NOTE: This course is not designed for transfer credit.

Catalog Course Description:

This course is designed to 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:

A practical knowledge of how the Internet operates, HTML code, graphic formats, web site building, web page design, and an introductory knowledge of a computer graphics program is required.

- Successful completion of all WEB courses through the third semester; or consent of instructor.

Textbook(s) and Other Course Materials:


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

Software for SFTP, secure file transfer protocol (download and installation instructions for Filezilla and FUGU in course)

I. Week/Unit/Topic Basis:

<table>
<thead>
<tr>
<th>Lesson</th>
<th>Topic</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Class objectives/Introduction/Review Syllabus</td>
</tr>
<tr>
<td></td>
<td>Equipment and software for the course</td>
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<tr>
<td></td>
<td>The Responsibilities of the Web Project Manager</td>
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<tr>
<td></td>
<td>Composition of the Web Team</td>
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</tbody>
</table>
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
Project: Solution Definitions

5 Contract Issues with the Client Sponsor
Contract Issues and Media Rights
Intellectual Property Rights
Project: Project Specification

6 Refining the Content Plan
Content Agreement
The Platform
Project: Contracts

7 Design and Construction
Selecting Media
Interface Design
Project: Site Plan

8 Video and Audio Asset Production
Project: Production

9 Graphics Asset Production
Project: Production

10 Integration of the Parts
Project: Production

11 Testing Function and Performance
Project: Prelaunch Testing

12 Launching the Site
Archiving
Project: Project Launch and Handover

13 Site Maintenance Plan
Service Agreement
Training
Project: Project Testing and Revisions

14 Project Review
Project: Project Review

15 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. Communication Outcome, Active Learning Strategies

2. Participate in a project development team. Communication 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

4. Use a variety of methods to present findings from research. Communication Outcome, Transitional Strategy, Active Learning Strategy, Technological 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:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>90-100</td>
</tr>
<tr>
<td>B+</td>
<td>85-89</td>
</tr>
<tr>
<td>B</td>
<td>80-85</td>
</tr>
<tr>
<td>C+</td>
<td>75-79</td>
</tr>
<tr>
<td>C</td>
<td>70-75</td>
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<tr>
<td>D</td>
<td>60-69</td>
</tr>
<tr>
<td>F</td>
<td>59 or less</td>
</tr>
</tbody>
</table>
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 accommodations 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. Please see the instructor privately after class or in his/her office. Students must present a current accommodation plan from a staff member in Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by going to Goins 127 or 131 or by phone: 694-6751 (Voice/TTY) or 539-7153.

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
As below and any required for current software the student plans to use for site building.

IBM criteria:

- Intel Pentium 4, Intel Centrino, Intel Xeon, or Intel Core Duo (or compatible) processor.
- Microsoft Windows XP with Service Pack 2 or Windows Vista Home Premium, Business, Ultimate or Enterprise (certified for 32-bit editions)
- 1 GB of RAM
- 5 GB of available hard-disk space
- 1024 x 768 monitor resolution with 16-bit video card
- CD-ROM drive (DVD preferred)
- Speakers, microphone and 16 bit sound card
- High-speed Internet connection such as cable modem or DSL recommended, if possible
- Speakers

Software:

- Internet Explorer 6.0 (or higher) with Outlook Express
- OPTIONAL: Netscape 7.0 (full installation)

Macintosh criteria:

- PowerPC G4 or G5 or multicore Intel processor
- Mac OS X v.10.4.8
- 1 GB of RAM
- 7 GB of available hard-disk space
- 1024 x 768 monitor resolution with 16-bit video card
- CD-ROM (DVD preferred)
- High-speed Internet connection such as cable modem or DSL recommended, if possible
- Speakers and microphone

Software:

- QuickTime 7.0.4 or better
- Adobe Reader 6 or better
- OPTIONAL: Netscape 7.0 (full installation)

Plugins Needed for This Course
Shockwave and Flash, Acrobat Reader, QuickTime Player, Windows Media Player, RealPlayer.