

Course Outline

COURSE: ART 114 **DIVISION:** 10 **ALSO LISTED AS:**

TERM EFFECTIVE: Spring 2014 **Inactive Course**

SHORT TITLE: DIGITAL MEDIA PROD

LONG TITLE: Digital Media Production

<u>Units</u>	<u>Number of Weeks</u>	<u>Type</u>	<u>Contact Hours/Week</u>	<u>Total Contact Hours</u>
2	18	Lecture:	2	36
		Lab:	0	0
		Other:	0	0
		Total:	2	36

COURSE DESCRIPTION:

A team oriented practicum that focuses on the application of learned skills to the production of digital media and digital print projects, such as web sites, CD ROM, and DVDs, Project development will be accomplished according to team derived master schedules. Lectures will be on project management, work coordination and production techniques, client-team interface, asset management and integration, budget estimate, testing, and copyright infringement. Please note that this is very much a team oriented class. This course has the option of a letter grade or pass/no pass. **ADVISORY:** At least one of the following: ART 75, GBUS 80, CGD 2, JOUR 18A, MUS 21, CSIS 7, CSIS 71 OR CSIS 77. or students must possess equivalent skills from any one of the following areas: digital media, computer graphics, digital print, journalism (publishing), film, TV/video, drawing or illustration, web design/development, business/marketing, or programming.

PREREQUISITES:

COREQUISITES:

CREDIT STATUS: D - Credit - Degree Applicable

GRADING MODES

- L - Standard Letter Grade
- P - Pass/No Pass

REPEATABILITY: N - Course may not be repeated

SCHEDULE TYPES:

- 02 - Lecture and/or discussion

STUDENT LEARNING OUTCOMES:

1. The students will be able to work in a team oriented environment for the production of digital media or digital print projects.
2. They will know how to function in various roles (e.g., producer, project manager, production specialist, designer, marketing specialist) needed for DM production.
3. They will be able to explain basic copyright infringement considerations, scheduling terminology, asset management techniques, client relations, and team psychology.
4. The students will be able to describe the whole production process.

CONTENT, STUDENT PERFORMANCE OBJECTIVES, OUT-OF-CLASS ASSIGNMENTS

Inactive Course: 03/25/2013

CONTENT:

Weeks 1-2

4 Lecture: Introduction to class and the Digital Media and Digital Print production and development process. Discussion of the players, team members, and staff. Education and skills needed for each team member. Overview of production schedule and budgets. Types of projects that the class will work one. Description and need for the project proposal and project management.

8 Hours Out of Class Assignments: Read handouts on project timelines and milestones. Study list of roles and be prepared to describe roles that you would like to "play." Search the campus for any projects that departments will need produced. Bring a short description to third class meeting. Break into teams and study a commercial product. Write a team report and be prepared as a team to present a critique to the class.

Weeks 3-4

4 Lecture: Team selection - students break into teams. Teams meet and discuss which projects to work on. The producer-client relationship is studied in detail. The duties of the project manager are discussed in detail. 8 Out of Class Assignments: Meet as a team outside of class to decide team member roles. Producer meets with client of project, then with team members. Team is required to write a description of project and present it to class.

Weeks 5-6

4 Lecture: Developing a project proposal. What the client desires. Developing a time line and estimating a budget in Gavilan virtual dollars. Asset management and development. Copyright issues. Team project proposal presentations and critique. The role of the creative director and asset manager. Types of asset management software. 8 Out of Class Assignments: Students meet in teams and write an asset list, schedule, budget, and project proposal. Team members solidify roles.

Weeks 7-8

4 Lecture: Defining the prototype and the importance it plays in the development process. Team presentations of signed proposals. 8 Out of Class Assignments: After proposal approval by class, producer then takes the proposal to client for signoff. Teams meet to begin design of prototype and prepare to present description to next class.

Weeks 9-10

4 Lecture: Teams present on first prototype for critiques Team and project problems are discussed. Copyright infringement is discussed in detail. 8 Out of Class Assignments: Teams work on prototype, assets, and copyright issues. Get ready to present completed prototype to class for critique.

Weeks 11-12

4 Lecture: Preparing assets for integration. Different file types used for different media. Getting assets from the client. Preparing the final prototype and getting signoff from the client. Teams present final prototype to class. Teams report signoff by the client. 8 Out of Class Assignments: Students continue working as a team developing the prototype and assets. Project manager keeps track of the schedule and costs. Asset manager prepares report on assets for class. Creative director prepares report on design to the class. Producer meets with client for prototype signoff.

Weeks 13-14

4 Lecture: Prototype signoff reports given by the producer. Asset managers report progress. Creative directors describe new designs. Production problems are discussed. Advanced hardware and software tools are described. The alpha test. 8 Out of Class Assignments: Team members continue developing projects. Team prepares for next report. Producer keeps client abreast of any design issues or problems. Project manager keeps track of costs and timeline. Prepares team for next milestone and alpha testing.

Weeks 15-16

4 Lecture: The beta test: getting testers, preparing the test plan, and working with the client in the process. Getting the credits list and designing screen. Presenting the beta test plan to the class for critique. 8 Out of Class Assignments: Write the beta test plan. Prepare project for beta test distribution. Contact testers and deliver product and bug report forms. Collect bug reports and correct problems in the project. Producer gets client signoff for beta test version.

Weeks 17

2 Lecture: Developing the golden master. Presenting the golden master to the class. Final production problems and possible solutions. Totaling the costs and preparing the bill. Delivering the golden master to the client for signoff. 4 Out of Class Assignments: Teams prepare golden master. Producer presents it to the client for signoff. Producer hands the client the bill in Gavilan virtual dollars.

Weeks 18

2 Final Exam and product presentations. Product completion party.

STUDENT PERFORMANCE OBJECTIVES:

Weeks 1-2

Students will be able to explain what goes into developing a digital media or digital print project. They will be able to analyze a small project in order to construct a production schedule and know what software programs can be helpful. They can draw a small Gant chart. They will be able to assess their skills and decide what roles they can play as a team member. They can structure their job search or advanced education towards certain team players. They can explain the importance of project management.

Weeks 3-4

Students will be able to act as team members. Students can describe the importance of good client-producer relations. They will be able to work as a team and produce a project description.

Weeks 5-6

Students work as a team to formulate important documents for project production. They each will be able to function as key players (e.g., project manager, create director, producer in the development process.

Weeks 7-8

Students will be able to work in a team to generate a proposal, get it signed off, and describe different types of prototypes. They will be able to design as a team. They will be able to give and take in the decision process.

Weeks 9-10

Students again practice skills as production team players, switching roles as needed. They can explain the methods to get approval for asset use. They will be able to describe the steps needed to copyright their own team project.

Weeks 11-12

Students can apply methods for project refinement and creative team design. Students will be able to work with outside client in the process. Students can analyze project and determine needed file types for media integration.

Weeks 13-14

Students continue honing their skills in Digital Media project production. Students will be able to describe the strategy used for alpha testing. They can prepare the media to do alpha testing and present the alpha product to the client for signoff.

Weeks 15-16

Students will be able to describe working under pressure and strict deadlines. They will be able as a team to prepare a beta test procedure, distribute the beta version to testers and analyze bug reports in order to produce a bug free product ready for golden master.

Weeks 17

Students will be able to finalize a project for client signoff. They will be able to assess their roles in the final production process. They will be able to describe the importance of keeping their heads together as a team.

METHODS OF INSTRUCTION:

Lecture, examples of others work, field research, readings in professional journals, and performance.

METHODS OF EVALUATION:

The types of writing assignments required:

Written homework

The problem-solving assignments required:

Field work

Quizzes

The types of skill demonstrations required:

Class performance

Field work

Other: Team produced projects. Teamwork skills.

The types of objective examinations used in the course:

Multiple choice

True/false

Completion

Other category:

Students will evaluate their own projects and team members as listed in category 3 above.

The basis for assigning students grades in the course:

Writing assignments: 10% - 30%

Problem-solving demonstrations: 10% - 30%

Skill demonstrations: 50% - 70%

Objective examinations: 10% - 30%

Other methods of evaluation: 0% - 0%

REPRESENTATIVE TEXTBOOKS:

Handouts from the instructor.

Reading level of text: College grade.

Other Materials Required to be Purchased by the Student:

ZIP disk, CDR media

ARTICULATION and CERTIFICATE INFORMATION

Associate Degree:

GAV C1, effective 200170

CSU GE:

IGETC:

CSU TRANSFER:

Transferable CSU, effective 200170

UC TRANSFER:

Not Transferable

SUPPLEMENTAL DATA:

Basic Skills: N

Classification: I
Noncredit Category: Y
Cooperative Education:
Program Status: 1 Program Applicable
Special Class Status: N
CAN:
CAN Sequence:
CSU Crosswalk Course Department: ART
CSU Crosswalk Course Number: 114
Prior to College Level: Y
Non Credit Enhanced Funding: N
Funding Agency Code: Y
In-Service: N
Occupational Course: D
Maximum Hours:
Minimum Hours:
Course Control Number: CCC000357399
Sports/Physical Education Course: N
Taxonomy of Program: 103000