

Digital Communication  
Southwest College

Course Syllabus  
IMED 2313 – Project Analysis and Design

CRN15821 ­ Spring 2017

West Loop Campus – Room 135 | 6:00pm to 9:50pm | Tuesday

**Instructor:** Harold Scott   
**Instructor Contact Information:** P: 713-718-6765 Email: harold.scott@hccs.edu **Office location and hours**

Please feel free to contact me concerning any problems that you are experiencing in this course. You do not need to wait until you have received a poor grade before asking for my assistance. Your performance in my course is very important to me. I am available to hear your concerns, and/or discuss course topics. Please contact me for my office hours by appointment.

**Course Description**  
Introduction to the multimedia planning process, including costing, preparation, production, legal issues, and guideline for pre-production and creation of a comprehensive design document including target audience analysis, purpose and goals, objectives, content outline, flow charts and story boards. Emphasis on team work, content design, and production management. The resulting documents can serve as a major component of the student's portfolio.

**Prerequisites**  
ARTC 1316  
ARTC 1325   
MATH 0306

GUST 0341

ENGL 0300 or 0347

**Total Course Hours**

Credit and Lecture - 96.00 hrs.; External Hours: 48 hours

Note: 1 hour of classroom instruction equates to a minimum of 1.5 hours of out-­of-­class student work each week. External hours of student work may include assignments, re-­search, exam certification practice, and/or field trips.   
Example 2 lecture, 4 lab hours  
Lecture 2.67hrs x 12 weeks = 32 hrs  
Lab 5.33 hrs x 12 weeks = 64 hrs  
External hours 4x12 weeks = 48hrs   
TOTAL hours = 144 hours

**Instructional Materials**Access to www.lynda.com  
Access to the internet

**Equipment Needed for Class**  
Access to a computer that has Adobe Creative Cloud and FTP software  
Access to a computer that can do web design tasks  
USB Storage Drive  
Camera capable of capturing images and video  
Tripod

**Syllabus Changes and EO2**

The syllabus is subject to change. When changes occur, the instructor will advise the students during class time and as an announcement on EO2. It is the student’s responsibility to check EO2 for announcements, assignments, posted grades and comments. If you are not checking EO2, or your student email account, you may be missing vital class related information.

**Course Goal**  
As a student in my course you will demonstrate ability to select and apply industry standard software. Be able to understand and apply website planning and creation practices that include: Discovery, Planning, Costing, Legal Issues, Wire framing, User Experience, Development Cycle, Milestones, Web Analytics, Deployment and Testing. This course is designed to lead the student in the complete web design/development through the student’s demonstration of the web design/development skills that have been learned in the web design program. This course is the capstone course for web design/development.

**Learning Objectives**  
As your instructor, I will provide you with the knowledge to:  
1. Be able to work with a team.

2. Be able to produce multimedia components under deadline.

3. Be able to coordinate time spent on a project with team members.

4. Be able to plan and implement multimedia projects.

**Student Learning Outcomes**  
1. Identify how the Internet functions with specific attention to the World Wide Web and file transfer.

2. Apply design techniques in the creation and optimization of graphics and other embedded objects.

3. Demonstrate the use of World Wide Web Consortium (W3C) formatting and lay-­out standards.

4. Design, create, test, and maintain a Web site

**Scans or Core Curriculum Statement and Other Standards**

Credit: 3 (Classroom lecture/ Online Lessons)

*Identify how the Internet functions with specific attention to the World Wide Web and file transfer.*

Foundation Skills -­ Basic -­Reading

Foundation Skills -­ Basic -­Writing

Foundation Skills -­ Basic -­Listening

Workplace Competencies -­ Technology -­Selects Technology Workplace Competencies -­ Technology -­Applies Technology to Task

*Apply design techniques in the creation and optimization of graphics and other embed-­ded objects.*  
Foundation Skills -­ Thinking -­Decision Making

Foundation Skills -­ Thinking -­Creative

Foundation Skills -­ Thinking -­Seeing Things in the Mind's Eye Foundation Skills -­ Personal Qualities -­Self-­Management Foundation Skills -­ Personal Qualities –Responsibility

*Demonstrate the use of World Wide Web Consortium (W3C) formatting and layout standards.*  
Foundation Skills -­ Thinking -­Problem Solving

Foundation Skills -­ Thinking -­Knowing How to Learn

Foundation Skills -­ Thinking -­Reasoning

Workplace Competencies -­ Information -­Acquires & Evaluates   
Workplace Competencies -­ Information -­Organizes & Maintains   
Workplace Competencies -­ Information -­Interprets & Communicates   
Workplace Competencies -­ Information -­Uses Computers to Process

*Demonstrate Creative thinking, Decision making, Problem solving, Thinking logically, Seeing with the mind’s eye.*

**Instructional Methods**  
As your instructor I want you to be successful. It is my responsibility to provide you with information on how to plan, cost, and document websites that are built in a team environment. I will instruct you on how to do discovery, set up a time line with milestones, create a budget, and how to deliver a website. I will also instruct you on how to work in cooperation as a collaborative team member. We will learn from the lecture, online instructional videos, in class exercises and online website articles. Please answer our discussion board questions each week and respond with your questions as well. As a student wanting to learn more about web design, it is your responsibility to read the read assigned materials, watch the online movies submit assignments by or before the due dates, study for the quizzes, participate in online discussions, check into the online course at least 2 times a week, practice, and really dig into our web development materials.

**Student Assignments and Assessment**

The assignments given to you in this class have been designed to help you better understand web design. Each assignment builds off of what you learned in the previous module. It is of the utmost importance that you practice, get out and code HTML and CSS each week, as well as practice the team assignments such as discovery, cost analysis, technical requirements documentation, site map and info architecture, wire frames, brand identity, and user experience design.

NOTE: Some of these items may change from assignment to assignment. These assessments are in place so you know exactly what I am looking for in each assignment. I want to you to be successful in my class. This helps to eliminate any guess work, and provides you with a checklist (available on our Eagle Online Course area) to ensure you are successfully completing each assignment.

**Means of Assessment and Instruction**  
**(Group Project)**  
We will work as a team in this course to build a website. Each student will be a member of the design team and have a specific role for the web design project. It is also required that written documentation of the design process be kept by the group and turned in at the end of the course. The project will begin with the discovery stage and complete with the deployment of a finished web site to a web server. The group web site should be responsive and elegantly scale to the device on which it is viewed.

**(Portfolio Web Site)**  
Each student will design and code their own portfolio website in this course. This web site should show case the student's design work and demonstrate their web design skills. Each student will create written documentation of their design process to be turned in at the end of the course. The finished portfolio site for each student must be deployed to a live web server for public viewing. The portfolio web site should be responsive and elegantly scale to the device on which it is viewed.

**(Course Format)**  
The course will be run as a seminar course in which the students will become members of a design team that will build a web site as a group project. The instructor will introduce topics, share information, and lead discussions on web development.  Attendance is very very important as each person will be responsible for specific parts of the group project. The instructor will act as the creative director of the group project, and will lead and challenge the team members in the creation of the group project.

**(Skills)**  
This is the capstone course in the web design program where each student is expected to know how to design and code web pages before taking this course. This is not the course to learn HTML and software from scratch, it is a course that will allow the student to bring together and demonstrate all of the skills that they have developed in the Digital Communication program.

It is advisable that each student that is taking this course know HTML, CSS, Javascript, Photoshop/Web Graphics, Interface Design Principals, and FTP. If you do not have these skills this course may not be right for you this semester.

**(Grades)**

|  |  |
| --- | --- |
| Group Project | 60% |
| Portfolio Project | 25% |
| Discussion Board | 5% |
| Assignments | 10% |

**NOTE:**

I, as the instructor, reserve the right to change the schedule, assignments, projects, grading weights, and due dates as deemed necessary.

**Grading Scale**

A = 100 – 90.................................4 points per semester hour

B = 89 – 80...................................3 points per semester hour

C = 79 – 70...................................2 points per semester hour

D = 69 – 60...................................1 points per semester hour

F = 59 and below................................0 points per semester hour

IP (in progress)...................................0 points per semester hour

W (withdrawn).................................0 points per semester hour

I (incomplete)..................................0 points per semester hour

AUG (audit)..................................0 points per semester hour

IP (In Progress) is given only in certain developmental courses. The student must re-enroll to receive credit. COM (Completed) is given in non-credit and continuing education courses. To compute grade point average (GPA), divide the total grade points by the total number of semester hours attempted. The grades “IP,” “COM” and “I” do not affect GPA.

**Student Requirements (in order to be successful)**

•Complete and comprehend the objectives and technologies involved in all graded assignments.

•Demonstrate the ability to apply creative thinking and problem solving to all class projects and assignments.

•Complete all reading assignments pertaining to the subject matter of the course.

•Attend class regularly, missing no more than 12.5% of instruction and lab time (12 hours) Logging into the online environment constitutes attending class weekly.

•Exhibit safe and courteous lab habits.

•Develop and share knowledge and information with fellow students.

•Participate in keeping labs clean and organized; shutting down computers when finished; abiding by lab rules; showing respect for instructors, fellow students and lab assistants.

•Participate in class discussions and critiques.

•Demonstrate the ability to communicate in a clear, coherent manner.

•Turn in all assignment on time and in the manner required by the instructor.

•Demonstrate the ability to use computer–based technology and software applications as it applies to given class.

•Understand and be proficient in computer file management, including saving and retrieving files.

•When possible, demonstrate the ability to use and understand both Macintosh and Window operating systems.

•Demonstrate knowledge and the ability to use applicable peripherals and storage devices.

•Develop projects that illustrate concepts, techniques, and programs used in solving class assignments, including a written statement describing project concepts and processes.

•Demonstrate ability and creativity in using computer-based technology in communicating, solving problems and acquiring information.

•Accept responsibility for personal understanding of course requirements and degree plan.

•Check your HCC student email regularly for class updates and/or notifications from the instructor.

**Instructor’s Requirements**

•Provide the grading scale and detailed grading formula explaining how student grades are to be derived.

•Facilitate an effective learning environment through class activities, discussions, and lectures

•Description of any special projects or assignments

•Inform students of policies such as attendance, withdrawal, tardiness and make up

•Provide the course outline and class calendar which will include a description of any special projects or assignments.

•Arrange to meet with individual students before and after class as required.

Homework due dates and late work

All assignments are to be submitted to the appropriate assignment folder on EO2 (Eagle Online,) in the appropriate folder by or before the posted due date and time. All homework that is turned in is timed stamped as being early or late. I will not accept anything handed in on flash drive, emailed, or shared via the cloud. The classroom is like the real world. If you turn your work in on time and completed properly you get paid. If you miss your deadline, don’t do the assignment, or only partially complete it, you will not get paid. If you have an issue, or foresee a complication during the semester come talk to me. I can’t help if you don’t help me.

With that in mind the following rules will apply to all assignments:

1. All assignments/projects are due on the day noted unless otherwise announced

via EO2. Assignments may be completed at home or lab.

2.You must access Eagle Online (EO) site regularly during thesemester. Class material and assignments will be updated often on EO.

3. Handouts and other details discussed in class will be posted for all assignments & projects. Be sure to follow the requirements of each project.

**Late Assignment Policy**

Any assignment turned late will lose 25% each day it is not turned in. (For ex

ample, if the deadline is 9:30 AM and you turn it in 9:40 AM and your final graded scored is 100% your assignment will automatically lose 25% off reducing it to 75%. An additional 25% will be deducted each day it is not turned in.) Please reference chart below

0-24 hours late = -25% off final graded score

24-48 hours late = -50% off final graded score

48-72 hours late = -75% off final graded score

72-96 hours late = -100% off final graded score

**Extra Credit**

You may have a chance to earn extra credit during the semester. Extra credit is given at the discretion of the instructor. In no way is the instructor required to give extra credit. Instructions, rules and deadlines will apply if extra credit is offered.

**IN PERSON & VIRTUAL CLASSROOM CONDUCT**

As with on-campus classes, all students in HCC Distance Education courses are required to follow all HCC Policies & Procedures, the Student Code of Conduct, the Student Handbook, and relevant sections of the Texas Education Code when interacting and communicating in a virtual classroom with faculty and fellow students. Students who violate these policies and guidelines will be subject to disciplinary action

that could include denial of access to course-related email, discussion groups, and chat rooms or being removed from the class.

Please silence all cell phones and smart devices before entering our classroom. Should a device interrupt our class by ringing the student will be asked to leave for the rest of that class period, and then be welcome to comeback in good standing for our next class meeting.

Use of recording devices, including camera phones and tape recorders, is prohibited in classrooms, laboratories, faculty offices, and other locations where instruction, tutoring, or testing occurs. Students with disabilities who need to use a recording device as a reasonable accommodation should contact the Office for Students with Disabilities for information regarding reasonable accommodations. This instructor does not permit any type of recording of instruction or other meetings with students.

**Academic Honesty & Plagiarism Policy**  
A student who is academically dishonest is, by definition, not showing that the coursework has been learned, and that student is claiming an advantage not available to other students. The instructor is responsible for measuring each student's individual achievements and also for ensuring that all students compete on a level playing field. Thus, in our system, the instructor has teaching, grading, and enforcement roles. You are expected to be familiar with the University's Policy on Academic Honesty, found in the catalog. What that means is: If you are charged with an offense, pleading ignorance of the rules will not help you. Students are responsible for conducting themselves with honor and integrity in fulfilling course requirements. Penalties and/or disciplinary proceedings may be initiated by College System officials against a student accused of scholastic dishonesty. “Scholastic dishonesty”: includes, but is not limited to, cheating on a test, plagiarism, and collusion.

Cheating

on a test includes:

•Copying from another students’ test paper;

•Using materials not authorized by the person giving the test;

•Collaborating with another student during a test without authorization;

•Knowingly using, buying, selling, stealing, transporting, or soliciting in whole or part the contents of a test that has not been administered;

•Bribing another person to obtain a test that is to be administered.

**Plagiarism** means the appropriation of another’s work and the unacknowledged incorporation of that work in one’s own written work offered for credit.

**Collusion** means the unauthorized collaboration with another person in preparing written work offered for credit.

**Violations** - Possible punishments for academic dishonesty may include a grade

of “0” or “F” on the particular assignment, failure in the course, and/or recommendation for probation or dismissal from the College System. A recommendation for suspension or expulsion will be referred to the College Dean of Student Development for disciplinary disposition.

**Absences**

Please do not be late. It is selfish and disruptive to the class. Try not to be absent. If you must miss class, please let me know ahead of time. I understand life happens.

I cannot help you if you do not help me. Excused absences will be given when legitimate proof of event is submitted.

A tentative outline of our 12-week class discussion topics and assignments for the semester can be found in our Eagle Online course area. Please note that the schedule is subject to change. You will be informed of any changes. Updated information will be posted online at <http://eo2.hccs.edu/>

**HCC Policy Statements**

Access Student Services Policies on their Web site:

<http://central.hccs.edu/students/student-handbook/>

**Access DE Policies on their Web site:**

All students are responsible for reading and understanding the DE Student Handbook, which contains policies, information about conduct, and other important information. For the DE Student Handbook click on the link below or go to the DE page on the HCC website.

**The Distance Education Student Handbook** contains policies and procedures unique to the DE student. Students should have reviewed the handbook as part of the mandatory orientation. It is the student's responsibility to be familiar with the handbook's contents. The handbook contains valuable information, answers, and resources, such as DE contacts, policies and procedures (how to drop, attendance requirements, etc.), student services (ADA, financial aid, degree planning, etc.), course information, testing procedures, technical support, and academic calendars. Refer to the DE Student Handbook by visiting this link:

<http://de.hccs.edu/media/houston-community-college/distance-education/student-services/DE-Student-Handbook.pdf>

**Access CE Policies on their Web site:**

http://www.hccs.edu/continuing-education/EGLS3

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**Evaluation for Greater Learning Student Survey System**

At Houston Community College, professors believe that thoughtful student feedback is necessary to improve teaching and learning. During a designated time near the end of the term, you will be asked to answer a short online survey of research-based questions related to instruction. The anonymous results of the survey will be made available to your professors and department chairs for continual improvement

of instruction. Look for the survey as part of the Houston Community College Student System online near the end of the term.

**TITLE IX OF THE EDUCATION AMENDMENTS OF 1972, 20 U.S.C. A§ 1681 ET. SEQ.**

Title IX of the Education Amendments of 1972 requires that institutions have policies and procedures that protect students’ rights with regard to sex/gender discrimination. Information regarding these rights are on the HCC website under Students-Anti-

discrimination.

Students who are pregnant and require accommodations should contact any of the ADA Counselors for assistance. It is important that every student understands and conforms to respectful behavior while at HCC. Sexual misconduct is not condoned and will be addressed promptly. Know your rights and how to avoid these difficult situations.

Log in to:www.edurisksolutions.org

Sign in using your HCC student e-mail account, then go to the button at the top right that says Login and enter your student number.