

Course Title: **Digital Communication Project**

Course Code: **DIGM711**

Descriptor Start Date: **15/07/2024**

POINTS: **15.00**

LEVEL: **7**

PREREQUISITE/S: **DIGM603 and one of DIGM601, DIGM602**

COREQUISITE/S: **None**

RESTRICTION/S: **None**

## LEARNING HOURS

Hours may include lectures, tutorials, online forums, laboratories. Refer to your timetable and course information in Canvas for detailed information.

**Total learning hours: 150**

## PRESCRIPTOR

Involves devising and producing an original digital multimedia piece for a client as part of a project team: developing a treatment appropriate to the production, devising a project plan, acquiring media, developing and delivering the physical content to a high technical standard within the budgeted time frame. Introduces a set of guidelines for project management, mastering, licensing and distribution.

## LEARNING OUTCOMES

1. Determine and appraise the different roles within, and work as an effective member of a digital project team.
2. Create a sophisticated digital communication strategy for a real-world client, answering to clearly defined communication objectives.
3. Plan, design and produce a professional piece of digital communication that meets the client's communication objectives.
4. Appraise and effectively apply suitable project management principles and techniques in accordance to the requirements of a complex client project.

**Disclaimer: Course descriptors may be amended between teaching periods/semesters**

## CONTENT

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Content may include but need not be limited to:

- Theoretical and practical approaches to managing a digital communication project
- Developing a digital communication project in relation to the creative and communication objectives of an external client
- Introduction to digital communication strategies / strategic planning
- Digital project management techniques
- Approaches to client relationship and client expectation management
- Approaches to self-management in and as a project team
- Communication and presentation skill

## LEARNING & TEACHING STRATEGIES

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Integrated labs with lectures, workshops and online tutorials.

## ASSESSMENT PLAN

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Assessment Event	Weighting %	Learning Outcomes
Assessment 1: Project Portfolio 01	40.00	1-3
Assessment 2: Project Portfolio 02	60.00	2-4

<b>Grade Map</b>	<b>MAP1</b>
	A+ A A- Pass with Distinction
	B+ B B- Pass with Merit
	C+ C C- Pass
	D Fail

### Overall requirement/s to pass the course:

Submit all assignments and obtain a C- grade overall

## LEARNING RESOURCES

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No prescribed text. A list of readings will be supplied in class.

**For further information, contact:** Te Ara Auaha - Faculty of Design & Creative Technologies

Principal Programme:	<b>AK3303, Bachelor of Communication Studies</b>
Related Programme/s:	<b>AK1315 AK3453 ICE1 INEXCH1 SABRD1</b>

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