and software, level of interactivity, distribution platform. Outline and assessment of the resources needed for the project including hardware and software requirements; production team skills; research and evaluation tools and resources; time. Outline the indicative time frame for research, production and evaluation.*

## Contribution of Others

*If working in collaboration with anyone else (e.g. an employer / client / organization / end user) outline their role and yours. If using resources supplied by others e.g. a project for a voluntary organization based mainly on their media resources.*

## Evaluation & Testing

*Outline plans for the evaluation of your project. How will you test the project output*

*or show what you have learned from creating it.*

# References

*List all your references here with direct citation. (Words not counted)*

# Bibliography

*List all your bibliographies here which you researched about that indirectly helped you to understand the concept to carry out your project. (Words not counted)*

# Appendix

*Keep all your supporting documents such as Gantt Chart, Survey Results, Interview and other details here (Words not counted)*