



UNIVERSITY OF
LINCOLN

Department of Computing & Informatics

Assessment Package Briefing Document

DOCUMENT STATUS : Subject to Moderation by External Examiners

**Title: CMP1014 Creative Technologies-
Assignment 3**

Indicative Weighting: 30%

Learning Outcomes:

On successful completion of this assessment package a student will have demonstrated competence in the following areas:

- [LO4] use post-production software to manipulate still & moving images;
- [LO5] plan, prepare and deliver a presentation.

IPTV Presentation

CMP1014 offers an opportunity for students to demonstrate presentation and image manipulation skills. In groups you are required to produce a media rich 7-10 minute presentation that proposes a new IPTV service.

The presentation should consider and include :

- the definition of IPTV
- your brand or theme – research the URL
- the audience & market for your service – a marketing ploy
- likely content – a prototype web page & a video sample / promo / trailer
- revenue potential – business model
- opportunities & limitations of the IPTV medium
- legal issues – ownership & copyright
- technical issues associated with delivering an IPTV service – file formats, resolution, delivery over the web, data rates

The media rich presentation should be clearly structured and professionally delivered within the time limitation. These presentations will be video recorded.

Your group should comprise of six members. The groups can work across degree awards. The

composition of these groups should be emailed to jhamlin@lincoln.ac.uk by 26 January 2007.

The assessment theme for this unit is very open. Within your presentation, you are required to produce between a 1-3 minutes video sample to launch or pilot your brand. This project requires you to be very focused on niche markets and to investigate the methods of delivering moving image over the Internet.

Submission Guidelines

This assessment will be graded on an assessment day. Please see date on Virtual Campus.

The group should submit the presentation material on a labelled CD / DVD (individual names, enrolment numbers, degree course, unit title & code) at the end of your presentation. The CD/DVD should also contain a word document that declares the distribution of the assessment task.

This unit is graded using a criterion reference grid. You should be clear in your understanding of the grading principles; if you are not, please seek the advice of the unit co-ordinator.

Hand In Instructions

The deadline for submission of this work is presented in the Departmental Hand-in schedule as presented on the student notice board on the Virtual Campus. An appropriately completed front sheet must be included with your submission of this work.

DO NOT include this briefing document with your submission.