

**School of Communication
University of Miami**

CIM 545: Managing Interactive Media Projects
Semester: Spring 2016
Class Location: Wolfson 4027
Class Schedule: Wednesday 1:25pm – 3:55pm

Instructor: Jacqueline Stetson Pastore
Office: Wolfson 1054
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SYLLABUS

Course Description and Purpose:

This course takes a comprehensive look at managing interactive media projects from ideation to implementation and maintenance. Students will gain skills for managing interactive media projects by learning about the various multidisciplinary roles, defining project scope and objectives, preparing schedules and budgets, documenting research findings and designs, and planning for development and launch.

The objectives for this course are:

- To define the unique characteristics of interactive media projects
- To discuss communication techniques that help teams work together more efficiently
- To understand project management processes and specific interactive media project deliverables
- To create project proposal including scope, phases of work, schedule, and budget

Course Prerequisites: None

Materials Fees:

Students will need access to:

- Project management software (e.g. Asana, Instagantt)
- Project management communication tools (Jira, Basecamp, Trello, Asana)
- Design prototyping software (Axure, Sketch)

These software applications are either free or have free trials.

Term Project:

Students will manage the planning and development of an interactive media project. Students will develop a simple interactive website or mobile app from idea to implementation. They will come up with an idea of their own choosing, design it, then break it down from a project management perspective.

Deliverables include:

- Project Concept Overview
- Concept Sketches
- Design Documentation
- Communication Tools Plan
- Project Plan
- Project Plan Adapted for Agile
- Project Plan Adapted for Lean

Students will present all portions of the project plans as well as a final presentation. Grades will be passed on:

Assignment	Points
Present Project Concepts	5
Present Concept Sketches	5
Present Design Documentation	10
Present Communication Tools	10
Present Project Plan	20
Present Project in Agile	10
Present Project in Lean	10
Final Presentation	20
Attendance / Participation	10
	100

Texts and Resources:

Required:

1. Unger, R. and Chandler, C. A Project Guide to UX Design. New Riders, 2012.
2. Ratcliffe, L. and McNeill, M. Agile Experience Design: A Digital Designer's Guide to Agile, Lean, and Continuous (Voices That Matter). New Riders, 2011.
3. Gothelf, J. Lean UX: Applying Lean Principles to Improve User Experience. O'Reilly Media, 2013.

Grading/Evaluation:

Grades will be determined by an evaluation of the performance of each individual student. Course grades will be composed of the following elements:

Assignment	Points
Present Project Concepts	5
Present Concept Sketches	5
Present Design Documentation	10
Present Communication Tools	10
Present Project Plan	20
Present Project in Agile	10
Present Project in Lean	10
Final Presentation	20
Attendance / Participation	10
	100

Scores will be weighted to these percentages and combined into a final numerical score. Letter grades will be assigned on the following basis:

Score	Grade	Score	Grade
95-100	A	77-79	C+
90-94	A-	74-76	C
87-89	B+	70-73	C-
84-86	B	60-69	D
80-83	B-	59 and Below	F

Attendance Policy:

Regular, full-time participation is expected. Students are responsible for all classroom assignments. All students are responsible for material covered in the classroom regardless of his or her presence; therefore, get copies of notes and handouts from a classmate when class is missed. Three or more unexcused absences will result in the deduction of one complete letter grade (e.g. a grade of A will be lowered to a B).

Honor Code and Plagiarism Statements:

Students enrolled in this course are expected to abide by the University of Miami Honor Code. The purpose of the Honor Code is to protect the academic integrity of the University by encouraging consistent ethical behavior in assigned coursework. Academic dishonesty of any kind, for whatever

reason, will not be tolerated.

No honest student wants to be guilty of the intellectual crime of plagiarism, even unintentionally. Therefore, we provide you with these guidelines so that you don't accidentally fall into the plagiarism trap.

Plagiarism is the taking of someone else's words, work, or ideas, and passing them off as a product of your own efforts. Plagiarism may occur when a person fails to place quotation marks around someone else's exact words, directly rephrasing or paraphrasing someone else's words while still following the general form of the original, and/or failing to issue the proper citation to one's source material.

In student papers, plagiarism is often due to (and not limited by)...

- turning in someone else's paper as one's own
- using another person's data or ideas without acknowledgment
- failing to cite a written source (printed or internet) of information that you used to collect data or ideas
- copying an author's exact words and putting them in the paper without quotation marks
- rephrasing an author's words and failing to cite the source
- copying, rephrasing, or quoting an author's exact words and citing a source other than where the material was obtained. (For example, using a secondary source which cites the original material, but citing only the primary material. This misrepresents the nature of the scholarship involved in creating the paper. If you have not read an original publication, do not cite it in your references as if you have!
- using wording that is very similar to that of the original source, but passing it off as one's own.

The last item is probably the most common problem in student writing. It is still plagiarism if the student uses an author's key phrases or sentences in a way that implies they are his/her own, even if s/he cites the source.

Religious Holy Day Policy:

It is the student's obligation to provide faculty members with notice of the dates they will be absent for religious holy days, preferably before the beginning of classes but no later than the end of the first three (3) class days. Absences due to observance of religious holy days not pre-arranged within the first three class days may be considered unexcused and there is no obligation to allow any make up work, including examinations. Missing a class due to travel plans associated with a particular religious holy day does not constitute an excused absence. The University's complete Religious Holy Day Policy can be found in the 2014-2015 Bulletin.

Course Topics Outline/ Schedule:

Week				
#	Date	Topic	Points	Assignments
1	1/13/2016	Review Syllabus Project Proposal and SOW Overview Project Management Overview		<p>READING:</p> <p>A Project Guide to UX Design (Unger)</p> <ul style="list-style-type: none"> - Ch2 Choose Your Hats (pg30-42) - Ch3 Proposals for Consultants and Freelancers (pg49-66) - Ch4 Project Objectives and Approach (pg67-82) - Ch5 Business Requirements (pg83-100) <p>DELIVERABLE:</p> <ul style="list-style-type: none"> - Create project concept
2	1/20/2016	Present Project Concepts Project Plan <ul style="list-style-type: none"> - Background - Goals & Objectives - Stakeholders - Roles & Responsibilities - Approaches - Scope - Deliverables - Versioning - Functional Requirements - Concept Sketches 	5	<p>DELIVERABLE:</p> <ul style="list-style-type: none"> - First draft of Project Plan up to Requirements - Create project sketches and present them
3	1/27/2016	Present Concept Sketches Breaking Down A Project <ul style="list-style-type: none"> - Project Deliverables (WBS) - Project Schedule (Gantt Chart) - Project Budget - Payment Schedule 	5	<p>DELIVERABLE:</p> <ul style="list-style-type: none"> - Add Deliverables, WBS, Gantt Chart, Budget, and Schedule to Project Plan Draft
4	2/3/2016	Present Project Breakdowns PM Tools Demo (Asana, Instagantt) <ul style="list-style-type: none"> - Working Session to create project plan deliverables 		<p>READING:</p> <p>A Project Guide to UX Design (Unger)</p> <ul style="list-style-type: none"> - Ch11 Site Maps and Task Flows (pg219-236) - Ch 12 Wireframes and Annotations (pg237-258)
5	2/10/2016	Design Documentation <ul style="list-style-type: none"> - Sitemaps - Workflows - Interactive Wireframes 		<p>DELIVERABLE:</p> <p>First Draft of Design Documentation</p>
6	2/17/2016	Prototype Tools Demo (Axure) <ul style="list-style-type: none"> - Working Session to create prototype & specifications 		<p>DELIVERABLE:</p> <p>Finalize Design Documentation</p>

Week #	Date	Topic	Points	Assignments
7	2/24/2016	Present Design Documentation Managing the Project <ul style="list-style-type: none"> - Revisions and approvals - Feature Creep - Change Control - Assumptions - Risk Mitigation Strategies - Quality Control - Launch & Maintenance - Ownership & Rights 	10	<p>READING:</p> <p>A Project Guide to UX Design (Unger)</p> <ul style="list-style-type: none"> - Ch15 Transition: From Design to Development and Beyond (pg311-319) - Ch16 A Brief Guide to Meetings (pg321-332) <p>DELIVERABLES:</p> <ul style="list-style-type: none"> - Add remaining sections to the project plan. - Prepare short presentation about one communication tool.
8	3/2/2016	Present Communication Tools (JIRA, Basecamp, Trello, Asana, Slack)	10	<p>READING:</p> <p>Agile Experience Design (Ratcliffe & McNeill)</p> <ul style="list-style-type: none"> - Ch1 Redesigning Design (pg3-14) - Ch2 The Waterfall Has Dried Up (pg15-40) - Ch3 I'm A Designer, Why Should I Care (pg41-60) <p>DELIVERABLE:</p> <ul style="list-style-type: none"> - Prepare to present project plans
9	3/9/2016	SPRING BREAK		
10	3/16/2016	Present Project Plans	20	<p>READING:</p> <p>Agile Experience Design (Ratcliffe & McNeill)</p> <ul style="list-style-type: none"> - Ch8 Elaboration: Ready, Steady, Build (pg169-196) - Ch9 Into Development (pg197-230)
11	3/23/2016	Agile <ul style="list-style-type: none"> - Overview - Epics & User Stories - Sprints - Kanban 		<p>DELIVERABLE:</p> <ul style="list-style-type: none"> - First draft of Agile Plan
12	3/30/2016	<ul style="list-style-type: none"> - Guest Speaker - Agile/Scrum - Agile Tools Demo (JIRA) - Working Session to create Agile Plan 		<p>DELIVERABLE:</p> <ul style="list-style-type: none"> - Final draft of Agile Plan
13	4/6/2016	Present Agile Plan	10	<p>READING:</p> <p>Lean UX (Gothelf) - Chapters 2, 3, 4, 5, 6</p>
14	4/13/2016	Lean <ul style="list-style-type: none"> - Overview - MVP 		<p>DELIVERABLE:</p> <ul style="list-style-type: none"> - Lean Plan

Week				
#	Date	Topic	Points	Assignments
15	4/20/2016	- Guest Speaker - Lean UX - Present Projects in Lean	10	DELIVERABLE: - Prepare to present final presentation (project plan, design documentation, agile and lean adaptations)
16	4/27/2016	Final Presentation	20	

Return with information required below:

Student Acknowledgement:

I have received and read the syllabus for CIM 545. I have completed the prerequisite courses listed in the syllabus or have had the professor sign below to certify a waiver of the prerequisites.

Signed: _____

Print Name: _____

Date: _____

Professor Prerequisite Waiver (If Needed): _____