



MMPROJ2 Schedule
1st Term SY 2015-2016

WEEK/s	GENERAL ACTIVITIES	STEP 1: POST-PRODUCTION OF PROJECT	STEP 2: MARKETING PAPER & EXTERNAL DEFENSE
1 Aug 23-28			
2 Aug 31 – Sep 5	<p>MMPROJ2 General Assembly September 2, 2015 Wed 1:00 – 2:00 pm 5/F SDA Theater</p> <p><i>NOTE: Attendance is required to understand the policies & requirements of the course.</i></p>		
3 Sep 7 – 12		<p>PROGRESS CHECK 1</p> <p><u>PRESENT THE FOLLOWING DOCUMENTS TO THE ADVISER:</u></p>	
4 Sep 14 – Sep 19		<ol style="list-style-type: none"> All MMPROJ1 documents (e.g. design document, executive summary, internal defense rating sheets, pre-production kit, project content, etc.) Project's work-in-progress for content endorsement 	
5 Sep 21 – 26		<p><u>CONSULTATION WITH ADVISER:</u></p> <ol style="list-style-type: none"> Post-production stage Present project's work-in-progress 	
6			

Sep 28 – Oct 3			
7 Oct 5 – 10 (MIDTERM WEEK) <i>No consultation with the Adviser up to this week will merit a 0.0 in the Final grade.</i>		<p style="text-align: center;">PROGRESS CHECK 2</p> <p><u>CONSULTATION WITH ADVISER:</u></p> <ol style="list-style-type: none"> 1. Post-production stage 2. Present project's work-in-progress 	
8 Oct. 12 – Oct 17			<p style="text-align: center;">PROGRESS CHECK 3</p> <p><u>CONSULTATION WITH ADVISER:</u></p> <ol style="list-style-type: none"> 1. Present project's work-in-progress 2. Preliminary Marketing Plan (<i>download File from www.new.sdamma.com</i>)
9 Oct 19 – 24			
10 Oct 26 – 31			<p><u>CONSULTATION WITH ADVISER:</u></p> <ol style="list-style-type: none"> 1. Post-production stage 2. Present project's work-in-progress
11 Nov 2 – 7			<p style="text-align: center;">ENDORSEMENT</p> <p style="text-align: center;">DEADLINE is on NOVEMBER 4, 2015 (WEDNESDAY) - 6PM (venue to be announced by the adviser)</p>

			<p><u>ENDORSEMENT FOR EXTERNAL DEFENSE BY ADVISER:</u></p> <p>Secure endorsement from the adviser by presenting the following:</p> <ol style="list-style-type: none"> 1. Final and complete multimedia project 2. Final marketing plan & collateral designs 3. Executive summary 4. Poster design 5. DVD & sticker design (<i>for offline projects</i>) <p>FOR ADVISERS:</p> <ol style="list-style-type: none"> 1. Advisers should specify in the MMPROJ2 database via sdamma.com if student is endorsed.
<p>12 Nov 9 – 14</p>			<p><u>EXTERNAL DEFENSE FEE:</u></p> <p>DEADLINE FOR PAYMENT FOR EXTERNAL DEFENSE is on NOVEMBER 9, 2015 MONDAY - 12NN (Accounting Office)</p> <p><u>PAYMENT OF EXTERNAL DEFENSE FEE:</u></p> <ol style="list-style-type: none"> 1. Students should pay the external defense fee at the accounting office to be included in the external defense schedule <p>E-mail scanned receipt to mmproj2receipts@gmail.com</p>
<p>13 Nov 16 – Nov 21</p>			<p>MOCK DEFENSE</p>
<p>14 Nov 22-28 (FINAL WEEK)</p>			<p>NOV 23-27, 2015 TENTATIVE SCHEDULE (exact schedule & venue to be posted via yahoo group)</p> <p><u>EXTERNAL DEFENSE:</u> NOV 23 [T] web / mobile NOV 24 [W] web / interactive NOV 25 [H] interactive / animation NOV 26 [F] video NOV 27 [S] video / hyper narrative</p>

STUDENTS SHOULD BRING THE FF:

1. *Endorsement slip signed by PROJ2 Adviser*
2. *Defense Fee Receipt*
3. *1 copy of the Marketing plan*
4. *3 copies of the Executive Summary*
5. *1 Poster [to be displayed in the defense area]*
6. **COMPLETE** project
 - *Offline Projects: DVD format with appropriate packaging*
 - *Online Projects: Uploaded website*
7. *3 marketing materials (design only)*
8. *1 copy of the Certificate of Originality*
9. *1 copy of the Panel Defense Rating Sheet*
10. *3 copies of the External Defense Rating Sheet*

NOTE:

1. **Schedule is subject to change depending on the number of students defending**
2. **Business attire required**
3. **Passing the External Defense is a pre-requisite to passing MMPROJ2**

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AFTER THE EXTERNAL DEFENSE:

Submit the following to your adviser

1. Marketing Plan
2. External defense rating sheets
3. Panel Defense Rating Sheet

MULTIMEDIA PROJECTS FOR ARCHIVING:

1. Multimedia projects with external panel average grade of **93% and above** are eligible for archiving.
2. Secure an Archiving Form from the SDA-Digital Archive Unit located at Room 901 and get the necessary requirements.
3. The project should be in a **green hard bound compilation** which includes the following:
 - a. ALL documents from MSCIETY, MMPROJ1 and MMPROJ2
 - b. DVD copy of the multimedia project
 - c. DVD copy of the digital files of all documents
4. Follow the format for the information on the cover and inner pages of the hard-bound compilation (*see Archiving Guidelines on the yahoo group*).
5. Secure signature of the MMA Chairperson and the School Dean or Associate Dean for the Panel Defense Average Rating Sheet. Compilations with wrong format will not be signed.
6. Submit the green hard bound compilation of the multimedia project and the archiving form to the SDA-Digital Archive Unit.
7. Students with archived projects who fail to submit the hard bound copy of their

			project will NOT BE CLEARED for graduation and will not be issued a diploma and official transcript of records. 8. Deadline for submission of hard bound archived projects will be posted on the official website and yahoo group: http://new.sdamma.com/mmproj