



IUPUI

**SCHOOL OF INFORMATICS
AND COMPUTING**

DEPARTMENT OF HUMAN-CENTERED COMPUTING

Indiana University-Purdue University
Indianapolis

NEWM N501

**Foundations of Digital Media Production –
Pathways to the Digital Media Industry**

Department of Human-Centered Computing
Indiana University School of Informatics and Computing, Indianapolis
Fall 2018

Section No.: XXXX

Credit Hours: 3

Time: 6:00pm -8:40pm

Location: IT 270, Informatics & Communications Technology Complex
535 West Michigan Street, Indianapolis, IN 46202 [\[map\]](#)

First Class:

Website: <https://canvas.iu.edu/>

Instructor: Christy Gormal, Media Arts and Science program

Office Hours: By appointment only

Office: IT 270, 535 W. Michigan Street, Indianapolis, IN 46202 [\[map\]](#)

Phone: (317) 702-5440

Email: cmineo@iupui.edu, preferred cgormal@matchbookcreative.com

Website: <https://soic.iupui.edu/people/christina-gormal/>

Prerequisites: None

COURSE DESCRIPTION

Pathways to the Industry is a course designed to give you hands on experience with a professional working environment as it relates to high-level, business-minded thinking. From budgeting and timeline development to production and project delivery, this course will help you acquire a working knowledge of the principles and best practices to meet the ever-changing needs of your future career, marketplace and customers.

Required Readings (Sample list):

Project Planning and Scheduling (supplied chapters)

By Gregory T. Haugan, Gregory T. Haugan PhD, PMP

Handbook of Budgeting (supplied chapters)

edited by William R. Lalli

Profitability Made Easy (white paper)

Common Mistakes & Best Practices for Estimates, Rates, Retainers & KPIs

Project Management Checklist (white paper)

For the Modern Business

How to Meet Customer Expectations (blog)

By Stuart Rance | December 13, 2016 in Service Desk

Effective Presentation Skills: A Practical Guide to Better Speaking, Third Edition (supplied chapters)

By: Steve Mandel

Roles and Responsibilities (supplied exercise)

The playbook

Teaching and Learning Methods

- Develop a working approach to an assigned client project
- Develop an estimate and working budget with profitability considerations
- Create a project timeline to meet your clients intended needs
- Assign roles and responsibilities to mock team members
- See the project from start to finish
- Present your final project and share your path to successful completion

Course Objectives:

- Engage in high-level analytical and conceptual thinking
- Demonstrate the ability to plan, execute and deliver a project
- Create an effective way to communicate with clients and team members
- Understand how process and practice affects probability
- Develop a path that includes big picture thinking
- Prepare a successful path for the transition into your professional journey

Core Competencies:

The core competencies of this course include:

- Demonstrate the ability to think analytically
- Demonstrate proven project management skills
- Demonstrate the understanding of principles and best business practice

Learning Outcomes:

Upon completion of this course, the student will	RBT*	PGPL	Assessment
1. Engage in high-level analytical and conceptual thinking	5. Evaluate 6. Create	K&S CT EC	Project and Presentation
2. Examine published literature	5. Evaluate	CT	Literature Review
3. Observe examples of process and practice as it relates to a professional workflow and business environment	5. Evaluate	K&S CT	Identify, Determine, and Plan Designs using a Backwards Design Model
4. Engage in hands-on activities relatable to “real-world” projects	5. Evaluate	CT K&S	Demonstrate the ability to put learned methods into action
5. Present	4. Analyze 5. Evaluate	K&S CT EC	Project and Evaluation

*RBT: Revised Bloom’s Taxonomy

Principles of Graduate and Professional Learning (PGPL)

Learning outcomes are assessed in the following areas:

1. Knowledge and skills mastery (K&S)
2. Critical thinking and good judgment (CT)
3. Effective communication (EC)
4. Ethical behavior (EB)

Grade Breakdown:

Attendance	40 points
Participation: Class Discussions	20 points
Assignments (5)	250 points
Presentation	125 points
Book Report	100 points
Evaluation	25 points
<i>Total Possible:</i>	<i>560 points</i>

Grading Scale:

A = 520 – 560	Excellent or very good achievement and quality of work
B = 465 – 519	Satisfactory achievement and quality of work
F = 0 – 464	Failure

Credit will not be given toward major, minor, or certificate requirements with a grade below B–

COURSE INFORMATION

This course explores a variety of industry topics, including

- Research and Discovery
- Plan Development
- Budgeting and Profitability
- Timelines
- Client Relations
- Quality Control
- Presentation

Weekly Schedule (Subject to Change)

Date	Class Topic	Reading Assignments/Lecture Handouts
Week 1 8-21	<ul style="list-style-type: none"> • Student/Instructor introductions • Class introduction and course management • Syllabus • Student Reviews: Identify Areas of Specialization for Semester Long Project Activity • Brainstorm Session 	
Week 2 8-28	<ul style="list-style-type: none"> • Lecture: Introduction to Discovery and Project Planning • Client Discovery Questionnaire • Lab 	<ul style="list-style-type: none"> • Read 1: Project Planning and Scheduling (Supplied Chapters)
Week 3 9-4	<ul style="list-style-type: none"> • Class Discussion (reading assignment) • Lecture: Plan Development • Lecture: Objectives and Expectations • Presentation (Assignment 1 Due – Discovery) 	<ul style="list-style-type: none"> • Read 2: How to Meet Customer Expectations (Supplied Chapters) • Read 3: Roles & Responsibilities (The playbook)
Week 4 9-11	<ul style="list-style-type: none"> • Class Discussion • Lecture: Budgeting, Estimating, and Profitability • Presentation (Assignment 2 Due – Project Plan) 	<ul style="list-style-type: none"> • Read 4: Handbook of Budgeting (Supplied Chapters) • Read 5: Profitability (movie)
Week 5 9-18	<ul style="list-style-type: none"> • Class Discussion • Lecture: Timelines 	<ul style="list-style-type: none"> • Read 6: Project Timelines
Week 6 9-25	<ul style="list-style-type: none"> • Class Discussion • Lecture: Client Communication • Presentation (Assignment 3 Due – Budget Creation and Timelines) • Lab 	<ul style="list-style-type: none"> • Read 7: 10 Tips for Effective Communication with Clients
Week 7 10-2	<ul style="list-style-type: none"> • Email to Instructor using effective communication (Send your budget and timeline and ask for a time to meet during the next class) 	

	<ul style="list-style-type: none"> • Digital Lecture: Challenge and Resolution • Continue to work on your projects (Students will work independent of instructor) 	
Week 8 10-9	<ul style="list-style-type: none"> • (Assignment 4 Due – Review 1 (Client/Instructor Project Reviews)) • Lab/Work Day • Guest Speaker or Client Consult 	
Week 9 10-16	<ul style="list-style-type: none"> • Lab/Work Day (Students will work independent of instructor) 	
Week 10 10-23	<ul style="list-style-type: none"> • Lab/Work Day (Students will work independent of instructor) 	
Week 11 10-30	<ul style="list-style-type: none"> • (Assignment 5 Due – Review 2 (Client/Instructor Project Reviews)) • Lab/Work Day • Guest Speaker or Client Consult 	
Week 12 11-6	<ul style="list-style-type: none"> • Lab/Work Day (Students will work independent of instructor) 	
Week 13 11-13	<ul style="list-style-type: none"> • Lab/Work Day (Students will work independent of instructor) 	
Week 14 11-20	<ul style="list-style-type: none"> • Lecture: Effective Presentations • Research Paper Discussion • Lab/Work Day 	<ul style="list-style-type: none"> • Read 8: Effective Presentation Skills: A Practical Guide to Better Speaking, Third Edition
Week 15 11-27	<ul style="list-style-type: none"> • Lab/Work Day (Students will work independent of instructor) 	
Week 16 12-4	<ul style="list-style-type: none"> • Research Papers Due (email to instructor) • Lab/Work Day (Students will work independent of instructor) 	
12/11	<ul style="list-style-type: none"> • Presentation/Evaluations • Guest Evaluator Introductions 	

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 four 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.

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:** ^[SEP]Cheating is 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:^{[[]]}_{SEP}
 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:**^{[[]]}_{SEP} 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 to deprive others of the information they contain.
5. **Violation of Course Rules:**^{[[]]}_{SEP} 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:**^{[[]]}_{SEP} 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:** Several 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 constituents 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.