



COURSE OUTLINE

MMC 124

CAPSTONE PROJECT

**45 HOURS
3 CREDITS**

PREPARED BY:	Jon Gelinas, Instructor	DATE: November 17, 2018
APPROVED BY:	Margaret Dumkee, Dean	DATE: January 2, 2019
APPROVED BY ACADEMIC COUNCIL: (date)		
RENEWED BY ACADEMIC COUNCIL: (date)		



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APPLIED SCIENCE AND MANAGEMENT DIVISION
MMC 124
3 Credit Course
Winter 2019

CAPSTONE PROJECT

INSTRUCTOR: Jon Gelinas

OFFICE HOURS: Mon., Wed. 10:00 a.m. - 12:00 p.m. or by appointment

OFFICE LOCATION: T1026-D (Next to Multimedia Lab)

CLASSROOM: T1030A **E-MAIL:** jgelinas@yukoncollege.yk.ca

TIME: 1:00 - 4:00 p.m. **TELEPHONE:** 867.668.8766

DATES: Fridays, January 4 - April 5, 2019

COURSE DESCRIPTION

This project underscores the importance of teamwork in small groups while working on real, community-based projects. By synthesizing the hard skills learned in individual program courses, you will research, plan, and carry out a multimedia communications strategy for a local organization. In addition to the synthesis of hard skills, you will be required to demonstrate the necessary soft skills of adaptability, leadership, negotiation, motivation, and professionalism needed to work in the industry. You will use all of these skills to develop a comprehensive communications strategy that may include web, print, video, and audio components. This culminating project will inevitably improve your employability in the industry by offering you a communications experience that is directly relevant to the industry.

PREREQUISITES:

Admission to the Multimedia Communications program.
Successful completion of all Fall Multimedia Communications (MMC) course and concurrent enrolment in all Winter MMC courses.

EQUIVALENCY/TRANSFERABILITY:

Transferable to Thompson Rivers (online)

LEARNING OUTCOMES:

The successful completion of this course indicates that the student has reliably demonstrated the ability to:

- Manage a multimedia communication project.
- Meet project milestones individually and within a team environment.
- Interact with clients in a professional manner.
- Develop and deploy an effective communication strategy for the client.
- Critique other team projects and receive feedback in a professional manner.

DELIVERY METHODS/FORMAT:

Conventional lecture and demonstration methods are used to present the theory portion while projects and assignments are utilized to reinforce and compliment the theory. Students will be creating multimedia assets for a client. The instructor will serve as a mentor for the creation of the project deliverables.

COURSE REQUIREMENTS:

It is not required that you own a computer, however the appropriate hardware (personal computer/laptop) and the course software (subscription to Adobe Creative Cloud) are strongly encouraged for optimal learning.

Students should purchase a USB flash drive, external hard drive or access cloud storage to transfer files between client and team members.

ASSESSMENTS:**Attendance and Participation**

Regular attendance and participation is expected. If you must miss class, please inform the instructor ahead of time, if at all possible. It is the student's responsibility to communicate with group members to ensure that the needs of the group are met. The student should take the necessary steps to obtain missed notes, assignments, announcements or material handouts for any class they have missed. The student is also expected to review topics as outlined in the syllabus prior to class.

Assignments/Weekly Journals:

Students are working on a term long project that will be delivered to their client. Ongoing, weekly documentation on a blog as well as meeting scheduled milestones for the development of client deliverables will be required.

Final Project:

This class culminates in delivering multimedia communication strategy and assets to a client. Student groups will be developing their own scheduling for milestones and delivery of final assets at the end of the term.

EVALUATION:

Online Portfolio/Personal Website and Process Documentation blog (journals)	40%
Production schedule milestones and project admin	10%
Demonstrated student leadership, team work, Client and team feedback	10%
Final Project(s)	40%

REQUIRED TEXTBOOKS/MATERIALS:

No textbook required for this course. Selected online resources and readings will be provided in class.

PLAGIARISM

Plagiarism is a serious academic offence. Plagiarism occurs when students present the words of someone else as their own. Plagiarism can be the deliberate use of a whole piece of another person's writing, but more frequently it occurs when students fail to acknowledge and document sources from which they have taken material. Whenever the words, research or ideas of others are directly quoted or paraphrased, they must be documented according to an accepted manuscript style (e.g., APA, CSE, MLA, etc.). Resubmitting a paper which has previously received credit is also considered plagiarism. Students who plagiarize material for assignments will receive a mark of zero (F) on the assignment and may fail the course. Plagiarism may also result in dismissal from a program of study or the College.

ACADEMIC ACCOMMODATION

Reasonable accommodations are available for students requiring an academic accommodation to fully participate in this class. These accommodations are available for students with a documented disability, chronic condition or any other grounds specified in section 8.0 of the Yukon College Academic Regulations (available on the Yukon College website). It is the student's responsibility to seek these accommodations. If a student requires an academic accommodation, he/she should contact the Learning Assistance Centre (LAC) at (867) 668-8785 or lassist@yukoncollege.yk.ca.

COURSE OUTLINE

Please see your course page on YukonCollege.me (moodle site) for full

breakdown of topics covered and assignment dates.

This tentative schedule is subject to change.

Class	Date	
1	Jan. 4	Class Intro / Groups / Establish Work Plan / Research Client / Contact Client to arrange meeting /
2	Jan. 11	Initial Meeting / Creative Brief (students to create their own brief) and Communication Strategy
3	Jan. 18	Team Work - Generating Ideas / Sketching possible solutions (each individual is to provide sketches and concepts for moving forward)
4	Jan. 25	Presenting Ideas to Client - Refining based on feedback
5	Feb. 1	OPEN LAB - work on deliverables
6	Feb. 8	OPEN LAB - work on deliverables
7	Feb. 15	OPEN LAB - work on deliverables
*	Feb 22	NO CLASS - Heritage Day / Spring Break
8	March 1	Present final concepts to client
9	March 8	refine finals
10	March 15	refine finals
11	March 22	refine finals
12	March 29	refine finals
13	April 5	Deliver final products / Review and assessment