Class Hours: 3.0  Credit Hours: 3.0
Laboratory Hours: 0.0  Date Revised: Fall 03

NOTE: This course is not designed for transfer credit.

Catalog Course Description:

This course is designed help students define the scope of projects; identify stakeholders, decision makers, and escalation procedures; develop detailed task lists; estimate time requirements; develop flow charts; identify required resources and budgets; evaluate project requirements; identify and evaluate risks; prepare contingency plans; identify interdependencies; identify and track critical milestones; participate in project phase reviews; secure needed resources; manage the control process; and report project status.

Entry Level Standards:

Basic knowledge of computing, the Internet, HTML, and Web site construction.

Prerequisites:

OST 2801, OST 2802, OST 2803; CSIT 2645 or equivalent [COM 1000 (NSTI)]

Textbook(s) and Other Reference Materials Basic to the Course:


I. Week/Unit/Topic Basis:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
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| 1    | Class objectives/Introduction/Review Syllabus  
      | Equipment and software for the course  
      | The Responsibilities of the Web Project Manager  
      | Multimedia and Project Management Background  
      | Project: Form project groups |
| 2    | The Project Method and the Project Map  
      | Scoping the Project  
      | Project: Managers and Clients |
| 3    | Project Clarification  
      | The Proposal  
      | Project: Proposals |
| 4    | Contract Issues with the Client Sponsor |
Refining the Solution
Project: Contracts

5
Content Agreement
Project Specifications
Project: Software management tool

6
The Platform
Refining the Content Plan
Project: Software

7
Selecting Media
Interface Design
Project: Software and media

8
Contract Issues and Media Rights
Choosing the Team
Project: Team organization

9
Building the Team
Design and Construction
Project: Production

10
Audio Asset Production
Video Asset Production
Project: Production

11
Graphics Asset Production
Integration of the Parts
Project: Production

12
Intellectual Property Rights
Testing the Media
Project: Production

13
Launching the Site
Archiving
Project: Project testing

14
Site Maintenance
Project Review
Project: Project launch

15
Marketing
Case Study
Project: Revisions, maintenance plans, project review

16
Final Exam Period

II. Course Objectives*:

A. Develop leadership and web management skills within a working group. V

B. Develop participative and team oriented attitude by sharing responsibility and outcome of the project with the group. V, VI
C. Develop time management and scheduling skills specific to web project development. V, VI
D. Demonstrate ability to research, write and produce proposals for web sites that meet client expectations. III, V, VI
E. Develop negotiation and contract writing skills that are necessary at successive stages of the web development process. III
F. Perform all technical aspects of managing web site production and delivery on the Internet. I, II, III, IV, V, VI
G. Develop the skill to evaluate the content, design and function of each component of web sites at each stage of production. I, III, V, VI
H. Develop the skill to evaluate outcomes and take appropriate action during the development process. VI

*Roman numerals after course objectives reference goals of the WEB program.

**III. Instructional Processes*: Students will:

1. Practice elements of the work ethic such as professionalism, preparedness, punctuality, honesty, cooperation, dependability, contribution, effectiveness, and good manners. *Personal Development Outcome, Transitional Strategy*

2. Participate in a project development team. *Communication Outcome, Problem Solving and Decision Making Outcome, Transitional Strategy, Active Learning Strategy*

3. Use professionally accepted methods and materials in completion of projects. *Technological Literacy Outcome, Transitional Strategy, Active Learning Strategy, Personal Development Outcome*

4. Use a variety of methods to present findings from research. *Communication Outcome, Transitional Strategy, Active Learning Strategy, Information Literacy Outcome*

5. Direct a Web project production team with other students in the capacity of project manager. *Personal Development Outcome, Transitional Strategy*

6. Evaluate the performance and outcomes of each team member and provide constructive criticism and effective feedback. *Communication Outcome, Problem Solving and Decision Making Outcome, Transitional Strategy, Active Learning Strategy*

7. Perform different production roles on several teams and evaluate outcomes and organization in each experience. *Technological Literacy Outcome, Transitional Strategy, Active Learning Strategy, Personal Development Outcome, Communication Outcome, Problem Solving and Decision Making Outcome*

8. Participate in class discussion and project critiques and employ appropriate terminology to describe and evaluate media, procedures, equipment, software and delivery systems. *Communication Outcome, Transitional Strategy, Active Learning Strategy, Information Literacy Outcome*

9. Regularly and punctually meet class commitments, contribute to team discussions and
projects and act in a professional manner. Personal Development Outcome, Transitional Strategy

10. Read texts that inform in detail the concepts, standards, and procedures of managing complex projects for the Web. Communication Outcome, Problem Solving and Decision Making Outcome, Transitional Strategy, Active Learning Strategy

11. Read texts that inform in detail the concepts, standards, and procedures of managing complex projects for the Web. Communication Outcome, Problem Solving and Decision Making Outcome, Transitional Strategy, Active Learning Strategy

*Strategies and outcomes listed after instructional processes reference Pellissippi State’s goals for strengthening general education knowledge and skills, connecting coursework to experiences beyond the classroom, and encouraging students to take active and responsible roles in the educational process.

IV. Expectations for Student Performance*:

Upon successful completion of this course, the student should be able to:

1. Research proposals and contracts for web projects. D
2. Organize and write proposals and contracts for web projects. D
3. Use typical software and communications technology to manage a working group. A,B
4. Use typical software and communications technology to produce various components of web site. A,B,C
5. Function as an integral part of a web site production unit alternately as a project manager and in various other production roles. A,B
6. Manage a web development project team and deliver a satisfactory web site. F,G,H
7. Perform different production roles on several teams and evaluate outcomes and organization in each experience. F,G,H
8. Effectively use time management principles for their projects. A,B
9. Give and use constructive criticism in a working relationship with other members of a web project team. A,B,H
10. Use appropriate terminology to function within the discipline. H
11. Describe and evaluate media, procedures, equipment, software and delivery systems. G
12. Perform different production roles on several teams and evaluate outcomes and organization in each experience. F,G,H
13. Effectively use time management principles for project management. A,B,C
14. Give and use constructive criticism in a working relationship with other members of a Web project team. A,B,H
15. Give and use constructive criticism in a working relationship with other members of a Web project team. A,B,H
16. Describe and evaluate media, procedures, equipment, software and delivery systems. G

17. Communicate, manage, produce and work with others in Web work groups using the tools of the Internet. F,G,H

*Letters after performance expectations reference the course objectives listed above.

V. Evaluation:

A. Evaluation Procedures:

Students will be expected to complete all assignments and projects satisfactorily on time in a professional manner. Evaluation of the student’s knowledge and performance will be based on demonstration by written discussion and testing of the basic competencies required to deploy audio and video on the Internet, as well as demonstrated ability to produce and incorporate suitable audio and video content in functioning project Web sites. Students will successfully complete exercises and tests to demonstrate mastery of concepts and skills.

Some exams are to be taken at the Testing Center at Pellissippi State. Policy requires that students have a photo ID to take a test in the Testing Center. Children are not allowed in the Testing Center. For location, hours, etc., refer to the Testing Center web site.

If a student is taking this course at a distance and cannot come to the Pellissippi State Testing Center, it is the student’s responsibility to make arrangements for a proctored exam. Contact your instructor to make other arrangements.

B. Grading Scale:

- A  90-100
- B+  85-89
- B   80-85
- C+  75-79
- C   70-75
- D   65-69
- F   64 and below

VI. Policies:

A. Attendance Policy:

Pellissippi State Technical Community College expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding videotape and Web courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. (Pellissippi State Catalog)

B. Academic Dishonesty:

Plagiarism, cheating, and other forms of academic dishonesty are prohibited. Students guilty of academic misconduct, either directly or indirectly through participation or assistance, are immediately responsible to the instructor of the class. In addition to other possible disciplinary sanctions which may be imposed through the regular Pellissippi State procedures as a result of academic misconduct, the instructor has the authority to assign an F or a zero for the exercise or examination or to assign an F in the course. (Pellissippi State Catalog)

C. Other Policies:
Communications:
1. All communications among students and faculty will be professional, will use professional language and will take place in the designated times and forms outlined in assignments.
2. E-mails to the instructor must be less than 100 words each and will be answered once during office hours that will be posted with the assignment schedule. Telephone calls will be answered during office hours.

Completion:
All assignments, exams and projects must be completed in the specified form as outlined and must be submitted by the deadlines posted in the assignment schedule.

Facilities: Students must have a valid Pellissippi ID to be presented on demand to gain access to Pellissippi facilities.

Americans with Disabilities Policy:
ADA Contact Information
Pellissippi State Technical Community College
P. O. Box 22990 Knoxville, TN 37933-0990
Phone 865-694-6400
Email comments to: asatkowiak@pstcc.cc.tn.us

Hardware Requirements for this Course

IBM/Windows system requirements:
- Pentium or equivalent processor, 300 MHz minimum (Pentium III/750 MHz preferred) processing speed
- 98 MB RAM (128 MB RAM preferred)
- Monitor capable of at least 800 x 600 pixels resolution
- CD-ROM or DVD-ROM drive (CD-RW or Zip drive recommended)
- 56 kbps modem with Internet access (high speed such as cable modem or DSL recommended)
- Speakers and 16 bit sound card
- Video capture card (DV video capture card recommended)
- 1GB hard drive space

Mac OS system requirements:
- Operating System: Mac OS 8.6 or later
- PowerPC processor minimum (G3/300MHz or faster recommended)
- 64 MB RAM (128MB RAM recommended)
- Monitor capable of displaying 800 x 600 pixels resolution
- CD-ROM or DVD-ROM (CD-RW or Zip drive recommended)
- 1 GB hard drive space

Software Requirements for this Course:
- QuickTime Pro 4.1 or later
- Recent update of a virus-scanning software

Plug-ins Needed for this Course:
- Windows Media Player