CS 50.32 Course Outline as of Spring 2011

CATALOG INFORMATION

Dept and Nbr: CS 50.32   Title: WEB/INTERACT MEDIA PROJ
Full Title: Web / Interactive Media Projects
Last Reviewed: 9/24/2018

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total		
Maximum	4.00	Lecture Scheduled	4.00	17.5	Lecture Scheduled	70.00
Minimum	4.00	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	4.00		Contact Total	70.00
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 140.00   Total Student Learning Hours: 210.00

Title 5 Category: AA Degree Applicable
Grading: Grade Only
Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP
Also Listed As:
Formerly: CIS 58.55

Catalog Description:
This advanced project managment course guides teams of designers, programmers, and interactive media developers through the pragmatics of developing an interactive multi-media website. Topics include: writing a Web proposal, bidding a job, storyboard and timeline creation, content development, effective teamwork and production techniques, client relations, and website maintenance. Students will work in teams to develop an interactive multi-media website for a customer to be provided by the instructor. This course is the capstone experience for Web Design, Interactive Media Design, Digital Filmmaking, and Audio Production for Digital Media certificate programs.

Prerequisites/Corequisites:
Course Completion of CS 50.11B (or CIS 58.51B or CIS 84.42B) and Course Completion of CS 50.21A (or CIS 58.53A or CIS 84.43A) OR Course Completion of CS 50.11B (or CIS 58.51B or CIS 84.42B) and Course Completion of CS 17.11 (or CIS 17 or CIS 54.11 or CIS 84.21) OR Course Completion of CS 50.11B (or CIS 58.51B or CIS 84.42B) and Course Completion of CS 55.11 (or CIS 54.13 or CIS 84.24) OR Course Completion of CS 50.11B (or CIS 58.51B or CIS 84.42B) and Course Completion of CS 55.12 (or CIS 54.36) OR Course Completion of CS 50.11B (or CIS 58.51B or CIS 84.42B) and Course Completion of CS 55.13 (or CIS 58.41) OR Course Completion of CS 74.11 (or CIS 75.1) and Course Completion of CS 74.21C OR Course Completion of CS 74.11 (or CIS 75.1) and Course Completion of CS 74.31B (or CIS 75.31B) OR Course Completion of CS 74.11 (or CIS 75.1) and Course Completion of CS 74.41B OR

Course Completion of CS 74.11 (or CIS 75.1) and Course Completion of MUSC 51B and Course Completion of MUSC 60B

Recommended Preparation:

Limits on Enrollment:

Schedule of Classes Information:
Description: This advanced project managment course guides teams of designers, programmers, and interactive media developers through the pragmatics of developing an interactive multi-media website. Topics include: writing a Web proposal, bidding a job, storyboard and timeline creation, content development, effective teamwork and production techniques, client relations, and website maintenance. Students will work in teams to develop an interactive multi-media website for a customer to be provided by the instructor. This course is the capstone experience for Web Design, Interactive Media Design, Digital Filmmaking, and Audio Production for Digital Media certificate programs. (Grade Only)
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Recommended:
Limits on Enrollment:
Transfer Credit: CSU;
Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

			Effective:	Inactive:
AS Degree:	**Area**		Effective:	Inactive:
CSU GE:	**Transfer Area**		Effective:	Inactive:
IGETC:	**Transfer Area**		Effective:	Inactive:
CSU Transfer:	Transferable	Effective:	Fall 1999	Inactive:	Fall 2022
UC Transfer:		Effective:		Inactive:

CID:

Certificate/Major Applicable:
Both Certificate and Major Applicable

COURSE CONTENT

Outcomes and Objectives:
Upon completion of the course, students will be able to:
1. Develop goals, objectives and questions for meetings with website clients.
2. Create a storyboard, timeline, work schedule, bid, and formal proposal for an interactive multi-media website.
3. Analyze existing websites regarding: overall design, navigation, content, graphics and ease of use.
4. Apply time saving techniques such as graphics shortcuts, web page templates and using HTML editors to their website.
5. Discuss problems which arise when creating an interactive multi-media website and brainstorm possible solutions.

Topics and Scope:

1. Educating Customers Defining a Website
    a. Defining an interactive multi-media website
    b. Basic Internet concepts
    c. Websites and terminology
2. Formulating Project Goals
    a. Initial customer contact
    b. Brainstorming and problem solving
    c. Streamlining ideas
    d. Facilitating goal setting
3. Defining a Target Market
    a. Evaluating your audience
    b. Creating a visual theme which attracts your audience
4. Creating a Flowchart, Storyboard, and Timeline
    a. Working backwards from deadlines
    b. Defining group roles
    c. Assigning tasks to the work group
    d. Allowing time for error
    e. Presentation to the client
5. Preparing a Contract
    a. Project estimates
    b. Determining customer budget
    c. Estimated cost versus actual cost
    d. Cost of customer changes
6. Writing a Web Project Proposal
    a. Putting it all together
    b. Goals
    c. Storyboard
    d. Timeline
    e. Budget
    f. Contract
7. Communicating with the Customer and with the Work Group
8. Visual Styles and Website Tone
    a. Creating graphics and multi-media assets which attract the target market
    b. Graphic appeal: basic rules for Web graphics
    c. Color theory and meaning

    d. Choosing the colors that best portray your image

9. Website Content
    a. Writing styles - learning what works in print
    b. Type and style: make your words speak out
    c. Animation
    d. Video
    e. Audio

10. Navigational Design
    a. Navigating with graphics and text
    b. Human-computer interface design concepts
    c. Consistency in navigation
    d. Maps
    e. Search engine for your site
    f. Structured layout versus free-form

11. Interactivity at Your Website
    a. Importance of communicating with your public
    b. Using forms and contests to gather customer data
    c. Providing feedback on every page
    d. Social networking
    e. Web2.0

12. Time Saving Techniques
    a. Using your editor to save you time
    b. Creating templates
    c. Modulating your code
    d. Using style sheets

13. Testing the Design
    a. Loading the site
    b. Debugging
    c. Beta testing with a sample audience

14. Presentation of Final Design to Customer
    a. Discuss site maintenance
    b. Publicizing site
    c. Registering with search engines and mailing groups

Assignment:

1. Conduct 4 client meetings to discuss client goals for website, client approval of storyboard, client approval of templates, final client approval and site maintenance.
2. Create a storyboard, timeline, and bid to incorporate into a formal proposal for a website they are assigned.
3. Document work on the website and compare the initial proposal to the actual work completed.
4. Research existing contracts and develop one which meets their needs.
5. Use the Internet to research and develop three reports.
6. Create an interactive multi-media website for a customer.
7. Critique 2 to 4 existing websites regarding their: overall design, navigation, content, graphics and ease of use.
8. Reading approximately 20-30 pages per week.
9. Unit exams

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Written reports	Writing 10 - 20%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Storyboard, timeline, bid, and contract	Problem solving 25 - 50%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Create a website based on client needs; critique of websites	Skill Demonstrations 20 - 50%

Exams: All forms of formal testing, other than skill performance exams.

Exams: multiple choice, true/false, short answer	Exams 15 - 40%

Other: Includes any assessment tools that do not logically fit into the above categories.

None	Other Category 0 - 0%

Representative Textbooks and Materials:
Collaborative Web Development, by Jessica Burdman. Addison Wesley, 2000 (classic in field).
Managing Interactive Media Projects, by Tim Frick, 2007 Delmar Cengage Learning.
Managing Interactive Media: Project Management for Web and Digital Media, by Elaine England and Andy Finney, Addison Wesley Publishing Company, 2007.
DV 101: A Hands-On Guide for Business, Government and Educators, by Jan Ozer, Peachpit Press, 2005 (classic in field).