

Liverpool John Moores University

Title: PROJECT ANALYSIS AND PLANNING
Status: Definitive
Code: **5501DIGMED** (108417)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Screen School
Teaching School/Faculty: Liverpool Community College

Team	Leader
Sarah Haynes	Y

Academic Level: FHEQ5
Credit Value: 24.00
Total Delivered Hours: 54.00
Total Learning Hours: 240
Private Study: 186

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	4.000
Tutorial	25.000
Workshop	25.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1	Coursework component 1: Portfolio of design and technical documents.	60.0	
Presentation	AS2	Coursework component 2: Presentation and documentation of design solution as if to a prospective client. 5% of mark from student assessment of peer performance and 35% of mark from tutor assessment, which will be informed by client responses.	40.0	

Aims

1. *To analyse and research solutions to real world design problems.*
2. *To understand the requirements of a client.*
3. *To appreciate the commercial implications of development planning and to develop solutions based on research and consultation.*
4. *To use appropriate tools and methodologies to present documentation of the proposed solution in a professional manner.*
5. *To understand the roles and responsibilities of team members.*

Learning Outcomes

After completing the module the student should be able to:

- 1 Analyse a real world design problem.
- 2 Research and critically review possible solutions in relation to constraints.
- 3 Work effectively as a member of a team.
- 4 Produce a professional presentation of design specifications.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Portfolio	1	2	3
Presentation	3	4	

Outline Syllabus

Through consideration of case studies students will explore design methodologies in respect of real world design problems taken from local companies and organisations. Students will explore presentation and design documentation techniques and make appropriate presentations in response to a given brief.

Learning Activities

Students will be guided through lectures and tutorials. There will be discussion of case studies. The group project will be monitored through tutorial 'project meetings'.

Development of solutions will be recorded.

References

Course Material	Book
Author	England E. & Finney A.
Publishing Year	1996

Title	Managing Multimedia
Subtitle	
Edition	
Publisher	Addison Wesley
ISBN	

Course Material	Book
Author	Hogan P. & Strauss R.
Publishing Year	2001
Title	Developing Effective Websites - A Project Manager's Guide
Subtitle	
Edition	
Publisher	Focal Press
ISBN	

Course Material	Book
Author	Hughes B. and Cotterell, M.
Publishing Year	2002
Title	Software Project Management
Subtitle	
Edition	
Publisher	McGraw Hill
ISBN	

Course Material	Book
Author	Stanton N.
Publishing Year	1996
Title	Mastering Communication
Subtitle	
Edition	
Publisher	Palgrave
ISBN	

Notes

In this simulated 'live' project, students will have the opportunity to participate in the pre-production phase (sometimes described as the Discovery Phase) of a project, where the client's requirements are first identified and a proposal is developed in response.

This will involve them meeting with the client to discover the nature of the brief, identifying the implications, researching into the technical requirements, identifying an appropriate solution and pitching their solution back to the client. They will need to focus their critical and analytical skills in a field of digital media design in order to address the 'brief'.

Students will work in teams. They will prepare for this project by honing their listening, presentation and research skills in a series of case-studies that will also develop their ability to critically analyse the roles and effectiveness of people working in teams. Quality of documentation will also be explored in this preparation as will presentation styles and the deployment of appropriate support materials intended for the client.

The initial tutorials will encourage them to define their roles, set targets and milestones and make realistic estimates of time scales. During the project, tutorials will act as 'production team meetings' and will monitor and record progress and address issues arising.

The assessment strategies for this module will be fully and carefully explained as this module will include several different elements including self-assessment, peer-assessment and client-informed tutor assessment. The majority of the marks awarded for assessment however will be for individual performance and the submission of a personal report in order to ensure that the student is not disadvantaged by any break-down in the team dynamic.