

The Art Institute of Atlanta

IMD 485 Senior Project Production

Section A Summer 2005
Course Outline

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Please note: The contents of this course outline may be revised by the instructor during the quarter. The changes may be made to improve and facilitate the students' achievement of the competencies for the course.

The Art Institute of Atlanta
IMD 485 Senior Project Production

Section A
Course Outline, Summer 2005

COURSE DESCRIPTION

This course is a continuation of IMD 465 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 product, conceptual thinking, critical analysis, written communication, and presentation skills.

Credits

4 Credits, 4 Hours

Prerequisite

IMD465 Senior Project Design

OBJECTIVES

Upon completion of this course, you should be able to:

- Track the activities planned for the project and ensure that the project stays on schedule
- Execute the project using creative problem solving, research and systematic implementation
- Maintain the necessary documentation required to implement the project
- Carry out effective quality assurance at various stages of the project
- Plan and carry out the evaluation that establishes current and potential success of the project
- Present the completed project, the process, issues faced during the execution and their resolution, evidence of success and so on.
- Demonstrate mastery over the concept, planning, implementation, technology, marketing, future updates and so on of the project

COURSE INFORMATION

Textbook

<None>

Supplemental Materials

Back-up storage, CDs, print supplies
Must have a web account (server space) to upload projects

Technology

Mac and/or PC computer, Internet connectivity, Scanner, Printer and other technologies as required by your project

Adobe Acrobat 6, Adobe PhotoshopCS, Adobe Premiere 6.5, Adobe Illustrator CS, Macromedia Fireworks MX 2004, Macromedia Dreamweaver MX 2004, Macromedia Flash MX 2004, Browsers, FTP applications, and other software applications as required by your project

Course Online

<http://www.classbot.com/>

Room/time

	Day/Time	Room
Lab:	Tue 2 – 5:40 pm	216

Instructor

Name:	Aarron Walter
Phone:	770-689-5006
Email:	aarron@classbot.com
Office hours:	Wednesday 12 - 2 PM Thursdays, 5 - 6 PM Or By Appointment Room 217

COURSE GRADING

The final grade will be based on the following scheduled activities:

Activity / Assignment	Title	Points	%
Assignment 1	Jump page	50	5
Assignment 2	Project concept, prototype & completion plan	100	10
Assignment 3	Evaluation and quality assurance plans	50	5
Assignment 4	Weekly status reports (weeks 3 – 7)	50	5
Assignment 5	Beta version 1 (75-80% complete)	50	5
Assignment 6	Product evaluation	200	20
Assignment 7	Beta version 2 (100% complete)	100	10
Assignment 8	Project presentation	200	20
Assignment 9	Project report	200	20

Grading Scale

%	Grade	%	Grade	%	Grade	%	Grade	%	Grade
96-100	A	88-90	B+	78-80	C+	66-70	D+	=< 60	F
91-95	A-	84-87	B	74-77	C	61-65	D		
		81-83	B-	71-73	C-				

Web Server

Please note that all your assignments need to be submitted online. Please remember that servers can go down. If your primary server goes down, please upload your work to a backup server (you could use one of the free web hosting services for this).

Late Assignments

If an assignment cannot be accessed online on the due date, it will not be graded (resulting in a 0 for the assignment). If an assignment is not received on time, it cannot be resubmitted.

Grading Policy

Please note that per the department policy, in order to take the portfolio class and graduate, all students in the Interactive Media Design program need to have a grade of D or higher in all core courses (courses beginning with IMD).

Success in this Course

It is possible that you are a bit apprehensive about what awaits you in this class. The best way to address that apprehension is by directing your attention to the purpose of this class. Senior Project Production has been designed to help you explore your professional strengths and complete the implementation of the project you conceptualized

in IMD 465. This project should demonstrate an ability to conceptualize an original and sophisticated communication and technical solution, clear appreciation for project planning and execution, awareness of production requirements and realities, ability to communicate the concept, the research, the solution and the project plan to a group of professionals, and the ability to prepare and present professional project proposal documentation.

Please take the initiative to meet your course instructor as well as your faculty advisor to discuss your progress, get feedback on your work and seek suggestions on how to succeed. The discussion groups set up on www.classbot.com can help you reach a wider audience and get varied comments on your work.

We hope that the students in the class will support each other by providing feedback, comments and suggestions.

If your attitude in this course is “tell me what to do and I will do the minimum possible to get by”, you are most likely to fail. If your attitude is “I am up to facing a challenge and will take the initiative to get feedback, carry out research and find a solution”, you will surely succeed. The important thing is to set your own parameters for quality and then present work that meets these standards. The higher you set your own standards, the greater the likelihood of success at the end.

AIA ATTENDANCE POLICY

It is the goal of this policy to improve the academic performance of students in the classroom by stressing the importance of course attendance and reinforcing the work-ready expectations of employers for employee attendance.

Students should be prepared to start the quarter the first day of classes and to drop/add courses early in the first week of the quarter to minimize absences.

The following attendance requirements are in addition to and amend those currently published in the AIA Student Handbook and Daily Planner.

Course Attendance Policy

- Students are required to attend all class meetings, to arrive on time, and to stay for the full duration of the class.
- Students arriving 20 minutes after the start of each class will be marked absent. Students who leave class before the class is over and without the approval of the instructor will be marked absent.
- Students who accumulate more than three absences may be dropped from the course and a grade of “FS,” Fail/Suspension, will be recorded for the course. Students who are suspended receive no refund for the course.

There are no excused absences. Students may verify their attendance with the instructor of the course. In the event a student is suspended from a course and believes an error in recording attendance has been made, he or she should first contact the instructor.

Attendance Appeals Process

Students may appeal a course suspension. Such appeals must be made in writing to the Registrar. Appeals will only be considered when the absences were beyond the control of the student and **all** absences are fully documented.

ACADEMIC HONESTY

As a member of the academic community, students are expected to recognize and uphold standards of intellectual and academic integrity. Under all circumstances, students are expected to be honest in their dealings with faculty, administrative staff, and fellow students. In speaking with any member of the college community, students must give an accurate representation of the facts at hand. Students are required to refrain from any and all forms of dishonorable or unethical conduct related to academic work. In class assignments, students must submit work that fairly and accurately reflects their level of accomplishment. Any work that is not the product of the student’s own efforts is considered dishonest. Engaging in academic dishonesty can have serious consequences for the students. Academic dishonesty includes, but is not limited to, the following:

- Cheating
- Plagiarism

- Submission of the same work in two or more classes without prior approval of the faculty members of the classes involved.
- Submission of any work (full or partial) not actually produced by the student.
- Submission of any work without clear acknowledgement (reference/credit) of the original author or creator of work.

Students proven to have been dishonest in submitting or presenting their work in this class will receive the F (fail) grade for the class. Record of this incident will also be kept in the student's file. If such an incidence occurs and you would like to file a written appeal, you may do so with the academic director of the department.

DISCLAIMER

All work designed and developed in this class should carry the following statement (typically displayed at the bottom of the page):

This interactive media project was created by students for educational purposes at The Art Institute of Atlanta and is in no way intended for commercial gain or as a source of public information.

SCHEDULE

Date		Assignments Due	Topic/Activity
July 12 (wk 1)	Class		Introductions Review of syllabus Jump page expectations Presentation of project concept and prototype
July 19 (wk 2)	Class	Assignment 1. Jump page Assignment 2. Project concept, prototype & completion plan	Discussion of the completion plan
July 26 (wk 3)	Class	Assignment 3. Evaluation and quality assurance plans	Discussion of evaluation and quality assurance plans Presentation of the alpha version 1
Aug 2 (wk 4)	Class	Assignment 4a. Week 3 status report	NO CLASS: ADMINISTRATIVE DAY Meeting with faculty advisor this week
Aug 9 (wk 5)	Class	Assignment 5. Beta version 1 Assignment 4b. Week 4 status report	Presentation of Beta Version 1
Aug 16 (wk 6)	Class	Assignment 4c. Week 5 status report	Meeting with faculty advisor
Aug 23 (wk 7)	Class	Assignment 6. Product evaluation Assignment 7. Beta version 2 Assignment 4d. Week 6 status report	Presentation of Beta version 2
Aug 30 (wk 8)	Class	Assignment 4e. Week 7 status report	Dry run
Sept 6 (wk 9)	Class	Assignment 8. Project Presentation	Project presentation to expert panel
Sept 13 (wk 10)	Class	Assignment 9. Project report	

ASSIGNMENTS

Assignment 1. Jump Page

The jump page is your personal web based portal for this class. It needs to have the following components:

- Number, name and section of the course
- Quarter (Summer 2005)
- Your name
- Link to your email address
- Links to each of the deliverables (with date on which the item is due and is uploaded)
- Branding for your project

Email the URL of your jump page to the instructor and post it in the Class Bot drop box.

All assignments need to be **presented online** (PDF or HTML, not Word files) in a **new window**.

Make sure all assignments (deliverables) have the following:

- Your name
- Name of the project
- Date
- Assignment number and name
- Appropriate <title> information (for HTML files)

Marking Criteria

Total Points: /50

- Inclusion of all requirements (30)
- Branding and design (20)

Assignment 2. Project Concept, Prototype & Completion Plan

Write a brief report on the project concept (maximum of four pages). Present the prototype (online or on a CD). Prepare a schedule for completion of the project (the product needs to be complete by week 7). The schedule should identify the deliverables, a brief description, list of required resources, and the completion date for each deliverable. Prepare a Gantt chart for the schedule.

Marking Criteria

Total Points: /100

- Clarity and presentation of the project concept (30)
- Completeness of the prototype (30)
- Schedule (40)

Assignment 3. Evaluation and Quality Assurance Plan

Prepare a plan outlining your approach to evaluating the product and carrying out quality assurance (QA).

Typically, product evaluation would include usability, accessibility and heuristics evaluation. Include the process of evaluation and also the tools you plan to use. The evaluation tools may include a usability activity list, interview schedule, observation schedule, URL for submitting your website for code evaluation, heuristics list, names of experts who have agreed to be the evaluators and so on.

You could also include long-term plans such as tracking and analyzing traffic to a web site or change in test scores.

The QA plan should include your strategy for testing the language, spelling, layout, code, consistency, etc.

Marking Criteria

Total Points: /50

- Evaluation plan (25)
- Quality assurance plan (25)

Assignment 4. Weekly Status Reports

4a. Status report week 3 (10 points)

- Activities and milestones status (as per the completion plan)
- Specific issues, challenges and achievement for this week
- Modifications in the plan (if any) and an explanation of the reasons

4b. Status report week 4 (10 points)

- Activities and milestones status (as per the completion plan)
- Specific issues, challenges and achievement for this week
- Modifications in the plan (if any) and an explanation of the reasons

4c. Status report week 5 (10 points)

- Activities and milestones status (as per the completion plan)
- Specific issues, challenges and achievement for this week
- Modifications in the plan (if any) and an explanation of the reasons

4d. Status report week 6 (10 points)

- Activities and milestones status (as per the completion plan)
- Specific issues, challenges and achievement for this week
- Modifications in the plan (if any) and an explanation of the reasons

4e. Status report week 7 (10 points)

- Activities and milestones status (as per the completion plan)
- Specific issues, challenges and achievement for this week
- Modifications in the plan (if any) and an explanation of the reasons

Assignment 5. Beta Version 1

The beta version 1 of your project should be 75-80% complete. The project should have gone through preliminary quality assurance and should be free of major bugs. All media assets and copy should be integrated, database should be built and populated, and the project should be fully functional. You need to make a professional presentation of the project to the class.

Marking Criteria

Total Points: /50

- Presentation (professionalism, communication) (10)
- Beta version 1 (40)

Assignment 6. Product Evaluation

Prepare a report outlining the method of evaluation, the sample/experts, evaluation tools, data collected, and your analysis. The findings may lead to a list of modifications that you may undertake in a phased manner.

Marking Criteria

Total Points: /200

- Quality and professionalism (40)
- Planning and organization of the study (40)
- Data collection (40)
- Analysis of the data (60)
- List of modifications (20)

Assignment 7. Beta Version 2

This is the completed project that has gone through preliminary testing but may not be perfect. The project needs to be complete and fully functional.

Marking Criteria

Total Points: /100

- Presentation (professionalism, communication) (40)
- Beta version 1 (60)

Assignment 8. Project Presentation

Prepare a **presentation (fifteen minutes)** on your project. Plan the presentation with the intention of convincing a panel of professionals and financiers about the value of your proposal. You should hope to persuade them about the effectiveness of your completed project and your mastery over the process, technology, concepts, and methods that went into developing the project.

Make sure you present the **product evaluation and quality assurance**. You may also want to present interesting facts about your project (technology used, hours spent on developing the project, inspiration for the project, what you learned while working on the project and so on). Your presentation should demonstrate depth of thought, attention to detail, effective and strategic communication, an ability to respond to tough questions, confidence, planning, preparation and professionalism. You may choose to prepare a brief (one page) handout for this purpose.

The presentation will be followed by about **five minutes of discussion**. The panel may ask questions and make critical comments. Please be prepared to answer the questions to the best of your ability and respond to comments in a dignified and professional manner.

Marking Criteria

Total Points: /200

- Presentation (professionalism, communication) (60)
- Response to questions (40)
- Completeness and effectiveness of the project (80)
- Design of the handout (20)

Assignment 9. Project Report

Submit your final project via a URL, CD-ROM or a format that you have identified in the project proposal. Make sure you have done a thorough QA and that your work is cross-browser and cross-platform compatible.

Prepare a professional report for the project. The following sections could be included in this report:

- Executive summary
- Introduction to the project
- Background research
- Proposed solution (design concept, comps)
- Technical feasibility
- Project plan
- Production plan
- Success evaluation
- Quality assurance
- Summary
- References

Marking Criteria

Total Points: /200

- Completeness of the report (100)
- Presentation and packaging of the report (50)
- Project (50)