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|  | **LMC-6315 Project Production**  **Project Production** |

**1. Instructor Name, Contact Information and Office Hours**

Instructor: Janet Murray

Email: janet.murray@lmc.gatech.edu

Phone:

Office: TSRB 320

Meetings by Appointment

**2. Course Prerequisites:**(None)

**3. Core Area/Attributes Fulfilled by this Class:** (None)

**4. Course Description**

This is a course turning ideas into fundable electronic media projects. While the course devotes considerable attention to standard documents and techniques, its primary focus is rhetorical. The funding environment always includes more project ideas than money to fund them, and final funding decisions often rest less on the sheer technical merit of the idea than on the funding organization’s comfort with the person proposing the idea. The successful proposer understands the funders’ concerns about product success in a competitive environment, about the ability to create and motivate a production team, track the expenditure of time and money, test continually and well, and respond to test results and funder’s change orders. Even more importantly, the successful proposer can intuit the key issues in the funders’ own environment: how the funding organization communicates, sees the market for electronic media products, and recognizes and rewards success. Success in this environment is generally based not on following a set of rules (if that were true, everybody would get funded) but on recognizing and accommodating a set of tensions. As you develop a proposal, you will always be torn between educating a potential funder and responding to the funder’s present perceptions, between preserving the integrity of your idea and responding someone’s perceived market, between responding to the current needs of a user group and responding to what those needs will be at product delivery time, between accommodating test results and relying on your educated perception of the need. The course will depend heavily on your input. Each of you will work individually to generate an idea for a product and develop it through a series of stages to a final proposal.

Each class, except for the first class, will have two components. First, each of you will report on the current state of your project; these reports will be oral or written, formal or informal, depending on where we are in the course. Second, I will describe the problems and issues to be confronted in the following week. If we all do this right, the course should have two outcomes. You will get a chance to take a specific and develop it in a fairly rigorous way, seeing all of its implications, all of its potential pitfalls. You will also get a general introduction to a number of the key concerns in electronic project development.

**5. Learning Outcomes**

**Master’s Students**

Top Level

* Demonstrate knowledge, comprehension, and application of the tools and formal design elements of digital media design
* Demonstrate the ability to devise, design, create, and assess prototypical digital media artifacts, services, or environments and to contextualize them within recognized traditions of practice

Secondary Level

Application

* Demonstrate use of digital media to create prototypes
* Demonstrate good time management skills
* Demonstrate ability to set realistic goals

Analysis

* Can develop interactive media artifacts

Synthesis

* Can design and create digital artifacts that create the experience of agency for the interactor.
* Can design and create digital artifacts that segment and tag media to create meaningful organizational units

Evaluation of Works

* Can summarize their work orally and in written form using formal terminology
* Can justify the design choices in their works
* Can formulate and test design hypotheses

**Additional Ph.D. Learning Objectives**

Top Level

* Students have knowledge, comprehension and ability to apply historical, cultural, and theoretical concepts to the study of digital media.
* Students can formulate original interpretations and design original prototypes that reflect an understanding of the humanistic context of digital media.

Secondary Level

Knowledge

* Identify the historical and cultural roots of digital media

Application

* Apply theoretical concepts to specific digital media works

**6. Required Texts**

**Books**

England and Finney, Managing Multimedia: Project Management for Interactive Media, 2nd ed. Addison Wesley, 1999.

Rubin, Handbook of Usability Testing, Wiley, 1994.

**7. Graded Assignments**

You will be graded on the following:

* Proposal 30%
* Product 50%
* Presentations 20%

**8. Attendance Policy**

Attendance and punctuality are mandatory. Three or more unexcused absences will result in a half grade point reduction. An **excused** absence is one in which permission is requested in advance and you have a legitimate reason to skip class, such as an illness. You are expected to make up what you missed by checking with other students and reviewing lecture materials on the web site.

**9. Information for Students with Disabilities**

Please notify the instructor if you have any disabilities with which you need special assistance or consideration. The campus disability assistance program can be contacted through ADAPTS: <http://www.adapts.gatech.edu>

**10. Honor Code Statement**

Students are expected to adhere to the Georgia Tech Honor Code:

<http://www.honor.gatech.edu/plugins/content/index.php?id=9>

**12. Course Schedule**

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| **Week #** |  | **Read [Due Thurs]** |
| **Week 1** | Introduction, forecast of the course, brainstorming for project ideas |  |
| **Week 2** | Demographic/ethnographic analysis of users |  |
| **Week 3** | Competitive analysis for your proposed product |  |
| **Week 4** | Competitive analysis for your proposed product |  |
| **Week 5** | Presentation/discussion |  |
| **Week 6** | Analysis of your potential funding group |  |
| **Week 7** | Analysis of your potential funding group |  |
| **Week 8** | Presentation/discussion |  |
| **Week 9** | FALL RECESS  NO CLASS |  |
| **Week 10** | Budgets and Business Plans |  |
| **Week 11** | Presentation/discussion |  |
| **Week 12** | Project Scheduling |  |
| **Week 13** | Project Testing |  |
| **Week 14** | Project Testing |  |
| **Week 15** | Legal and Contractual concerns |  |
| **Week 16** | **Final Proposal Document/Presentations** |  |
| **Week 17** | **FINALS WEEK NO CLASS** |  |