



# CS50.32: Web + Digital Media Projects

## Section 6908, Spring 2021 Course Syllabus

**Section 6908 Lead Instructor:** Ethan Wilde (he/him/his), [ewilde@santarosa.edu](mailto:ewilde@santarosa.edu)

**Section 6908 Co-Instructor:** Mike Starkey, [mstarkey@santarosa.edu](mailto:mstarkey@santarosa.edu)

### Course 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 instructors. This course is the capstone experience for Digital Filmmaking, Digital Audio, Web Full-Stack Development, and Web and Multimedia certificate and degree programs.

**Prerequisites / Corequisites:** (For Web Full-Stack Development, or 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

*This course section is specifically designed for Web Development program students. You will become a member of a professional web development team working on a project for a real client in this class.*

### 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.

## **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

### **Assignments:**

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 web or mobile 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)

## Class Meetings

### Spring 2021 Schedule

Class Delivery	Day and Time	Platform
Online Meetings	Weeks start on Tuesdays	Canvas shell
Live weekly Web conference (required) <a href="https://santarosa-edu.zoom.us/j/208475953">https://santarosa-edu.zoom.us/j/208475953</a>	Tuesdays, 5:00pm - 7:00pm	Zoom

*All class materials for each module will be released online in Canvas on Tuesdays throughout the entire semester. A weekly live online meeting will be held on Tuesdays, 5:00pm - 7:00pm. Attendance at the live web conferences is required. Use this link to join: <https://santarosa-edu.zoom.us/j/208475953>. To view any weekly lecture's recorded screencast, visit the Screencast page for any week in the Modules section.*

*Because there are no classes on the first Tuesday in the Spring 2021 semester, due to professional development activities, the first live Web conference will take place on Tuesday, January 26, 5:00pm - 7:00pm.*

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

## Lead Instructor Contact

**Ethan Wilde**

Email: [ewilde@santarosa.edu](mailto:ewilde@santarosa.edu)

Phone: 707-527-4855

### Spring 2021 Office Hours

*January 25 – May 17, 2021*

Day	Time	Location
Mondays (online)	12:00pm - 6:00pm	Online: Email <a href="mailto:ewilde@santarosa.edu">ewilde@santarosa.edu</a> or Skype <a href="#">ethanwilde</a>

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

**I typically respond to emails within 48 hours, weekends excepted. I never respond on Sundays.**

## Course Web Site

Students will use the Canvas course web site for assignment instructions, submitting assignments, viewing classmates' work, sharing resources, and viewing grades. *The Google Chrome browser is recommended for viewing the Canvas-powered course site. Internet Explorer is not recommended.*

## Required Textbooks

***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 below.*

[Download book from this link.](#)

***The Field Guide to Human-Centered Design*** (1st)

IDEO.org

978-0991406319 (ISBN 13)

Free PDF eBook available

*No purchase necessary. Use the free eBook available for download below.*

[Download book from this link.](#)

## Equipment

- **A personal computer**, either at home, work or on the Santa Rosa or Petaluma campuses.

## Required Software + Services

- **Internet access**
- **Web browsers** including:
  - [Google Chrome](#) recommended and typically used in instructor demos
  - [Mozilla Firefox](#) recommended
- **Code editor** such as:
  - [Brackets](#) (Windows, Mac OS, free license)
  - [Microsoft Visual Studio Code](#) (Windows, Mac OS, free license)
  - [BBEdit](#) (Mac OS only)
  - [Sublime Text](#) (Windows, Mac OS, Linux)
- **File Transfer Protocol (FTP) software** such as:
  - [CyberDuck](#) (Mac OS and Windows, free license)
  - [Fetch](#) (Mac OS only)
  - [WinSCP](#) (Windows only)
- **Cloud hosting, version control + development environment services:**

- [Repl.it](#) IDE (Integrated Development Environment) required for students working on non-CMS projects for hosting project development. Repl.it will provide a text editor and file transfer support without any additional software needed.
- [Pantheon](#) required for all students working on CMS-driven web or mobile projects for hosting WordPress-based project development. *Instructions will be provided for setting up your free account later in the term.*
- **Graphics and prototyping software** such as:
  - Adobe Photoshop, part of a [Creative Cloud](#) subscription
  - [Gimp](#) open source application
  - [Pixlr](#) browser-based image editor
  - [Diagrams.net](#) browser-based drawing app
  - [Figma](#) user interface design tool app
- **PDF display software** such as:
  - [Adobe Reader](#)

## Optional Software

The additional software listed below is often used for Web development.

- **Additional Web browsers** including:
  - Apple Safari (Mac OS only)
  - Microsoft Edge (Windows 10 only)

## Important Dates

**Day Class Begins: Tuesday, January 19, 2021\***

Day Class Ends: Friday, May 28, 2021

Last Day to Add without instructor's approval: Tuesday, January 26, 2021

Last Day to Drop with refund: Sunday, January 31, 2021

Last Day to Add with instructor's approval: Sunday, February 7, 2021

**Last Day to Drop without a 'W' symbol: Sunday, February 7, 2021**

Last Day to Opt for Pass/No Pass: Sunday, February 28, 2021

**Last Day to Drop with a 'W' symbol: Sunday, April 25, 2021**

*\* Note that there are no class meetings on the first Tuesday of the Spring 2021 semester, 1/19/2021, due to professional development activities. As a result, our first live class meeting will take place on Tuesday, 1/26/2021.*

## 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 online courses, students who fail to complete the requirements of the first and second class modules will be dropped by the instructor.

## Pass-NoPass (P/NP)

You may take this class P/NP. You must decide before the deadline, and add the option online within your student portal or file the P/NP form with Admissions and Records. With a grade of C or better, you will get P.

**You must file for the P/NP option by February 28, 2021.** Once you decide to go for P/NP, you cannot change back to a letter grade. If you are taking this course as part of a certificate program, you can probably still take the class P/NP. Check with a counselor to be sure.

## Instructor Announcements

The instructor will post announcements on the “Announcements” page in Canvas throughout the semester. Canvas notifies students according to their preferred Notification Preferences.

## Late Policy

Please make a plan before the course starts to allow yourself the necessary time each week to complete the required reading, watching, online discussion posting, and assignments. The official Course Outline of Record for this four-unit semester-length course stipulates that each student is expected to complete 210 hours of learning for the class. This works out to 12 hours per week for each of the seventeen weeks of regular instruction along with 6 hours for Finals Week. If you plan accordingly, you can avoid submitting assignments late.

All assignments are due at 11:59pm Pacific time on the **Monday** corresponding to the due date. A late submission will receive a 10% penalty for each week it is late. Submissions more than two weeks late are not accepted without prior written arrangement.

## Exams

There will be six exams over the course of the semester, including a midterm and final exam. The material comes from the textbook, class lectures and supplemental materials. If any exam is missed, a zero will be recorded as the score, unless you have made prior written arrangements with me. 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. I grade once a week and post grades and comments in the Canvas gradebook.

Grades will be assigned as follows:

<b>Letter Grade</b>	<b>Percentage</b>	<b>Points Total</b>
<b>A</b>	90% - 100%	900 points or more
<b>B</b>	80% - 89%	800 to 899 points
<b>C</b>	70% - 79%	700 to 799 points
<b>D</b>	60% - 69%	600 to 699 points
<b>F</b>	59% or lower	599 points or less

If taking Pass/No Pass you need at least 70% of the total class points and to complete the midterm exam and the final exam to pass the class.

## Grading Breakdown

<b>Percent</b>	<b>Points</b>	<b>Grading Category</b>
<b>10.0%</b>	100 points	<b>Writing: Proposal + Documents</b>
<b>25.0%</b>	250 points	<b>Problem Solving: Design Development</b>
<b>50.0%</b>	500 points	<b>Skill Demonstrations: Final Project + Critiques</b>
<b>6%</b>	60 points	<b>4 Mini Quizzes (10-20 pts each)</b>
<b>4.5%</b>	45 points	<b>Midterm Exam</b>
<b>4.5%</b>	45 points	<b>Final Exam</b>
<b>100.0%</b>	1000 points	<b>1000 points possible</b>

## 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, except for assignments that allow collaboration. Students are encouraged to share information and ideas, but not their work. See these links on Plagiarism:

[SRJC Writing Center Lessons on Avoiding Plagiarism](#)

[SRJC's Statement on Academic Integrity](#)

I expect each student to maintain high standards of civility and respect when communicating with each other. The following rules of netiquette should be observed in all class discussions and communications:

- Be kind and respectful to others
- Use full sentences
- Avoid jargon and acronyms
- Use language that supports others

## 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 by calling (707) 527-4278 or visit online at [drd.santarosa.edu](http://drd.santarosa.edu).

## Student Health Services

Santa Rosa Junior College offers extensive health services to students. Visit Student Health Services online at [shs.santarosa.edu](http://shs.santarosa.edu) or call them at (707) 527-4445.

## Course Outline

Start Date	Canvas Module	Topics	Assignments
1/19	Week 1	Getting Started (No class meeting due to PDA)	<ul style="list-style-type: none"> <li>• Student Skills Survey</li> <li>• <i>Classmate Introductions</i> Discussion</li> <li>• <i>Summary of Your Work Style</i> Discussion</li> <li>• <i>Read + Summarize 2 of 5 Articles</i> Discussion</li> </ul>
1/26	Week 2	Introduction to Agile Process with Scrum	<ul style="list-style-type: none"> <li>• <i>In-Class Client &amp; Project Summaries</i> Discussion (due in class)</li> <li>• Learning <i>Trello</i> Discussion</li> <li>• <i>Working with Virtual Teams</i> Discussion</li> </ul>

Start Date	Canvas Module	Topics	Assignments
			<ul style="list-style-type: none"> <li>Client &amp; Project Final Voting</li> </ul>
2/2	Week 3	Team Formation & Client Prep/Meeting	<ul style="list-style-type: none"> <li>In-Class Initial Client Correspondence (due in class)</li> <li>Preparing Your Team Trello Boards</li> <li><i>Developing a Team Communication Plan</i> Discussion</li> <li>Initial Client Meeting</li> <li>Weekly Project Journal</li> </ul>
2/9	Week 4	Meeting Debrief & Proposal Drafting	<ul style="list-style-type: none"> <li>Initial Client Meeting Debrief</li> <li>Draft Project Proposal</li> <li>Weekly Project Journal</li> </ul>
2/16	Week 5	In-Class & Client Proposal Presentations	<ul style="list-style-type: none"> <li>In-Class Draft Proposal Presentation (due in class)</li> <li>Revised Proposal</li> <li>Client Proposal Presentation</li> <li>Weekly Project Journal</li> </ul>
2/23	Week 6	Client Feedback & Final Accepted Proposal	<ul style="list-style-type: none"> <li>Final Accepted Proposal</li> <li>Weekly Project Journal</li> </ul>
3/2	Week 7	Sprint 1: Initial Design & Research	<ul style="list-style-type: none"> <li>Mini Quiz: Design Process</li> <li>Ideation Workshop Deliverables</li> <li>Weekly Project Journal</li> </ul>
3/9	Week 8	Sprint 2: In-Class & Client Design/Research Presentations	<ul style="list-style-type: none"> <li>In-Class Design/Research Presentation (due in class)</li> <li>Revised Design/Research Deliverables</li> <li>Client Design/Research Presentation</li> <li>Weekly Project Journal</li> </ul>
3/16	Week 9	Sprint 3: Client Feedback & Final Accepted Design	<ul style="list-style-type: none"> <li>Final Accepted Design/Research Deliverables</li> <li>Midterm Exam</li> </ul>

<b>Start Date</b>	<b>Canvas Module</b>	<b>Topics</b>	<b>Assignments</b>
			<ul style="list-style-type: none"> <li>• Weekly Project Journal</li> </ul>
3/23	No Class	Spring Break	
3/30	Week 10	Sprint 4: Alpha Development	<ul style="list-style-type: none"> <li>• Alpha Build</li> <li>• Weekly Project Journal</li> </ul>
4/6	Week 11	Sprint 5: Beta Development	<ul style="list-style-type: none"> <li>• Beta Build</li> <li>• Weekly Project Journal</li> </ul>
4/13	Week 12	Sprint 6: In-Class User Testing & Client Client Beta Presentations	<ul style="list-style-type: none"> <li>• In-Class Initial User Testing (due in class)</li> <li>• Client Beta Presentation</li> <li>• Weekly Project Journal</li> </ul>
4/20	Week 13	Sprint 7: Client Beta Feedback & Final Dev Sprint 1	<ul style="list-style-type: none"> <li>• Dev Sprint 1 Build</li> <li>• Mini Quiz: Development Process</li> <li>• Weekly Project Journal</li> </ul>
4/27	Week 14	Sprint 8: Final Dev Sprint 2 & User Testing	<ul style="list-style-type: none"> <li>• Dev Sprint 2 Build</li> <li>• Final User Testing</li> <li>• Draft Presentation</li> <li>• Weekly Project Journal</li> </ul>
5/4	Week 15	Sprint 9: Final Dev Sprint 3 & QA Testing	<ul style="list-style-type: none"> <li>• In-Class Presentation Rehearsals (ungraded)</li> <li>• Dev Sprint 3 Build</li> <li>• Final Presentation Materials</li> <li>• Weekly Project Journal</li> </ul>
5/11	Week 16	Client Final Review & Feedback / Project Documentation	<ul style="list-style-type: none"> <li>• Client Final Review</li> <li>• Weekly Project Journal</li> </ul>

Start Date	Canvas Module	Topics	Assignments
5/18	Week 17	Project/Documentation Delivery & Launch	<ul style="list-style-type: none"> <li>• Mini Quiz: Self Evaluation</li> <li>• Mini Quiz: Teammate Evaluation</li> <li>• Final Build + Documentation Deliverables</li> <li>• Billable Hours Survey</li> <li>• Weekly Project Journal</li> </ul>
5/24 Mon - 5/28 Fri	Week 18	In-Class Final Presentation / Final Exam	<ul style="list-style-type: none"> <li>• In-Class Final Presentation Event (clients invited)</li> <li>• Final Exam</li> </ul>

**Note to students:** the assignments listed above will become available as modules are released in sequence each week. To view course content, go to **Modules**.

*All of the original material found on this online course website is the property of the instructor, Ethan Wilde. My lectures and course materials, including slide presentations, online materials, tests, outlines, and similar materials, are protected by U.S. copyright law and by College policy. I am the exclusive owner of the copyright in those materials I create. You may take notes and make copies of course materials for your own use. You may also share those materials with another student who is registered and enrolled in this course. You may not reproduce, distribute or display (post/upload) lecture notes or recordings or course materials in any other way — whether or not a fee is charged — without my express written consent. You also may not allow others to do so.*

© 2021 Ethan Wilde.