CS 50.32 Course Outline as of Spring 2019

CATALOG INFORMATION

Dept and Nbr: CS 50.32 Title: WEB & DIGITAL MEDIA PROJ
Full Title: Web and Digital 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	8	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 management course guides teams of digital filmmakers, digital audio producers, web graphic designers, web programmers and interactive multimedia designers, through the process of developing an interactive digital media project for local clients. Topics include: Writing a proposal, bidding a job, storyboard and timeline creation, content development, effective teamwork, communication skills, production techniques, client relations, project delivery and maintenance. Students will work in teams to develop a digital media project for a client provided by the instructor. This course is the capstone experience for Digital Filmmaking, Digital Audio, and Web and Multimedia Design certificate programs.

Prerequisites/Corequisites:
(For Web and Multimedia) Completion or Current Enrollment in CS 50C;
OR (For Digital Filmmaking) Completion of CS 74.11 and MEDIA 20 and CS 74.21B;
OR (For Digital Audio) Completion of CS 74.11 and MUSC 51B and MUSC 60B

Recommended Preparation:

Limits on Enrollment:

Schedule of Classes Information:
Description: This advanced project management course guides teams of digital filmmakers, digital audio producers, web graphic designers, web programmers and interactive multimedia designers, through the process of developing an interactive digital media project for local clients. Topics include: Writing a proposal, bidding a job, storyboard and timeline creation, content development, effective teamwork, communication skills, production techniques, client relations, project delivery and maintenance. Students will work in teams to develop a digital media project for a client provided by the instructor. This course is the capstone experience for Digital Filmmaking, Digital Audio, and Web and Multimedia Design certificate programs. (Grade Only)
Prerequisites/Corequisites: (For Web and Multimedia) Completion or Current Enrollment in CS 50C;
OR (For Digital Filmmaking) Completion of CS 74.11 and MEDIA 20 and CS 74.21B;
OR (For Digital Audio) Completion of CS 74.11 and MUSC 51B and MUSC 60B
Recommended:
Limits on Enrollment:
Transfer Credit: CSU;
Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

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

Student Learning Outcomes:
At the conclusion of this course, the student should be able to:
1. Analyze workflow issues involved in the design and programming of an interactive digital media project.
2. Create a communication plan that facilitates decision making and collaboration between a development team and their client.
3. Develop templates for a digital media project, including writing a proposal, bidding a job, creating a strategic brief, and creating a contract.
4. Work effectively as a member of the development team of digital media specialists to develop an interactive digital media project.

Objectives:
Upon completion of the course, students will be able to:
1. Develop goals, objectives and questions for meetings with clients.
2. Create a storyboard, timeline, work schedule, bid, and formal proposal for a digital media project.

3. Analyze existing digital media projects regarding: overall design, navigation, content, graphics and ease of use.
4. Discuss problems which arise when creating a digital media project and brainstorm possible solutions.

Topics and Scope:

I. Educating Clients
   A. Defining a digital media project
   B. Terminology
II. Formulating Project Goals
   A. Initial client contact
   B. Brainstorming and problem solving
   C. Streamlining ideas
   D. Facilitating goal setting
III. Defining a Target Market
   A. Evaluating your audience
   B. Creating a visual theme which attracts your audience
IV. Creating a Flowchart, Storyboard, and Timeline
   A. Working backwards from deadlines to create a milestone chart
   B. Defining group roles
   C. Assigning tasks to the work group
   D. Allowing time for error
   E. Presentation to the client
V. Preparing a Contract
   A. Project estimates
   B. Determining customer budget
   C. Estimated cost versus actual cost
   D. Cost of customer changes
VI. Writing a Digital Media Proposal
   A. Putting it all together
   B. Goals
   C. Storyboard
   D. Timeline
   E. Budget
   F. Contract
VII. Communicating with the Customer and with the Work Group
VIII. Visual Styles
   A. Creating graphics and digital media assets which attract the target market
   B. Graphic appeal: basic rules for design graphics
   C. Color theory and meaning
   D. Choosing the colors that best portray your image
IX. Content
   A. Writing styles - learning what works in print
   B. Type and style: make your words speak out
   C. Animation
   D. Video
   E. Audio
X. Design
   A. Graphics and text
   B. Interface design concepts
   C. Consistency in navigation

D. Maps
E. Search engines

XI. Interactivity
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

XII. Testing the Design
A. Debugging
B. Beta testing with a sample audience

XIII. Presentation of Final Design to Client
A. Discuss maintenance
B. Publicizing project

Assignment:

1. Conduct client meetings to discuss client needs for project, client approval of storyboard, client approval of templates, final client approval and project maintenance
2. Create a storyboard, timeline, and bid to incorporate into a formal proposal for a digital media project
3. Document work on the project and compare the initial proposal to the actual work completed
4. Research existing contracts and develop one which meets client needs
5. Use the Internet to research and develop appropriate written reports
6. Create a digital media project for a client
7. Critique 2 to 4 existing projects regarding their: overall design, navigation, content, graphics and ease of use
8. Reading approximately 20-30 pages per week
9. Exams (6 - 8)

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, such as formal proposal and document work	Writing 10 - 20%

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

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

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

Create a project based on client needs; critique of projects	Skill Demonstrations 20 - 50%

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

Exams	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:
Instructor prepared materials