



IUPUI

**SCHOOL OF INFORMATICS
AND COMPUTING**

DEPARTMENT OF HUMAN-CENTERED COMPUTING
Indiana University–Purdue University
Indianapolis

**N420
Multimedia Project Development**

**Department of Human-Centered Computing
Indiana University School of Informatics and Computing, Indianapolis
Spring 2017**

Section No.: 23375 *Credit Hours:* 3
Time: Thursdays 3:00–5:40 pm
Location: IT 357, Informatics & Communications Technology Complex
535 West Michigan Street, Indianapolis, IN 46202 [\[map\]](#)
First Class: January 12th, 2017

Instructor: Zebulun M Wood, MS in Technology, Lecturer
Office Hours: by Appointment
Office: IT 463 Informatics & Communications Technology Complex
535 West Michigan Street, Indianapolis, IN 46202 [\[map\]](#)
Phone: (317) 278-4140 (Office),
Email: zwood@iupui.edu

Prerequisite: Junior standing and Newm-N399.

COURSE DESCRIPTION

Advanced course on project development from a production setting. Students will become conversant in the tools and techniques of project management, such as lead development, client development, pitch presentations, project pipeline, research and development, cost estimates, pre-production and prototyping, and finally team production with time, cost, and skill's inventory implemented.

Required Text(s): None

Additional Readings: (assigned along with biweekly case studies)

Teaching and Learning Methods

The course structure is composed of these parts:

- Lectures / Lab
 - This activity will be the majority of class time. It will include critical review of contemporary media planning as appropriate to class. Use of software packages to

implement concepts into practice for each team will be based on client's needs and individual student expertise in the context of the team project.

- Projects:
 - Weekly tasks will be assigned for each team member.
 - Students **MUST** have their work completed weekly for credit in this class. Weekly assignment sheets will be collected for use in assessing student work and will be primarily evaluated by peers in each team.

Learning Outcomes:

Upon completion of this course, the student will	*RBT	PUL	Assessment
1. Create simulated production materials that exhibit understanding, evaluation and application of knowledge towards a multimedia project's and client's unique needs	5,6	1A,2,3,4	Weekly Assignments, Milestones,
2. Define and evaluate a project by client's need, budget, and team.	4,5	2,3,4,5	Weekly Assignments
3. Analyze and evaluate case studies centered on media production and development.	4,5	1A,1C, 5,6	Weekly Assignments
4. Analyze and understand role in a team production centered on specific skill sets and research.	2,4	1A, 2,3,4,5	Weekly Assignments, Milestones, Final Presentation
5. Implement self-imposed deadlines and time management to fulfill final project expectations and budget considerations.	3,4	1A, 1C, 2,3,4	Weekly Assignments
6. Consider weekly, impact of role, document impact on project, critical communication of role with team.	4,5	1A,3,4,6	Weekly Assignments
7. Document assets, code, and media produced for project, weekly.	5,6	1A,1C, 3,	Weekly Assignments

*RBT: Revised Bloom's Taxonomy

Principles of Undergraduate Learning (PUL):

Learning outcomes are assessed in the following areas:

- | | |
|---|--------------------------|
| 1A. Core communication: written, oral and visual skills | <i>major emphasis</i> |
| 1B. Core communication: quantitative skills | |
| 1C. Core communication: information resources skills | <i>major emphasis</i> |
| 2. Critical thinking | <i>major emphasis</i> |
| 3. Integration and application of knowledge | <i>major emphasis</i> |
| 4. Intellectual depth, breadth, and adaptiveness | <i>major emphasis</i> |
| 5. Understanding society and culture | <i>moderate emphasis</i> |
| 6. Values and ethics | <i>minor emphasis</i> |

EXPECTATIONS, GUIDELINES, AND POLICIES

Attendance:

A basic requirement of this course is that you will participate in all class meetings, whether online or face-to-face, and conscientiously complete all required course activities and assignments. Class attendance is required for classroom-based courses. It entails being present and attentive for the entire class period. Attendance shall be taken in every class. If you do not sign the attendance sheet while in class, you shall be marked absent. Signing the attendance sheet for another student is prohibited. The instructor is required to submit to the Registrar a record of student attendance, and action shall be taken if the record conveys a trend of absenteeism.

Only the following are acceptable excuses for absences: death in the immediate family (e.g. mother, father, spouse, child, or sibling), hospitalization or serious illness; jury duty; court ordered summons; religious holiday; university/school coordinated athletic or scholastic activities; an unanticipated event that would cause attendance to result in substantial hardship to one's self or immediate family. Absences must be explained with the submission of appropriate documentation to the satisfaction of the instructor, who will decide whether missed work may be made up. Absences that do not satisfy the above criteria are considered unexcused. To protect your privacy, doctor's excuses should exclude the nature of the condition and focus instead on how the condition impacts your attendance and academic performance.

Missing class reduces your grade through the following grade reduction policy: You are allowed two excused or unexcused absences. Each additional absence, unless excused, results in a 5% reduction in your final course grade. More than six absences result in an F in the course. Missing class may also reduce your grade by eliminating opportunities for class participation. For all absences, the student is responsible for all covered materials and assignments.

Incomplete:

The instructor may assign an Incomplete (I) grade only if at least 75% of the required coursework has been completed at passing quality and holding you to previously established time limits would result in unjust hardship to you. All unfinished work must be completed by the date set by the instructor. Left unchanged, an Incomplete automatically becomes an F after one year. <http://registrar.iupui.edu/incomp.html>

Deliverables:

You are responsible for completing each deliverable (e.g., assignment, quiz) by its deadline and submitting it by the specified method. Deadlines are outlined in the syllabus or in supplementary documents accessible through Canvas. Should you miss a class, you are still responsible for completing the deliverable and for finding out what was covered in class, including any new or modified deliverable. In fairness to the instructor and students who completed their work on time, a grade on a deliverable shall be reduced 10%, if it is submitted late and a further 10% for each 24-hour period it is submitted after the deadline.

Exams/quizzes:

There are no exams or quizzes

Lab assignments:

Production milestones will deliver updates to clients based upon agreed dates with client. Labs will be used to produce and troubleshoot production and communication issues on the project and with the project stakeholders.

Class assignments:

Weekly Class assignments will revolve around media project simulation of securing and nurturing a clients' and teams' evolving needs over the life of a project: developing production pitches, prototypes, plans, and final execution of client accepted pitch by semesters' end. Each student/team member will be responsible for owning responsibility for regular and timely communication to team as well as timely production of assets for client.

Grading Information:**Weekly Assignments**

All assignments are to be delivered in a folder with your team name, class #, and week # titled, if the assignment is project based; project folders, and will be evaluated through Canvas within the week. Brief Journal/reflection is required for every team member.

Each weekly assignment is worth 50 points.

Weekly assignments will consist agreed to milestones that can consist of research, development, prototyping, pre-production or production. Every project is different, milestones will be identified with instructor, team members based on pitch after RFP.

Milestone # 1 is a preliminary presentation summarizing progress with client, production documentation, materials developed, and challenges identified. Worth 100 pts

Milestone # 2 is a secondary check and presentation summarizing progress with client, production documentation, materials developed, and challenges identified. Worth 100 pts

Milestone # 3 is a tertiary check presentation summarizing progress with client, production documentation, materials developed, and challenges identified Worth 100 pts

Final Project Milestone is a final assessment of your team's ability to understand and deliver the project promised to the client, document the successes and challenges encountered and present the final project worth 300 points.

- 100 points towards completion of originally pitched project
- 100 points towards Client Satisfaction
- 100 points given on peer assessment of each team member (50/50 each way)

- **Professionalism (100 pts)**

Professionalism is the highest quality a student of industry can gain and respect. We are all adults, the following are areas in which we will earn or lower your grade over the 11 weeks of class.

- Attitude (be excited)
- Tardiness
- Contributing and requesting of Critiques in class
- Deliverables (turning in what is asked for, the way its asked for)
- Effort
- Looking and smelling the part
- Presentation Quality
- Teamwork (Are you contributing effectively? Socially? On time?)
- Timeliness (time spent on projects versus peers)
- Time tracking (What are your services worth? How long are you taking?)

Tentative WEEKLY SCHEDULE

Week #1

Topic – Class and Student Introductions, Expectations, Project and Client

Assignment – Skills Inventory and Top (3) Project Selections

Lab – Case study, Client Development – Questions from RFP

Goals & Objectives – Identify Purpose, Challenges, Fears, and Potential of Client/Project Experience

Week #2

Topic – Developing Relationships, Understanding Stakeholders Needs

Lab – MOU, Cost Estimates, Bids, Educating Client on Process

Assignment – Document Templates, Produce Documents for Case #1

Goals & Objectives – Simulate client based in your area of expertise (act on both sides) create RFP as client, then create MOU, Proposal and cost estimate, rough pre-production materials.

Week #3

Topic – Review Questions Considerations on Case #1, Discuss how Client Communications are going, Magic of Bidding and Proposals

Lab – Team Assignments and initial Milestones for Proposal identified for Week #4 Review

Assignment – Create MOU, Proposal and Cost Estimate for Semester Client

Goals & Objectives – Develop trust with team, understanding of long term roles in production of project, identify holes in knowledge and bottle necks in production plan

Week #4

Topic – Visiting Professional Advice, Magic of Management and Communication

Lab – Review Project Documents, Plan for Milestone #1 Presentation

Assignment Milestone #1

Goals & Objectives – Continue progress with Client, team building based upon assignment completion and communication over week.

Week #5 – Milestone #1 Project Pitch and Proposal

Goals & Objectives – Student teams present project summary, and plan for production.

Week #6

Topic – Communication and Project Management Tools

Lab

Assignment – Upgrade your teams file and communication tools, agree and implement

Week #7 - Reveal Case #2

Topic –

Lab

Assignment

Goals & Objectives - Document Templates, Produce Documents for Case #2, continue pre-production and prototyping.

Goals & Objectives - Continue progress with Client, team building based upon assignment completion and communication over week.

Week #8 – Milestone 2

Goals & Objectives – Students teams present project updates, challenges, and successes with Clients

Week #9

Topic - Reveal Case #3

Lab

Assignment

Goals & Objectives - Continue progress with Client, team building based upon assignment completion and communication over week. Simulate client based in your area of expertise (act on both sides) create RFP as client, then create MOU, Proposal and cost estimate, rough pre-production materials.

Week #10 – Production WEEK

Topic – Review Case 3 questions, discuss projects, talk about contracting, and protecting yourself, Billing and WORTH

Goals & Objectives

Week #11 – Milestone #3

Goals & Objectives – Students teams present project updates, challenges, and successes solicit class feedback

Week #12 - Production WEEK

Topic – Discuss project progress, starting your own company, Steps

Goals & Objectives – Allow for progress and full weeks of production

Week #13 - Production WEEK

Topic – Discuss Project Progress, Team Building, Personality Management

Goals & Objectives - Allow for progress and full weeks of production

Week #14 – Milestone #4

Goals & Objectives – Students teams present project updates, challenges, and successes solicit class feedback

Week #15 Production WEEK

Goals & Objectives - Allow for progress and full weeks of production

Week #16

Topic – Final Presentations

Goals & Objectives – Review semester and client project, outcomes, successes, and failures.

Example:

Assignment #1	Project selection, skills inventory,	50
Assignment #2	Client Development Update	50
Assignment #3	Client Development Update	50
Milestone #1	Project Pitch and Proposal Presentation (class)	100
Assignment #5	Research and Production Update	50
Assignment #6	Research and Production Update	50

Milestone #2	Presentation and Project Updates (class)	100
Assignment #8	Research and Production Update	50
Assignment #8	Research and Production Update	50
Milestone #3	Presentation and Project Updates (class)	100
Assignment #10	Research and Production Update	50
Assignment #10	Research and Production Update	50
Milestone #4	Presentation and Project Updates (class)	100
FINAL	Final Presentation of Client Deliverable and Experience	300
Professionalism	Overall attendance, effort, communication	100

Grading Scale:

A+	97–100%	Professional level work, showing highest level of achievement
A	93–96.99%	Extraordinarily high achievement, quality of work; shows command of the subject matter
A–	90–92.99%	Excellent and thorough knowledge of the subject matter
B+	87–89.99%	Above average understanding of material and quality of work
B	83–86.99%	Mastery and fulfillment of all course requirements; good, acceptable work
B–	80–82.99%	Satisfactory quality of work
C+	77–79.99%	Modestly acceptable performance and quality of work
C	73–76.99%	Minimally acceptable performance and quality of work
C–	70–72.99%	Unacceptable work (Core course must be repeated for credit)
D+	67–69.99%	Unacceptable work (Course must be repeated for credit)
D	63–66.99%	Unacceptable work
D–	60–62.99%	Unacceptable work
F	Below 60	Unacceptable work

No credits are granted for a grade below C.

CODE OF CONDUCT

All students should aspire to the highest standards of academic integrity. Using another student's work on an assignment, cheating on a test, not quoting or citing references correctly, or any other form of dishonesty or plagiarism shall result in a grade of zero on the item and possibly an F in the course. Incidences of academic misconduct shall be

referred to the Department Chair and repeated violations shall result in dismissal from the program.

All students are responsible for reading, understanding, and applying the *Code of Student Rights, Responsibilities and Conduct* and in particular the section on academic misconduct. Refer to *The Code > Responsibilities > Academic Misconduct* at <http://www.indiana.edu/~code/>. All students must also successfully complete the Indiana University Department of Education “How to Recognize Plagiarism” Tutorial and Test. <https://www.indiana.edu/~istd> You must document the difference between your writing and that of others. Use quotation marks in addition to a citation, page number, and reference whenever writing someone else’s words (e.g., following the *Publication Manual of the American Psychological Association*). To detect plagiarism instructors apply a range of methods, including Turnitin.com. <http://www.ulib.iupui.edu/libinfo/turnitin>

Academic Misconduct:

1. **Cheating:** Cheating is considered to be an attempt to use or provide unauthorized assistance, materials, information, or study aids in any form and in any academic exercise or environment.
 - a. A student must not use external assistance on any “in-class” or “take-home” examination, unless the instructor specifically has authorized external assistance. This prohibition includes, but is not limited to, the use of tutors, books, notes, calculators, computers, and wireless communication devices.
 - b. A student must not use another person as a substitute in the taking of an examination or quiz, nor allow other persons to conduct research or to prepare work, without advanced authorization from the instructor to whom the work is being submitted.
 - c. A student must not use materials from a commercial term paper company, files of papers prepared by other persons, or submit documents found on the Internet.
 - d. A student must not collaborate with other persons on a particular project and submit a copy of a written report that is represented explicitly or implicitly as the student’s individual work.
 - e. A student must not use any unauthorized assistance in a laboratory, at a computer terminal, or on fieldwork.
 - f. A student must not steal examinations or other course materials, including but not limited to, physical copies and photographic or electronic images.
 - g. A student must not submit substantial portions of the same academic work for credit or honors more than once without permission of the instructor or program to whom the work is being submitted.
 - h. A student must not, without authorization, alter a grade or score in any way, nor alter answers on a returned exam or assignment for credit.
2. **Fabrication:** A student must not falsify or invent any information or data in an academic exercise including, but not limited to, records or reports, laboratory results, and citation to the sources of information.
3. **Plagiarism:** Plagiarism is defined as presenting someone else’s work, including the work of other students, as one’s own. Any ideas or materials taken from another source

for either written or oral use must be fully acknowledged, unless the information is common knowledge. What is considered “common knowledge” may differ from course to course.

- a. A student must not adopt or reproduce ideas, opinions, theories, formulas, graphics, or pictures of another person without acknowledgment.
- b. A student must give credit to the originality of others and acknowledge indebtedness whenever:
 1. directly quoting another person’s actual words, whether oral or written;
 2. using another person’s ideas, opinions, or theories;
 3. paraphrasing the words, ideas, opinions, or theories of others, whether oral or written;
 4. borrowing facts, statistics, or illustrative material; or
 5. offering materials assembled or collected by others in the form of projects or collections without acknowledgment
4. **Interference:** A student must not steal, change, destroy, or impede another student’s work, nor should the student unjustly attempt, through a bribe, a promise of favors or threats, to affect any student’s grade or the evaluation of academic performance. Impeding another student’s work includes, but is not limited to, the theft, defacement, or mutilation of resources so as to deprive others of the information they contain.
5. **Violation of Course Rules:** A student must not violate course rules established by a department, the course syllabus, verbal or written instructions, or the course materials that are rationally related to the content of the course or to the enhancement of the learning process in the course.
6. **Facilitating Academic Dishonesty:** A student must not intentionally or knowingly help or attempt to help another student to commit an act of academic misconduct, nor allow another student to use his or her work or resources to commit an act of misconduct.

OTHER POLICIES

1. **Administrative withdrawal:** Students must participate in all class discussions and conscientiously complete all required course activities and/or assignments. If a student is unable to attend, participate in, or complete an assignment on time, the student must inform the instructor. If a student misses more than half of the required activities within the first 25% of the course without contacting the instructor, the student may be administratively withdrawn from this course. Administrative withdrawal may have academic, financial, and financial aid implications. Administrative withdrawal occurs after the full refund period, and a student who has been administratively withdrawn is ineligible for a tuition refund.
2. **Civility:** To maintain an effective and inclusive learning environment, it is important to be an attentive and respectful participant in lectures, discussions, group work, and other classroom exercises. Thus, unnecessary disruptions should be avoided, such as ringing cell phones, engagement in private conversations, and other unrelated activities. Cell phones, media players, or any noisy devices should be turned off during a class. Texting, web surfing, and posting to social media are generally not permitted. Laptop

use may be permitted if it is used for taking notes or conducting class activities. Students should check with the instructor about permissible devices in class. IUPUI nurtures and promotes “a campus climate that seeks, values, and cultivates diversity in all of its forms and that provides conditions necessary for all campus community members to feel welcomed, supported, included, and valued” (IUPUI Strategic Initiative 9). IUPUI prohibits “discrimination against anyone for reasons of race, color, religion, national origin, sex, sexual orientation, marital status, age, disability, or veteran status” (Office of Equal Opportunity). Profanity or derogatory comments about the instructor, fellow students, invited speakers or other classroom visitors, or any members of the campus community shall not be tolerated. A violation of this rule shall result in a warning and, if the offense continues, possible disciplinary action.

3. **Communication:** For classroom-based courses, the instructor or teaching assistant should respond to emails by the end of the next class or, for online courses, within two Indiana University working days, which excludes weekends and holidays. The instructor should provide weekly office hours or accept appointments for face-to-face, telephone, or teleconferenced meetings, and announce periods of extended absence in advance.
4. **Counseling and Psychological Services (CAPS):** Students seeking counseling or other psychological services should contact the CAPS office at 274-2548 or capsindy@iupui.edu. For more information visit <http://life.iupui.edu/caps/>.
5. **Course evaluations:** Course evaluations provide vital information for improving the quality of courses and programs. Students are urged to complete one course and instructor evaluation for each section in which they are enrolled at the School of Informatics and Computing with the following exceptions: (a) The student has withdrawn from the course; (b) fewer than five students are enrolled in the section (in which case maintaining anonymity is difficult); and (c) the section is a laboratory that must be taken with a course having a different section number. Course evaluations are completed at <https://soic.iupui.edu/app/course-eval/>. Course evaluations are typically open from the eleventh week. Course evaluations are anonymous, which means that no one can view the name of the student completing the evaluation. In addition, no one can view the evaluation itself until after the instructor has submitted the final grades. In small sections, demographic information should be left blank, if it could be used to identify the student.
6. **Disabilities policy:** All qualified students enrolled in this course are entitled to reasonable accommodations for a disability. Notify the instructor during the first week of class of accommodations needed. Students requiring accommodations register with Adaptive Educational Services (AES) and complete the appropriate AES-issued before receiving accommodations. The AES office is located at UC 100, Taylor Hall (Email: aes@iupui.edu, Tel. 317 274-3241). For more information visit <http://aes.iupui.edu>.
7. **Email:** Indiana University uses your IU email account as an official means of communication, and students should check it daily. Although you may have your IU email forwarded to an outside email account, please email faculty and staff from your IU email account.
8. **Emergency preparedness:** Know what to do in an emergency so that you can protect

yourself and others. For more information, visit the emergency management website at <http://protect.iu.edu/emergency>.

9. **IUPUI course policies:** A number of campus policies governing IUPUI courses may be found at the following link: http://registrar.iupui.edu/course_policies.html
10. **No class attendance without enrollment.** Only those who are officially enrolled in this course may attend class unless enrolled as an auditor or making up an Incomplete by prior arrangement with the instructor. This policy does not apply to those assisting a student with a documented disability, serving in an instructional role, or administrative personnel. <http://registrar.iupui.edu/official-enrollment-class-attendance.html> Children may *not* attend class with their parents, guardians, or childcare providers.
11. **Religious holidays:** Students seeking accommodation for religious observances must submit a request form to the course instructor by the end of the second week of the semester. For information visit <http://registrar.iupui.edu/religious.html>.
12. **Right to revise:** The instructor reserves the right to make changes to this syllabus as necessary and, in such an event, will notify students of the changes immediately.
13. **Sexual misconduct:** IU does not tolerate sexual harassment or violence. For more information and resources, visit <http://stopsexualviolence.iu.edu/>.
14. **Student advocate:** The Student Advocate assists students with personal, financial, and academic issues. The Student Advocate is in the Campus Center, Suite 350, and may also be contacted at 317 274-4431 or studvoc@iupui.edu. For more information visit <http://studentaffairs.iupui.edu/advocate>.

MISSION STATEMENT

The Mission of IUPUI is to provide for its constituent's excellence in

- Teaching and Learning;
- Research, Scholarship, and Creative Activity; and
- Civic Engagement.

With each of these core activities characterized by

- Collaboration within and across disciplines and with the community;
- A commitment to ensuring diversity; and
- Pursuit of best practices.

IUPUI's mission is derived from and aligned with the principal components—Communities of Learning, Responsibilities of Excellence, Accountability and Best Practices—of Indiana University's Strategic Directions Charter.

STATEMENT OF VALUES

IUPUI values the commitment of students to learning; of faculty to the highest standards of teaching, scholarship, and service; and of staff to the highest standards of service. IUPUI recognizes students as partners in learning. IUPUI values the opportunities afforded by its location in Indiana's capital city and is committed to serving the needs of its community. Thus, IUPUI students, faculty, and staff are involved in the community, both to provide educational programs and patient care and to apply learning to community needs through

service. As a leader in fostering collaborative relationships, IUPUI values collegiality, cooperation, creativity, innovation, and entrepreneurship as well as honesty, integrity, and support for open inquiry and dissemination of findings. IUPUI is committed to the personal and professional development of its students, faculty, and staff and to continuous improvement of its programs and services.