PELLISSIPPI STATE TECHNICAL COMMUNITY COLLEGE
MASTER SYLLABUS

PROJECT MANAGEMENT FOR THE WEB
WEB 2400

Class Hours: 3.0       Credit Hours: 3.0
Laboratory Hours: 0.0   Revised: Fall 2004

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 review; secure needed resources; manage the control process; and report project status.

Entry Level Standards:

Advanced knowledge of computing, the Internet, HTML and Web site construction. This course is designed to be the capstone, exit-project course for the Web Technology program, to be taken during the final semester.

Prerequisites:

WEB 2220 or consent of instructor.

Textbook(s) and Other Course Materials:


Student should have software for site development such as Dreamweaver, Flash and Photoshop.

I. Week/Unit/Topic Basis:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
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| 1    | Class objectives/Introduction/Review Syllabus  
The Responsibilities of the Web Project Manager  
Composition of the Web Team  
Project: The Project Pitch |
| 2    | The Project Method and the Project Work Stages  
Scoping the Project  
Selecting the Team  
Project: Manager and Client Meeting |
| 3    | Project Clarification  
The Requirements  
Building the Team  
Project: Project Brief for Client |
| 4    | Defining the Solution |
### Project Specifications

<table>
<thead>
<tr>
<th>Project: Solution Definitions</th>
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<tbody>
<tr>
<td>5 Contract Issues with the Client Sponsor</td>
</tr>
<tr>
<td>6 Contract Issues and Media Rights</td>
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<tr>
<td>7 Intellectual Property Rights</td>
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<tr>
<td>8 Project: Project Specification</td>
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### Project: Project Specification

<table>
<thead>
<tr>
<th>6 Refining the Content Plan</th>
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<tbody>
<tr>
<td>7 Content Agreement</td>
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<tr>
<td>The Platform</td>
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<td>8 Project: Contracts</td>
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### Design and Construction

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<th>7 Selecting Media</th>
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<tr>
<td>8 Interface Design</td>
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<tr>
<td>9 Project: Site Plan</td>
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### Video and Audio Asset Production

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<th>8 Project: Production</th>
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### Graphics Asset Production

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<th>9 Project: Production</th>
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### Integration of the Parts

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<tr>
<th>10 Project: Production</th>
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### Testing Function and Performance

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<th>11 Project: Prelaunch Testing</th>
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### Launching the Site

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<th>12 Archiving</th>
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<tr>
<td>13 Project: Project Launch and Handover</td>
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### Site Maintenance Plan

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<tr>
<th>13 Service Agreement</th>
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<tr>
<td>14 Training</td>
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<td>15 Project: Project Testing and Revisions</td>
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### Project Review

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<th>14 Project: Project Review</th>
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### Final Exam Period

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<th>15 Project: Project Review</th>
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### 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

*Strategies and outcomes listed after instructional processes reference TBR’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. Use tools of the Internet to communicate, manage, produce and work with others in web
work groups. 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. Students will be expected to participate in all aspects of project production by taking on the job of project manager, client and production team member in several web site development projects. Evaluation will be based on demonstration of the basic competencies in all areas as well as demonstrated leadership and participation in planning and participation in production and postproduction tasks. 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. Accommodations for disabilities:

If you need accommodation because of a disability, if you have emergency medical information to share, or if you need special arrangements in case the building must be evacuated, please inform the instructor immediately. Privately after class or in the instructor's office.

To request accommodations students must register with Services for Students with Disabilities: Goins 127 or 131, Phone: (865) 539-7153 or (865) 694-6751 Voice/TDD.

D. 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.

Hardware Requirements for this Course

IBM-type criteria:
- Pentium Computer 300 MHz minimum (Pentium III/750 MHz preferred) processing speed
- 64 MB RAM (128 MB RAM preferred)
- Monitor capable of at least 800 x 600 resolution
- CD-ROM (DVD preferred) Drive
- 56 kbps modem with Internet access (high speed such as cable modem or DSL recommended, if possible)
- Speakers and 16 bit sound card
- Operating System: Windows 98 or higher

Macintosh criteria:
- PowerPC minimum (G3/300 MHz preferred)
- 64 MB RAM (128 MB RAM preferred)
- Monitor capable of at least 800 x 600 resolution
- CD-ROM (DVD preferred)
- 56 kbps modem with Internet access (high speed such as cable modem or DSL recommended, if possible)
- Speakers
- Operating System: Macintosh 8.5.1 or higher (Mac OS 8.6 or higher preferred)

Plugins Needed for This Course

Shockwave and Flash, Acrobat Reader, QuickTime Player, Windows Media Player (PC users only), RealPlayer.