

WEB PROJECT PREPRODUCTION



CONTACT INFORMATION

Catalog Course Code:	WDD 481
Three-Letter Course Abbreviation:	WPP
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Hours:	Office hours: M, W, F 1:00 p.m. to 7:00 p.m. (EST) Online availability: T, Th, Sa 2:00 p.m. to 6:00 p.m. (EST) Email preferred

COURSE DESCRIPTION

In the Web Project Preproduction Course, students identify and plan the scope of their final project, including the concept, design, and production pace. Students expand on the preproduction methods learned in the Principles of Production Process course by creating the necessary preproduction documentation to ensure a successful delivery of their final project. By the end of the course, students will have an intimate knowledge of the requirements needed to complete their final project.

COURSE MATERIALS

- *Web Redesign 2.0: Workflow that Works* (PPP course book), Kelly Goto and Emily Cotler, New Riders
- Laptop

COURSE OBJECTIVES

Students will realize these objectives by completing the following milestones:

- Capture project requirements
 - Prepare a draft document for review and feedback
 - Add to and revise work based on discovery and interaction
 - Present and summarize scope for review and feedback
 - Finalize and gain formal approvals on defined scope
- Conceptualize and effectively present a creative pitch
 - Produce a project treatment for review
 - Develop mood boards
 - Conduct features analysis
 - Prepare and formally present a project concept for approval
- Manage a project timeline
 - Customize and utilize the project management portal site
 - Incorporate individual production process within the project plan
 - Estimate, monitor, and maintain a project work schedule
 - Periodically communicate the project status
- Build a marketing strategy
 - Participate in a group brainstorm
 - Actively pursue a related independent research and study
 - Profile and engage the industry to develop key concepts
- Produce a professional project plan
 - Conduct discovery
 - Prepare a draft plan for review and feedback
 - Revise and refine based on information gathered
 - Present, gain approval, and finalize work
- Show effective presentation principles
 - Develop supportive presentation material
 - Conduct a final overview of the project plans
 - Capture and apply feedback toward a locked scope
- Transition to production
 - Obtain final project plan approvals
 - Lock the project details
 - Establish staging environments
- Create initial project flow diagrams
 - Develop draft schematics for review and feedback
 - Represent backend data integration
 - Incorporate discovery and refine the treatment



COURSE OUTCOMES

Upon successful completion of this course, students will be able to:

- Conduct project discovery
- Develop formal project plans
- Clarify and lock overarching requirements/project scope
- Manage, monitor, maintain, and communicate key milestones
- Prepare for and formally present creative ideas, plans, and progress
- Establish and utilize development/staging environments

GENERAL EDUCATION COMPONENT

Web Project Preproduction covers the many facets of planning for a formal web design and development project. General Education courses are applied throughout WPP as students prepare their formal project plans and supportive documentation. A standard of professionalism is expected to progress in the course and is reflected through the use of proper English, grammar, and documentation format. Students must also interact with instructors and peers effectively to develop, refine, and present creative concepts.

DEGREE CONNECTION

This course incorporates key principles learned throughout the Web Design and Development degree program. At this final point in the program, students will have the opportunity to demonstrate and employ the skill and knowledge they have developed throughout their course of study. Application of the production process originally introduced in PPP will be expected again as students formulate and manage plans for their final projects. Design principles introduced at the very

beginning of the degree will also be employed across key milestones in this class as each project develops. WPP sets the groundwork required to successfully complete Web Final Project I and II.

INDUSTRY CONNECTION

The final project serves to replicate as closely as possible a real-world experience for students. This begins on day one when a formal request for a proposal is introduced to the class. Students learn to apply common industry practices and techniques throughout their path of discovery. The course emphasizes using winning strategies to effectively determine client expectations, develop clear plans, and secure final approvals. Standard principles of production are examined to prepare students for success within the industry along the way. This includes key events and deliverables common to the industry such as formal presentations, professional proposals, detailed requirements, and independent research and development.

RESEARCH COMPONENT

The discovery methods introduced throughout preproduction go hand in hand with individual research. Collectively the class examines common techniques and deliverables utilized during any given project. Real-world examples are shown and discussed, and basic guidelines are provided for work that will be produced, including detailed requirements, a project plan, marketing, and other key activities. In addition to this review, students are expected to draw on resources provided to them during class and through Full Sail Library services to independently research and learn more on the subject matter. Students are also expected to research individuals or organizations within the web design and development industry. This research is then reflected upon and incorporated where applicable within their course work.



ADDITIONAL RESOURCES

The following books and publications are great resources to further students' education in web design and development project-management techniques.

- *Web Redesign 2.0: Workflow that Works* (PPP course book), Kelly Goto and Emily Cotler, New Riders Press
- *The Elements of Content Strategy*, Erin Kissane, A Book Apart (<http://www.abookapart.com>)
- *The Unusually Useful Web Book*, June Cohen, New Riders Press
- *Deliver First Class Web Sites (101 Essential Checklists)*, Shirley Kaiser, SitePoint
- Full Sail Library services (*LexisNexis Academic*, *EBSCO-host*—research component); *iChat*: fullSailLibrary

TOPICS COVERED

- Requests for Proposal
- Discovery
- The Creative Pitch
- Detailed Requirements
- Planning
- Statement of Work
- Marketing
- SEO Methods
- Clarification
- Presentations
- Transition to Production
- Quality Assurance Practices
- Communication
- Industry Analysis

LEARNING ACTIVITIES

Reading

Students will reference *Web Redesign 2.0* to supplement material presented during lecture. Assigned chapters have been selected to closely follow subjects covered in the course. In addition to this book, additional supplemental PDF material, links, and instructor-generated white-paper content (on and offline) are provided to augment class learning.

Assignments

Each week, students are introduced to stages of preproduction for the final project. With each stage, key activities and deliverables are expected. These include detailed requirements, a formal project plan, marketing, and several presentations. Students will work closely with the course instructor for each assignment and then present the material to a project panel for final approvals. The goal is for students prepare work that is similar to what is commonly produced in a real-world environment.

Activities

Throughout this course, students are expected to individually and collectively develop work that has been introduced to them during lecture. There are key points in time where class time is treated as an actual production meeting with the instructor acting as a client. Each student is expected to interact with the instructor as though their work was in fact part of a real-world project.

In addition to the individual discovery work and activity that occurs after lecture, students also work together as projects develop. They are expected to contribute to the testing and analysis of other works in progress. This contribution occurs as students use a shared project site and continue to interact with fellow students at key milestone events.

GRADE WEIGHTS

Discovery	21%
Planning	21%
Clarification	21%
Production	27%
GPS	10%
Total	100%

STRATEGIES FOR SUCCESSFUL LEARNING

- A formal request for proposal is presented to the class on the first day of class. The request is discussed during lecture, but all students are encouraged to learn more about expectations by engaging with their instructors for additional information. Techniques for gathering this additional information include surveys, questionnaires, and one-on-one meetings. Proactively interacting with instructors throughout the degree program regarding final project expectations will help students increase their understanding and ability to effectively respond to the initial request.
- Students will be asked to prepare a formal project plan that covers what they intend to produce for their final project. As they develop these plans, independent research is expected. Students are asked to learn about other individuals and organizations within the web design and development field; this additional perspective will help guide and formulate their own ideas for the project plan.
- Throughout the preproduction course, students will engage with instructors and present their work in progress. Taking notes and being responsive to feedback is a best practice that will help ensure each student meets and exceeds expectations.
- Communication is key during the discover, plan, and clarification stages of production. Every student has the opportunity to engage instructors during lecture and lab, but they can also interact beyond this through the various communication channels made available to each class (e.g., *iChat*, *Project Portal*, in-person one-on-one meetings, etc.) Just as in the real world, establishing ongoing interaction with course instructors will help students succeed with the final project.

