

**COURSE OUTLINE**

**MMC 124**

**CAPSTONE PROJECT**

3 **CREDITS**

PREPARED BY: Jon Gelinas, Instructor DATE: December 18, 2019

APPROVED BY: Stephen Mooney, Interim Dean DATE: December 24, 2019

APPROVED BY ACADEMIC COUNCIL: Click or tap to enter a date

RENEWED BY ACADEMIC COUNCIL: Click or tap to enter a date





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Version 1.2 revised and approved by Academic Council: April 17, 2019

Academic Council, Governance Office

Academic Council MyYC: Policies, Procedures and Forms

**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 (Multimedia Lab)

**E-MAIL:** jgelinas@yukoncollege.yk.ca  **TIME:** 1:00 – 4:00 p.m.

**TELEPHONE:** 867.668.8766

**DATES:** Fridays, January 10 – April 15, 2020

**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.

**RELATED 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 back-up files and transfer files between school and home.

**EQUIVALENCY OR 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.

**COURSE 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.

**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 take notes, to obtain missed 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 AND MATERIAL**

No textbook is required for this course.

Selected online resources and readings will be provided in class and through the course webpage on Moodle.

**ACADEMIC AND STUDENT CONDUCT**

Information on academic standing and student rights and responsibilities can be found in the current Academic Regulations that are posted on the Student Services/ Admissions & Registration web page.

**PLAGIARISM**

Plagiarism is a serious academic offence. Plagiarism occurs when a student submits work for credit that includes the words, ideas, or data of others, without citing the source from which the material is taken. Plagiarism can be the deliberate use of a whole piece of work, but more frequently it occurs when students fail to acknowledge and document sources from which they have taken material according to an accepted manuscript style (e.g., APA, CSE, MLA, etc.). Students may use sources which are public domain or licensed under Creative Commons; however, academic documentation standards must still be followed. Except with explicit permission of the instructor, resubmitting work 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.

**YUKON FIRST NATIONS CORE COMPETENCY**

Yukon College recognizes that a greater understanding and awareness of Yukon First Nations history, culture and journey towards self-determination will help to build positive relationships among all Yukon citizens. As a result, to graduate from ANY Yukon College program, you will be required to achieve core competency in knowledge of Yukon First Nations. For details, please see [www.yukoncollege.yk.ca/yfnccr](http://www.yukoncollege.yk.ca/yfnccr).

**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): lac@yukoncollege.yk.ca.

**TOPIC OUTLINE**

This tentative schedule is subject to change.

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| **Class**  | **Date** |  |
| 1 | Jan. 10 | Class Intro / Groups / Establish Work Plan / Research Client / Contact Client to arrange meeting /  |
| 2 | Jan. 17 | Initial Meeting / Creative Brief (students to create their own brief) and Communication Strategy |
| 3 | Jan. 24 | Team Work - Generating Ideas / Sketching possible solutions (each individual is to provided sketches and concepts for moving forward) |
| 4 | Jan. 31 | Presenting Ideas to Client - Refining based on feedback |
| 5 | Feb. 7 | OPEN LAB - work on deliverables |
| 6 | Feb. 14 | OPEN LAB - work on deliverables |
| 7 | Feb. 21 | OPEN LAB - work on deliverables |
| 8 | Feb. 28 | Present final concepts to client |
| 9 | March 6 | refine finals |
| 10 | March 13 | refine finals |
| \* | March 20 | NO CLASS - Spring Break March 16-20 |
| 11 | April 3. | refine finals |
| \* | April 10 | NO CLASS - Good Friday |
| 12 | April 14 | make-up class on Tuesday - refine finals |
| 13 | April 15 | make-up class on Wednesday - Deliver final products / Review and assessment |