

Last Updated: June 15, 2015



Class Location: Manchester, New Hampshire

COURSE SYLLABUS

COURSE NUMBER AND TITLE: DGME280 - Digital Media Management

ACADEMIC CREDITS AWARDED: 3 Semester Credit Hours  
COURSE PREREQUISITE(S): DGME240, DGME245

INSTRUCTOR NAME: Edward W. Brouder, Jr., M.I.S.M.

INSTRUCTOR CONTACT INFO:

Phone#1: 603-668-0652  
Phone#2:  
E-mail: [ebrouder@mountwashington.edu](mailto:ebrouder@mountwashington.edu)

Availability/Office Hours: By appointment

INSTRUCTIONAL CONTACT HOURS: 40 40  
Class Starts At: 8:10 p.m. Ends At: 10:40 p.m. on Tue/Thu  
Start Date: 6/30/15 End Date: 8/20/15  
Clock Hours are Provided

COURSE DESCRIPTION:

This course will help students manage expectations when creating interactive media. Students are introduced to an outline of steps in the life-cycle of a typical interactive project, beginning with concepts surrounding a project's initial planning and conceptualization to the project's release and marketing strategies. Through research of relevant project profiles and case studies, students relate to how the overall 4D process of Define>Design>Develop>Debug can be applied and adapted to most interactive projects. An understanding of the influence of regulatory agencies, emerging trends and technologies, and effective ways of communicating with vendors is practiced.

TEXTBOOKS AND MATERIALS:

*Interactive Project Management - Pixels, People, and Process* by Nancy Lyons & Meghan Wilker, ©2012, New Riders/Peachpit, a division of Pearson Education ISBN 978-0-321-81515-6

Students are required to utilize the class website (<http://brouder.info>); username is *your last name in lower case*; password is *mwcproject*. ISBN

**A USB Flash Drive is strongly recommended!** ISBN

**COURSE OUTCOMES/LEARNING OBJECTIVES: Upon successful completion of the course, the student should be able to:**

Manage expectations and execute projects by breaking them into individual production tasks.

Relate the four step process to the roles of writers, designers, programmers and project managers in digital media production.

Describe the factors important to consider when designing marketing and research projects.

This course will include the following teaching strategies:

| Strategy            | Description   |
|---------------------|---|
| Lecture             | from textbook   |
| Exams/Quizzes       | written Midterm & Final exams   |
| Group Work          | A semester-long project will culminate in a final group presentation. |
| Reading Assignments | textbook chapters & supplementary assignments                         |
| Writing Assignments | These will usually be in connection with the group project.           |
|                     |   |
|                     |   |
|                     |   |

To successfully complete this course you must achieve a minimum grade of a : D

The average student will spend about 2 hours out of class for every hour spent in class doing homework and studying.

**Please note: In order to successfully complete your program you must maintain a minimum GPA of 2.0, and meet all Satisfactory Academic Progress requirements.**

### COURSE GRADING

| Assignment Categories      | Weight | % or Points |
|----------------------------|--------|-------------|
| Attendance & Participation |        | 20 %        |
| Homework                   |        | 20 %        |
| Midterm Exam               |        | 20 %        |
| Group Project              |        | 20 %        |
| Final Exam                 |        | 20 %        |
|                            |        |             |
|                            |        |             |
|                            |        |             |
|                            |        |             |
|                            |        |             |
|                            |        |             |
|                            |        |             |
|                            |        |             |
| <b>Total</b>               |        | 100 %       |

**Note: This course requires out of class work to supplement in-class activities.**

### COURSE OUTLINE

| Class/Date | In Class Activities/Topics Covered                      | Out of Class Assignments (If Applicable) |
|------------|---|--|
| T 6/30/15  | Welcome - Introduction & Ch. 1/The Interactive Industry | 280Design logo proposals                 |
| Th 7/2/15  | Ch. 2/Interactive Project Management 101                |  |
| T 7/7/15   | Ch. 3/Emotional Intelligence                            | choose Project Manager                   |
| Th 7/9/15  | Ch. 4/Communication                                     | first Timeline due                       |
| T 7/14/15  | Ch. 5/The Process                                       |  |
| Th 7/16/15 | Ch. 6/Project Prep                                      |  |
| T 7/21/15  | Ch. 7/Project Definition                                |  |
| Th 7/23/15 | <b>MIDTERM EXAM</b>                                     |  |
| T 7/28/15  | Ch. 8/Project Production                                |  |
| Th 7/30/15 | Ch. 9/Project Staging                                   |  |
| T 8/4/15   | Ch. 10/Project Launch                                   |  |
| Th 8/6/15  | Ch. 11/Project Closure                                  |  |
| T 8/11/15  | Coypright, Patents, Trademarks & Intellectual Property  |  |
| Th 8/13/15 | Digital Marketing, SEO, Google Analytics                |  |
| T 8/18/15  | Final project presentation                              |  |
| Th 8/20/15 | <b>FINAL EXAM</b>                                       |  |

**Instructions to the student:**

The listed assignments below are not to be completed unless your instructor tells you to do so. Your instructor will tell you which assignment to do and when it is due.

**Assignment #1:**

The Interactive Advertising Bureau (IAB) empowers the media and marketing industries to thrive in the digital economy. IAB maintains an extensive web site. Go to the IAB Digital Media Center page and pick one of the articles on Digital Video Research. Write a paper (minimum two-page, double spaced) analyzing the article with an eye toward how the information could be applied to the class *280Design* project. ([www.iab.net/videocenter](http://www.iab.net/videocenter))

**Assignment #2:**

The Channel Marketer Report website has an article called "*What People Share on Social Networks.*" It uses infographics to explain what kind of information people voluntarily surrender to partake in various social media. Write a two-page, double spaced critique of the article explaining what you see as accuracies or inaccuracies. Reflect on your own social media usage and the kinds of information you will or will not surrender. ([channelmarketerreport.com/2014/what-people-share-on-social-networks-infographic/](http://channelmarketerreport.com/2014/what-people-share-on-social-networks-infographic/))

**Assignment #3:**

Read the article entitled "Optimizing for Search Engines." Write a two-page, double-spaced critique of the content. In particular focus on how the suggestions in the article can be applied to the class *280Design* project. ([www.activemediamanager.com/support/knowledge\\_base/how\\_to\\_optimize\\_for\\_search\\_engines/](http://www.activemediamanager.com/support/knowledge_base/how_to_optimize_for_search_engines/))

## **Academic Honesty Policy**

Mount Washington College considers academic honesty to be one of its highest values. Students are expected to be the sole authors of their work. Use of another person's work or ideas must be accompanied by specific citations and references. Though not a comprehensive or exhaustive list, the following are some examples of dishonesty or unethical and unprofessional behavior:

- Plagiarism: Using another person's words, ideas, or results without giving proper credit to that person; giving the impression that it is the student's own work
- Any form of cheating on examinations
- Altering academic or clinical records
- Falsifying information for any assignments
- Submitting an assignment(s) that was partially or wholly completed by another student
- Copying work or written text from a student, the Internet, or any document without giving due credit to the source of the information
- Submitting an assignment(s) for more than one class without enhancing and refining the assignment, and without first receiving instructor permission. In cases where previous assignments are allowed to be submitted for another class, it is the responsibility of the student to enhance the assignment with additional research and to also submit the original assignment for comparison purposes

In essence, plagiarism is the theft of someone else's ideas and work. Whether a student copies verbatim or simply rephrases the ideas of another without properly acknowledging the source, it is still plagiarism. In the preparation of work submitted to meet course requirements, whether a draft or a final version of a paper or project, students must take great care to distinguish their own ideas and language from information derived from other sources. Sources include published primary and secondary materials, electronic media, and information and opinions

course requirement are, like a paper, expected to be the original work of the student submitting it. Copying documentation from another student or from any other source without proper citation is a form of academic dishonesty, as is producing work substantially from the work of another. Students must assume that collaboration in the completion of written assignments is prohibited unless explicitly permitted by an instructor. Students must acknowledge any collaboration and its extent in all submitted coursework. Students are subject to disciplinary action if they submit as their own work a paper purchased from a term paper company or downloaded from the Internet.

Academic dishonesty is a serious offense and may result in the following sanctions:

- 1st offense: Failure of the assignment in which the action occurred
- 2nd offense: Failure of the class in which the action occurred
- 3rd offense: Expulsion or permanent dismissal from the College

## **Procedures for Academic Honesty Violations**

Mount Washington College takes a firm stance against all forms of plagiarism, and faculty are required to investigate any questionable submission from students. The College maintains a database of student plagiarism charges and students who plagiarize repeatedly will be subject to increasingly serious repercussions.

Upon receiving a questionable submission from a student, the instructor consults with the department chair to ascertain that the work has in fact violated the academic honesty policy. The department chair then completes the "Notice of Academic Honesty Violation" form and submits to the Office of Academic Affairs (OAA).

The OAA will then check the database to determine if the student has been previously sanctioned and issue a formal notification to the student.

### **Dispute of Academic Honesty Violations**

Should a student wish to dispute this charge, he/she must do so within 10 days of receipt of this letter. In general, the vast majority of charges are indisputable and consist of the blatant lifting of material from the Internet and the student passing it off as his/her own work. However, a student may choose to file a grievance report, in accordance with the General Student Complaint/Grievance Procedures outlined in the Mount Washington College Catalog.

### **Disability Services:**

In accordance with the Rehabilitation Act of 1973 (Section 504) and the 1990 Americans With Disabilities Act (ADA), Hesser College will provide reasonable and individualized reasonable accommodations for students who have provided proper documentation outlining their disabilities and have requested reasonable and appropriate accommodations. Since each student's disabilities may differ in degree and impact, reasonable accommodations will be made on an individual basis. Documentation to support the disability must be provided to the College at the time of the request. Information pertaining to a student's disability is voluntary and confidential. If this information is supplied, it will be used to identify reasonable and required accommodations to attempt to overcome the effect of conditions that limit the participation of qualified disabled students.

Requests for accommodations should be directed to Tina Underwood, Disability Coordinator in the Academic Skills Center at (603) 296-6394 or [tunderwood@mountwashington.edu](mailto:tunderwood@mountwashington.edu). Please see the Student Handbook for more information.

Per the Conduct section of the Mount Washington College Catalog:

All electronic devices must be in the "off" position while in the classroom.

Exceptions to this policy are made solely at the discretion of the instructor.

### **METHOD OF EVALUATING STUDENTS:**

| Letter Grade | Numerical Equivalent | Quality Points | Letter Grade | Numerical Equivalent | Quality Points |
|--------------|----------------------|----------------|--------------|----------------------|----------------|
| A            | 93-100               | 4.0            | C+           | 77-79.99             | 2.3            |
| A-           | 90-92.99             | 3.7            | C            | 73-76.99             | 2.0            |
| B+           | 87-89.99             | 3.3            | C-           | 70-72.99             | 1.7            |
| B            | 83-86.99             | 3.0            | D+           | 67-69.99             | 1.3            |
| B-           | 80-82.99             | 2.7            | D            | 60-66.99             | 1.0            |
|              |                      |                | F            | 0-59.9               | 0.0            |

GRADING SCALE: See the College Catalog for the full grading system

ATTENDANCE POLICY: See the College Catalog for the full policy.

POLICY OF NON DISCRIMINATION: See the College Catalog for the full policy.

**MOUNT WASHINGTON COLLEGE COMMITMENT:**

The Mount Washington College Commitment conditional admittance period begins on the first day of the term and continues through the close of business on the 30th calendar day of the term. Students have the right to withdraw, upon written notice, at any time prior to the close of business on the 21st calendar day of the term owing nothing more than the non-refundable enrollment fee, as allowed by state law. Students who have submitted all required documentation in a timely manner that is necessary to secure the method of payment for their tuition cost and fees will be officially accepted into their program and will only then become eligible for Title IV federal financial aid and receive credit for their course(s). The institution will conditionally withdraw any student not meeting these criteria, and such a student will not owe any financial obligation to the institution except for the enrollment fee,

**DATE SYLLABUS WAS LAST REVIEWED, EDITED, OR UPDATED: 12/10/2014**