

## Bloomsburg University

Bloomsburg, Pennsylvania

Course Title: Managing Multimedia Projects (57-575)

Meeting Time: Monday: 6:00–9:30 meeting in Sutliff 120

Professor: Karl M. Kapp, EdD, CFPIM, CIRM  
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Office Hours: Monday 10–11:00 a.m., Tuesday 10:00–1:00 p.m., Wednesday 10:00–12:00p.m.,  
and by appointment

Course Goal: To synthesize and apply the concepts and skills expected of an interactive  
WBT project manager into a simulated real-world environment.

### Course Objectives:

1. Determine various methodologies for choosing the correct media for a project.
2. Describe the essential components of a business proposal.
3. Write a business summary that includes a company name, mission statement, a list of services and/or products, marketing strategy, and brief biographies of personnel.
4. Identify the key members of an interactive multimedia team and explain their roles.
5. Describe the characteristics of an effective team member.
6. Describe complications that can arise when working on a team and list methods and techniques to avoid or correct the complications.
7. Describe the qualifications of a successful instructional technologist.
8. Describe factors that comprise quality interactive multimedia applications.
9. Compare traditional organizational structures and techniques with Total Quality Management.
10. Describe the business-side of multimedia projects.
11. Identify methods of evaluating WBT or multimedia instructional programs.

12. List important elements in answering a request for proposal (RFP) with regard to organizing the project team, responding to the RFP, and presenting the RFP.
13. Respond in writing to a request for proposal and present a brief description of the proposal to a review committee.
14. Describe the most important skills needed to manage an interactive multimedia project.
15. Identify potential difficulties that might occur while working with a subject matter expert (SME). Describe possible solutions to these difficulties.
16. Describe the advantages and disadvantages of working for various sized companies.
17. Describe the considerations for budgeting an interactive multimedia project.
18. Describe methods of determining training return on investment (ROI).
19. Describe the five elements of a learning organization.
20. Describe methods of maintaining expertise in the quickly changing and expanding field of multimedia.
21. Describe the ways in which WBT training is changing and how these changes impact the instructional design process, the future market, and qualifications expected of specialists in the field.
22. Name professional organizations in which the interactive technologist may wish to retain membership.
23. Research and present topics pertaining to the management of computer-based multimedia production.

## Methodology

To accomplish the above goals and objectives, participants will be separated into small groups that will function as hypothetical companies in which they will analyze, write, and present a proposal to a review committee. Groups will also be formed to derive solutions from industry-related situations.

## Academic Integrity

Academic integrity refers to the adherence to agree upon moral and ethical principles when engaging in academic or scholarly pursuits.

**Plagiarism:** submitting material that in part or whole is not one's own work without attributing those same portions to their correct source.

**Obtaining an unfair advantage:** retaining, processing, using, or circulating previous materials, such as undertaking any activity with the purpose of creating or obtaining an unfair academic advantage over other students' academic work.

**Aiding and abetting academic dishonesty:** providing material, information, or other assistance to another person with knowledge that such aid could be used in any of the violations stated above.

## Grading Policy

Assignments to be turned in electronically must be turned into LMS drop box. Any emails sent must have "RFP" in the subject line. Assignments cannot be turned in late. If you feel that you will be turning in an assignment late, please let me know in advance.

### Grading Criteria:

First Proposal	75	Points
First Team Proposal Summary	40	Points
Team First Proposal Summary Presentation (individual)	25	Points
One-Minute Presentation	25	Points
<i>Wall Street Journal</i> Summary	10	Points
Resume	5	Points
Response to Request for Proposal (205 points)		
Response Matrix	5	Points
Written	100	Points
Presentation (individual)	25	Points
Presentation (team)	50	Points
Prototype	25	Points
Overall Package (presentation/written)	5	Points
Team Participation (First Proposal Summary)	30	Points
Team Participation (Proposal)	30	Points
End of Course	30	Points
Class Participation (attendance, active contribution)	100	Points
	575	Points

### Grading System:

A	93% and above
A-	90%–92%
B+	87%–89%
B	84%–86%
B-	80%–83%
C+	77%–79%
C	74%–76%
C-	70%–73%
D+	67%–69%
D	60%–66%
E	Below 60%

## Attendance

Most communication between the professor and the class will take place during class periods; however, it is expected that students will log into the class website once a week to review posted announcements and to conduct team interactions using the interactive tools available. You are expected to attend every class session. If you miss a class session for any reason, you will be required to submit a written summary of the class. You are required to notify me in advance of any absences, if possible. Three unexcused absences will result in the reduction of a letter grade.

## Participation Policy

Most communication between the professor and the class will take place during class periods; however, it is expected that students will log in to the class web site once a week to review posted announcements and to conduct team interactions using the interactive tools available. You are responsible for logging in to the course site and reading your email. I get a lot of messages from potential employers and I need to communicate quickly and rapidly with the entire class. I will be able to do so with website. Each team will have a section on Blackboard.

## Textbooks

All texts for this class are optional but highly recommended.

Abrams, Rhonda M. *The Successful Business Plan; Secrets & Strategies*, The Oasis Press, Grants Pass, OR, 1991.

Kapp, Karl M. *Winning E-Learning Proposals: The Art of Development and Delivery*. J. Ross Publishing, 2003.

## Final Assignment

You must turn into me an electronic copy of Business Summary, Prototype and Proposal on a CD with your team and all members' names.

## Course Agenda

Week	Date	Deliverable(s)/Assignment	Class Subject	Speaker
1	January 20	No class		
2	January 27	Project Management RFP Issued Write It Right RFP Response Matrix Elements of a Proposal	State of Industry Why are you here? Kapp, chs.1, 6–8 Project Management	
3	February 3	Searching and Conducting Searches First Proposal Draft Summary Due	Resume Writing, Job Search, Responding to an RFP Search Information	
4	February 10	Second Proposal Draft Summary Due	Budgeting a Proposal Kapp, ch. 4	Doug Gnutti
5	February 17	Presentation of Company and Preliminary Solution		
6	February 24		State of Elearning Kapp, ch. 3	
7	March 3	Day in the Life Proposal Writing	Kapp, ch. 5	
8	March 10	Three Keys to Proposal Success, proposal format and how to make it effective, WSJ article, one-minute		
<b>9</b>	<b>March 17</b>	<b>Spring Break</b>		
10	March 24	PROPOSAL IS DUE 8:00 a.m.–no late proposals accepted; interview, presenting, and selling your solution	SME, Quality Kapp, chs. 9–17 CAC Logistics Kapp, ch. 18	
11	April 7	<b>WEEK OF CAC (April 9,10, and 11)</b>		
12	April 14	Review of CAC Presentation; bring a copy of your prototype to show to class		
13	April 21	Discussion of consulting and the future of elearning		
14	April 28	Networking within the Industry; last class	Furthering Your Career	

# Group Evaluation Sheet

You will use this sheet several times throughout the semester to evaluate the participation of others on your team: once after the business summary is due, once after the proposal is due, and once at the end of the semester. The grade will be the average of the three. Please rate fairly and completely.

Your name: \_\_\_\_\_ Today's date: \_\_\_\_\_

**Circle one:** Business Plan, Proposal Writing, or Overall Exercise

Name of Participant	Level of Overall Effort	Level of Research Effort	Contribution of New Ideas	Writing Contribution	On-Time Meeting Arrivals	Meeting Attendance
	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5

## Additional Comments

Name of Participant	Percent of Contribution to Team (Total Must Equal 100%)
Your Name	
Total	(Must equal 100%)

Additional Comments (Feel free to use the back)

## My Skill Set

Name (Please print) \_\_\_\_\_

Are you a GA? No      Yes

*Please rank: 1 being what you want to do the most and 6 what you want to do the least.*

Project Manager \_\_\_\_

Graphics \_\_\_\_

Instructional Design \_\_\_\_

Quality Assurance \_\_\_\_

Writing \_\_\_\_

Programming \_\_\_\_

Please indicate who was on your Advanced ID team, if you were on an Advanced ID team.