

# IMD 485

## Course Syllabus

**Course Title:** Senior Project: Production  
**Course Code:** IMD 485  
**Course Prerequisites:** IMD 465: Senior Project Research

### **Course Description:**

This course is a continuation of Senior Project Design. Students prepare, present, and defend a project suitable for professional utilization. The course emphasizes production values, technical sophistication, quality assurance, evaluation of the effectiveness of the project, conceptual thinking, critical analysis, written communication, and presentation skills

### **Course Competencies:**

1. Plan, write, and present a proposal for a project and have it approved
  - a. Develop a comprehensive project plan and timeline to include resources and components necessary for completion within appropriate constraints
2. Conduct necessary research for project
3. Produce projects as delineated in project plans
4. Manage the production and completion of an interactive design project
5. Defend projects to industry professionals (e.g. faculty)
  - a. Use structured experiences to practice asking questions and giving answers in a small group setting
  - b. Organize, analyze, and present conclusions
  - c. Adapt message and delivery techniques to audience
  - d. Master the steps in developing an oral presentation
  - e. Demonstrate a finished and working multimedia project on a platform of choice to a panel of instructors and/or professionals

Credit Value: 4.0

Course Length: 10 Weeks

Contact Hours: 60 hours

Session/Year: Winter 2010

Meeting time: Wednesdays, 6:00pm – 9:40pm

Location: Lab 1021

### **Grading:**

You need to filled out and sign the student information form. Grading details for all assignments, critiques, test and projects will be listed on this form

**PLEASE READ ALL THE GRADING INFORMATION (from the student information sheet) AND ASSIGNMENT AND PROJECT**

REQUIREMENTS (from the class packets and handouts) CAREFULLY

You will be graded according to these requirements

In order to receive the final grade for the final web site you must show progress on a weekly basis. You must show work during all critiques and evaluations. Although you are expected to work on your projects outside of class, you must show that you are working on these project during each class. If completed work is handed-in without meeting these criteria, the student will receive an F for the work. Attendance and Tardiness will be taken into consideration when the final grade is calculated.

**Grading Scale:**

A 100 to 92

A- 91.9 to 90

B+ 89.9 to 88

B 87.9 to 82

B- 81.9 to 80

C+ 79.9 to 78

C 77.9 to 72

C- 71.9 to 70

D+ 69.9 to 67

D 66.9 to 60

F 59.9 and below

**Attendance** in this class is required. You are expected to come to class prepared, arrive on-time, submit your homework when expected, and stay for the entire class. The WDIM department has adopted a new attendance policy beginning in Fall 2008. For all of your IMD courses, instead of being withdrawn from a course for exceeding the allowed number of absences, your FINAL COURSE GRADE will be reduced each time you are tardy or absent from a class.

Each time you are 1 (minute) or more minutes late to class (tardy), you will lose 1 (one) percent from your grade. Each time you are absent from class, you will lose 3 (three) percent from your grade. In example, if you are tardy to class 3 times and absent twice, you will lose at total of  $(3 * 1) + (2 * 3) = 9$  points from your final

course grade. If you had a 95% (A), this would reduce your grade to a 86% (B).

Tardy = 1 (one) minutes or more late to class; 1 point (1%) deduction

Absent = Missing more than 1 (one) hour of the class; 3 point (3%) deduction

In the event that a faculty member is absent, students should wait 15 minutes. Students should then circulate an attendance sheet and designate one of their members to deliver the sheet to the Academic Affairs office for placement in the faculty member's mailbox. Students are expected to stay for the entire class period and work on their

process book/ project. Students that leave class before the end of the class period will be marked absent

**Student Handbook 2010-2011, page 39:**

"Students are expected to attend all regularly scheduled classes, including the first class of the quarter. Students may drop or add classes during the first week of the quarter. Students who do not attend any classes during the drop/add period will be removed from the courses. A student who misses 7 total consecutive days of classes, or 20 total calendar days from the date of last attendance, will be terminated from the school. Attendance data are available for review through the office of the registrar or through the office of academic affairs."

**Academic Dishonesty**

The Art Institute of Washington defines an act of academic dishonesty as any attempt to take the work of someone else and submit it as one's own. If you are suspected of plagiarism of any kind your instructor reserves the right to fail you for the assignment or the course.

Academic dishonesty includes, but is not limited to, the following:

1. Cheating;
2. Plagiarism;
3. Submission of the same work in two or more classes without prior approval of the faculty members of the classes involved;
4. Submission of any work (full or partial) not actually produced by the student.
5. Submission of any work without clear acknowledgement (reference/credit) of the original author or creator of the work.
6. You must use MLA documentation for any and all materials used that were obtained from another source.

There are strict limitations on materials used from another source. Details of these limitations are provided in the Project handouts.

Students may appeal in writing to the Dean of Academic Affairs. Please refer to page 39 of the New Student

Handbook for the complete Academic Dishonesty policy.

**Class Polices**

Students are expected to act in a professional manner in all class situations. They are expected to treat

other classmates and the instructor with respect, and to offer and take constructive criticism.

During class students are expected to be working on the projects for this class. If a students is found to be either working on a project that is not part of this class requirements or surfing the web they will be marked absent.

Devices such as phones, headphones, calculators, beeping watches, etc. are not to be used during class time. There will be no exceptions.

ANYONE WEARING HEADPHONES ETC. WILL BE MARKED ABSENT

Written assignments and projects must be typed and should not contain any spelling or grammar errors.

No handwritten assignments or projects will be accepted

### **Saving Work:**

Students are responsible for all of their work. Make at least two copies of your work and save it on two separate disks. Even if your work is erased from the school computers or becomes corrupted or lost you are still responsible for turning projects in on time.

Any work left on the school computers cannot be considered safe.

Work is more likely to become corrupted or lost when you are working between Macs and PCs.

Do not work from a disc, drive etc. Save your work to the desktop then copy the work to the disc or drive after you have completed the work.

Password: Students are required to have the password for their school email and server space by the second week of class.

Burning CDs: When burning rewritable CDs (CD-RW) you must stay within one platform.

You cannot burn a disc on a PC then burn more data to the same CD on a Mac.

You will lose all previous data and can corrupt the new data.

Create all your web files using the eight and three naming convention. No more than eight letters or numbers for

the name and a three letter extension. Use htm not html. You cannot use any symbols or gaps within the name.

You must use this naming convention for all your web files, pages, images and pdf files in order for your site to

work cross platform from a CD.

Websites burned to a CD on a PC will not work correctly on a Mac. Unless you used the ISO9660 convention for naming files.

Extensions: To avoid errors when saving files you need to turn the extensions on when using a PC: PC WINDOW>MENU>TOOL>FOLDER OPTION>VIEW>unselect hide file extensions for known file types.

### **Student Evaluation:**

The purpose of this class is to produce the pre-production work necessary for your senior project along with a working demo or prototype of the project. Your grade is based on the completion of your process book components, the

completed process book, project presentations and final professional presentation, class participation.

### 11<sup>th</sup> Week Classes

Students are expected to attend any scheduled 11<sup>th</sup> week classes – Students will fail the course if they do not attend scheduled 11<sup>th</sup> week classes

Students are expected to meet the requirements laid-out in the class packet which includes:

Proposal

Process Book Overview

Competitive Analysis

Creative Brief

Structure

Wire-frames, Navigation Map, Story-Boards, FlowChart

Marketing

Promotion and Search Engine Optimization

Evaluation

Final Presentations