BCDE213 Interactive Media Development

Semester One 2022

Assessment One
Interactive Media Research Assignment

Due: Friday 8 April 2022

This assignment is worth 40% of the total marks for this course

To pass this assessment, students must gain at least 50%.

Submissions received late will be subject to a penalty of 10% of the student's mark per working day.

Ara and its faculty members reserve the right to use electronic means to detect and help prevent plagiarism. Students agree that when submitting this assignment, it may be subject to submission for textual similarity review to Turnitin.com.

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Aims

The aim of this assessment is for students to demonstrate their ability to evaluate, select and utilise techniques and tools used in the development of interactive media projects.

The purpose is to document your understanding of the characteristics of the various forms of media and apply appropriate techniques to prepare them for use (e.g. audio, video, graphics, images, text, and animation), as well as design and development concepts and techniques such as storyboarding, wireframes and user experience. You will document the project proposal that will be the target for your research and choice of techniques and becomes the outcome for Assessment 2 in the second half of the course.

Outcomes

You will document the initial Project Proposal for your project that will then guide the research and outcomes for the standards and practices documentation.

You will be researching and creating various outcomes for interactive media topics and producing a document evaluating the applicable standards and practices.

For the first seven weeks of the course, you will be researching the standards and best practices of those weeks' topics, evaluating them by creating applicable media items and artifacts, and submitting a writeup of your findings along with those media items and artifacts.

Content

The document will contain your intimal project proposal with the sections indicated in the template and including Title, Goal, Target User Personas, Objectives, Content & Treatment, Platform, Media assets, Ethical / Legal Issues and Creative Commons Licence. Initial Time Estimates, Risk, Navigation Map and low-fidelity prototype plan.

For each topic, describe the research you have carried out, including the various options you have investigated. Compare and contrast these options and talk about which contexts would be appropriate for the various options. For each of the media give the big picture overview and then narrow down your choices. Your choice of project as described in your proposal and development platform will provide the rationale behind what you will narrow down to consider for your detailed options. You will have manipulated media elements using appropriate tools to demonstrate the range of options you considered. With reference to the manipulated media, use your judgement and give reasons for your decisions.

We are particularly interested in your view on the trade-offs between your assessments of media quality and file size, so make sure you include these in your investigations. Also note that we are looking for your judgement on what is needed for quality and purpose in the product that you are developing.

For the Lo-Fi / Hi-Fi Design Planning (storyboard / wireframes, etc) topic, write your ideas on the role of these elements in your project. How useful will it be for managing your project? Do a similar analysis for the role of UX, and Design Thinking principles and the part they would play in the design creation oof your project. What do you need to do to ensure you have carried out both Functional and Usability Testing and what is their role in your project?

SUBMISSIONS – Zip your files and Upload on Moodle

Submission

Compile your project proposal and each of your research topics into a single Word document, having made any improvements as advised by your tutors.

The final document must be of a professional business standard, containing an appropriate cover page ,table of contents, an introduction followed by a section for each topic with an finish with a conclusion section that summarises the document outcomes, and APA referencing applied (all as per the *Word Instructions and Quickguide* document provided).

Upload your final report document and media files in a single ZIP file

Report Section Guide

Assessment Item
Project Proposal
Standards and Industry Practices - Implications & Ethics
Standards and Industry Practices - Design Thinking & User Experience
Standards and Industry Practices - Design planning techniques (Low- Hi Fidelity)
Standards and Industry Practices - Testing (Usability and Functional)
Standards and Industry Practices - Audio
Standards and Industry Practices - Text
Standards and Industry Practices - Animation & Video
Standards and Industry Practices - Graphics / Images
Introduction and Conclusion
Report Writing including APA Referencing*

*You will also be marked on how well you apply report features and formatting including APA Referencing and use of layout to achieve effective communication of the information.

Marking guide
Marks are awarded according to the SOLO taxonomy (Biggs & Collis 1982). Note that each level in this taxonomy builds on the level below. Indicative marking is given below.

SOLO category	Upper limit	Comments
Abstract/Extended	100%	Fitness for purpose is considered with respect to the strengths and weaknesses identified below.
Relational	80%	The options are compared and contrasted. Strengths and weaknesses are identified.
Multi-structural	60%	Multiple options and settings are considered.
Uni-structural	40%	The work is organised according to a single criterion. There is inadequate exploration of the range of options available.
Pre-structural	20%	Some work is done, but there is little organisation.
Not done	0%	

References
Biggs, J. B., & Collis, K. (1982). *Evaluating the Quality of Learning: the SOLO taxonomy*. New York: Academic Press