Cross Cultural Collaborative Project: Echoes of the city

COMM 1000 NARRATIVE FOR MULTIMEDIA
VART 2984 PROFESSIONAL FOLIO CONCEPT DEVELOPMENT

Due Date for final print and media pieces: Week 12

Value: 30% of the final grade for the course (listed above) in which you are enrolled.

THE BRIEF


You will form teams of 4 (or if necessary 5) students comprising at one BDMS RIUV student, one BDMS Melbourne student and two BA (Photography) students, and assume the role of a creative agency, undertaking a contract with a hypothetical ‘client’. You should give your agency a name for identification of your team. The ‘client’ is of your team’s choosing, but needs to be identified and must be appropriate for the final pieces you will create.

This hypothetical client for whom you are undertaking this project is to be decided through agreement of the creative team, based on the genre of photography chosen by the BA (Photography) students in the team. You will need to choose a genre (eg fashion, architecture, food, photojournalism, portrait, product) and use narrative principles to inform your work. Narrative may be used within an image and/or through the sequencing of image and text.

Your brief is to create a motion graphics piece and a series of A2 posters. The motion graphics piece is to be at least 10 seconds (but no more than 30 seconds) for display on both mobile phone and public LCD screens, suitable to be shown at Melbourne Central Shopping Centre and the Samsung screen at the Traffic Circle at Benh Thanh Market. In addition, a series of three A2 size posters are to be created for display at Melbourne Central and Diamond Plaza in HCM Vietnam.

The images supplied for the motion graphics piece must be different to those used in the posters, however the images need to relate conceptually. The motion graphics piece will use a minimum of four images (or parts thereof) and include text in English and Vietnamese. The posters are required to be constructed in both an English and a Vietnamese version, so that they are appropriate for each venue. Each poster must be based on a different image or a different combination of images.
OUTCOMES

Upon completion of this project the following opportunities will be provided for showcasing and presenting the final work of your team:

1. An on-line showcase including full project documentation will be set up on a dedicated web site.
2. A prize for “best of show” will be offered and awarded through voting via the web site.
3. A gallery will be set up to exhibit work on RMIT’s island within “Second Life”, which will also have links back to the web site.
4. Hewlett-Packard in the US, and other industry practitioners will be invited to provide professional critique of the exhibited work, later in 2007.

THE TEAM ROLES

- The BA (Photography) students will together assume the role of Photographer and Creative Director, and be responsible for image creation and print output production.
- The BDMS students will together assume the role of Art Director, Designer and Multimedia Producer and be responsible for the design of the poster and the motion graphics piece. The BDMS students will also be responsible for production of the motion graphics piece.

This project is about your team interactions with your fellow students located in two courses, across two locations (Vietnam and Melbourne). It will involve concepts and images constructed for three different media platforms, with outcomes directed towards real world situations. Continuous interaction within your teams will be necessary to effectively complete this task, and this will be facilitated through Blackboard, and other IT services/technologies.

ASSESSMENT

Grading for this assignment is based on three components:

A) Reflective self and peer assessment will be required at weeks 6 and week 12. This will be submitted individually through the DLS.
   
   Mid point reflective assessment 5%
   End point reflective assessment 5%

B) A discussion thread indicating the team’s interactions will be submitted by the team in week 11. This should include a commentary highlighting aspects and showing why it was selected.
   
   5%

C) The finished motion graphics piece and posters together with project documentation including storyboard etc. will be submitted in week 12.
   
   15%

Parts B & C of the assessment will be awarded for the project as a whole and will be allocated to all members who make up each creative team.

Final total for this project 30%
Assessment criteria:

1. The final work will be assessed on both concept and execution. The pieces will need to reflect a high standard of technical competence as well as using narrative principles effectively and in harmony with the genre of work undertaken.

2. The self and peer assessment will be scored as per the document (questionnaire) provided.

3. The discussion thread will be assessed in terms of the quality of the contributions made by each member of the team and the degree to which teamwork for solving creative challenges is demonstrated.

LEARNING OBJECTIVES

The learning Objectives included in this assessment in the Narrative for Multimedia course are for you to:

1) Develop a greater understanding of narrative genres and structures
2) Analyse and evaluate issues in interaction and narrative design in an ever-changing mediascape.
3) Resolve problems of collaboration across international boundaries
4) Determine and appraise cultural differences and sensitivities as they may relate to working environments.

The learning Objectives included in this assessment in the Folio Concept Development course are for you to:

1) Develop a greater understanding of narrative genres and structures
2) Develop concepts and awareness of image construction for multiple media platforms
3) Resolve issues associated with client/photographer relations and develop team based solutions
4) Resolve problems of collaboration across international boundaries
5) Interact with students from different cultures and explore (appreciate) cultural differences and sensitivities as they may relate to working environments

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