

CS 50.32: Web + Digital Media Projects

Section 6908, Spring 2020

Syllabus

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 instructors. This course is the capstone experience for Digital Filmmaking, Digital Audio, and Web and Multimedia certificate and degree programs.

INSTRUCTOR: Mike Starkey

INSTRUCTOR: Ethan Wilde

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I respond to emails within 48 hours.

I never respond on Sundays.

HOMEPAGE:

<https://profiles.santarosa.edu/mike-starkey>

HOMEPAGE:

<https://profiles.santarosa.edu/ethan-wilde>

Spring 2020 Office Hours
January 14 – May 14, 2020

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I will be available for online office hours using the links below:

You can reach me by Zoom or email (see links above for Monday, Wednesday and Thursday online office hours)

You can also make an appointment to meet in person via email

Wednesdays (in office)	10:40am - 11:40am	Maggini 2937 (inside Computer Studies Dept office on 3rd floor)
Thursdays (online)	10:40am - 4:40pm	Online: Email ewilde@santarosa.edu or Skype ethanwilde

[» Reserve a future office hour appointment](#)

Student Learning Outcomes

Students will 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.

Class Meetings

- Face-to-Face: Thursdays 5-9 PM, Room 2920 - Maggini Hall, Santa Rosa Campus
- Screencasts: [Zoom Meeting Room 208475953](#)

General Information

Required Materials

Software: We will use a variety of free and open source software as well as software available to students on campus during the semester.

All students will utilize:

- Project management services such as Trello.
- Students will use the Canvas course website for assignment instructions, submitting assignments, viewing classmates' work, sharing resources, and viewing grades.
- Additionally, all students will be assigned reading from articles and resources found on the Internet.

Video students will also utilize:

- Video editors, programs such as Adobe Premiere Pro and After Effects

Audio students will also utilize:

- Audio editors such as Pro Tools, Ableton Live, Adobe Audition

Other required materials: Access to digital camera and portable storage and/or a flash drive.

Web students will also utilize:

- Text editors such as Brackets, TextWrangler, Notepad++, and Microsoft Visual Studio Code
- Bitmap and vector image editors such as Pixlr.com, Draw.io, Adobe Photoshop and Illustrator
- Prototyping software such as Figma
- File transfer clients such as CyberDuck, Fetch, WinSCP, and FireFTP
- Code validation services such as the W3C Validator, WAVE, and Cynthia Says
- User testing / UX services such as OptimalSort
- Cloud-based web hosting and IDE providers such as Pantheon and Repl.it
- Software repository hosts such as GitHub

Textbook for Web Students

There is a required book for all CS 50.32 students completing a Web Program certificate or participating on a Web, Mobile or Interactive project team.

***Scrum and XP from the Trenches* (2nd)**

Henrik Kniberg

978-1329224278 (ISBN 13)

Free PDF eBook available

No purchase necessary. Use the free eBook available for download in the Canvas course shell.

Roles

Each student will declare which of the following role(s) they would like to assume for the class. The instructors will assign students to client projects and adjust roles as needed.

1. Designer, Web and Mobile
2. Developer, Web and Mobile
3. Media Developer, Video
4. Media Developer, Audio
5. Project Manager (or Scrum Master)
6. Programmer, Web and Mobile
7. Team Leader (Audio or Video)

Required Instructional Materials

- Access to a personal computer
- Access to the Internet for all hyperlinks and video links
- Software applications for web, image, video and audio editing
- Access to digital camera
- Portable storage device such as flash drive or cloud storage
- Earphones or headphones for various classroom activities

Important Dates

Day Class Begins: Thursday, January 13, 2020

Day Class Ends: Thursday, May 22, 2020

Last Day to Add without instructor's approval: Sunday, January 19, 2020

Last Day to Drop with refund: Sunday, January 26, 2020

Last Day to Add with instructor's approval: Sunday, February 2, 2020

Last Day to Drop without a 'W' symbol: Sunday, February 2, 2020

Last Day to opt for P/NP grading: Sunday, February 23, 2020

Last Day to Drop with a 'W' symbol: Sunday, April 19, 2020

Dropping the Class

If you decide to discontinue this course, it is your responsibility to officially drop it. A student may be dropped from any class when that student's absences exceed ten percent (10%) of the total hours of class time. It is strongly advised that if you need to miss more than one class/homework deadline in a row that you contact the instructor to avoid being dropped from the class.

Attendance

For face-to-face courses, students who fail to attend the first class meeting may be dropped by the instructor. For classes that meet online, students who fail to log on and initiate participation by 11:59 p.m. Pacific Time of the first day of the class may be dropped by the instructor.

Grading

All assignments are due online the night before the following class after they are assigned, as noted in the homework details.

A major part of your final grade in this class is determined by how well you work within your team structure and complete tasks on your client project(s). There are no "solo" projects in this class. There will be team and individual evaluations throughout the semester.

Class Assignments

Assignments will be posted on the Assignment page of the online Canvas class site.

Assignments must be submitted online via the Canvas website no later than Wednesday nights by 11:59pm.

Attendance

Students who miss the first two week's assignments may be dropped from the class. It is strongly advised that if you need to miss more than one class/homework deadline in a row that you contact one of the instructors to avoid being dropped from the class.

This is NOT an online class. You must get special permission from the instructors to take this class online, and only with a compelling reason and an assurance that you will connect to the class meetings live and participation with your team will be consistent.

Students are expected to attend all sessions of the course and are required to notify instructors if missing a class meeting.

Lab Resources and Policies

The CS department provides several computer labs including:

- CS Lab - Maggini Hall 3rd floor
(If faculty or staff are present and there is no class in session.)
- BCL Lab - Maggini Hall 2nd floor
(This is the main Open Lab on the Santa Rosa Campus.)
- PET Lab - Petaluma Campus

These labs all have Macs and PCs which contain browsers, HTML editors, scanners, printers and graphics software.

The lab printers are for class use only! Please do not use the printers to print out class notes or large web sites which can consume printed several pages.

Late Policy

All assignments are due **before class time** on the due date. A late submission will receive a 20% penalty. Submissions more than one week late are not accepted without prior arrangement.

Exams

There will be online midterm and final exams. The material comes from the textbook, class lectures and supplemental materials. If any exam is missed, a zero will be recorded as the score. It is your responsibility to take the exams by the due date.

Grading Policy

Click the “Grades” link in Canvas to keep track of your grades. We grade once a week and post grades and comments in the Canvas grade book.

Grades will be assigned as follows:

A	90-100%
B	80-89%
C	70-79%
D	60-69%

Standards of Conduct

Students who register in SRJC classes are required to abide by the SRJC Student Conduct Standards. Violation of the Standards is basis for referral to the Vice President of Student Services or dismissal from class or from the College. See the [Student Code of Conduct page](#).

Collaborating on or copying of tests or homework in whole or in part will be considered an act of academic dishonesty and result in a grade of 0 for that test or assignment. Students are encouraged to share information and ideas, but not their work. See these links on Plagiarism: [SRJC Writing Center Lessons on avoiding plagiarism \(Links to an external site.\)](#)[Links to an external site.](#)
[SRJC's statement on Academic Integrity](#)

Special Needs

Every effort is made to conform to accessibility standards for all instructor-created materials. Students should contact their instructor as soon as possible if they find that they cannot access any course materials. Students with disabilities who believe they need accommodations in this class are encouraged to contact Disability Resources (527-4278)

Course Outline

Date	Week	Topics	Assignments
1/16	Week 1	Getting Started / Meet and Greet	Student Skills Survey Check-in Discussion Summary of Your Work Style Discussion Read the Articles Discussion
1/23	Week 2	Team Formation / Work Styles	Project Management Tools Evaluation Create Job Site Account Developing a Team Communication Plan Discussion Working with Virtual Teams Discussion
1/30	Week 3	Client Meeting & Preparation	Preparing Your Team's Client Meeting Client Meeting
2/6	Week 4	Proposal Development & Meeting Debrief	Client Meeting Debrief Draft Proposal
No class on 2/13 due to PDA Day			
2/20	Week 5	Proposal Finalization	In-class Draft Proposal Presentation
2/27	Week 6	Client Proposal Presentation	Client Proposal Presentation prior to class
3/5	Week 7	Design Sprint 1	
3/12	Week 8	Design Sprint 2	
No class on 3/19 due to Spring Break			
3/26	Week 9	Midterm Review	Midterm Self Evaluation Teammate Evaluation

4/2	Week 10	Beta Development Sprint 1	
4/9	Week 11	Beta Development Sprint 2	Initial User Testing in class Billable Hours Survey
4/16	Week 12	Client Beta Presentation	Client Beta Presentation prior to class
4/23	Week 13	Final Development Sprint 1	
4/30	Week 14	Final Development Sprint 2	Final User Testing in class
5/7	Week 15	Final Development Sprint 3	Final Presentation Rehearsal in class
5/14	Week 16	Client Final Review	Client Final Review prior to class Self Evaluation Teammate Evaluation Billable Hours Survey
5/21	Week 17	Client Presentations (No Regular Class Meeting)	Final Exam