

THIS PAPER IS NOT TO BE REMOVED FROM THE EXAMINATION HALLS

UNIVERSITY OF LONDON

CO3320 ZA

BSc Examination

**COMPUTING AND INFORMATION SYSTEMS AND CREATIVE
COMPUTING**

Project

Wednesday 16 May 2018: 14.30 – 16.45

Time allowed: 2 hours and 15 minutes

Attempt all **FOUR** questions.

Each question is worth 25 marks.

No calculators may be used.

NO STUDENT REPORT COPY OR COPY OF THE SUBJECT GUIDE IS ALLOWED IN THE EXAMINATION HALL.

The examination is about your project report and the manner in which you conducted your project, in order to be able to write the project report. While there are some general questions, which are to be answered according to your knowledge of doing projects, there are also specific questions that must be answered in relation to your particular project.

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Question 1 Project topic

- (a) State the title of your project, and explain how working on this particular topic is relevant to your future plans. If the project is of no relevance to your future plans, explain why not. [6]

- (b) Explain the difference between *aims* and *objectives* in a project.
What were the aims of your project, as stated in the *Aims and Objectives* section of your report?

What were the objectives, and how did they relate to the aims? [9]

- (c) Explain how you learned about existing relevant work in the area of your project topic at the start of your project.

If you conducted a literature review, describe how you discovered relevant material to review, and what influence the reviewed material had on the direction of your project.

If you did *not* conduct a literature review, explain why not, and what alternative approach you took to learn about existing work relevant to your project topic. [10]

Question 2 Planning and project management

- (a) What difficulties did you experience at the start of the project in deciding how much time to allocate to each task in your plan? How did you come to a decision in these cases?

If you did not experience any difficulties, explain how you decided how much time to allocate to each task.

[8]

- (b) How useful did you find your plan during the execution of your project? Was the original plan realistic? Did you have to revise the plan as the project progressed? In your answer give specific details relevant to your project.

[8]

- (c) Discuss whether you would do anything differently if drawing up the plan for a future project, based upon your experience in this project. Give reasons for your answer.

[9]

Question 3 Results and conclusions

- (a) Discuss the role of data analysis in your project. What data did you collect, what techniques did you use to analyse it, and how did that contribute towards achieving your project aims?

If you did *not* collect any kind of data in your project, discuss how your project makes an original contribution to the subject area, and what criteria you believe the examiners should use to judge whether your project has been successful.

[16]

- (b) In retrospect, is there any other kind of data that you wished you had collected during your project and that would have helped you in achieving your aims?

If so, describe what it is and how it would have helped.

If not, explain why not, and comment on whether there were any other aspects of your research methodology that you would change if you were to do the project again.

[9]

Question 4 Presentation of work

Imagine you have to set up a web page to advertise your project and to provide further information about it. The page should include a video giving a very brief introduction to what you did. It could also contain other text, links and features.

- (a) Describe the structure of a suitable 2-minute video. In this very short time, you should concentrate on highlighting why the viewer should be interested, what you achieved, and where the viewer can find further information. For each section, indicate what information you would give, say how you would present it, and give the time you would allocate to the section. Justify your choices. The timings of all sections should add up to 2 minutes in total. [15]
- (b) Suggest two other content items that would be useful to include on the web page. Justify your answers. [6]
- (c) Indicate how you might use social media to advertise the project and to attract people to the web page. [4]

END OF PAPER