Course: DMED 520: Projects 1 – 6 credits
Term: Fall 2019
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Course Goal
Goals:

- Design, strategize and prototype digital solutions
- Understand the team Production Process
- Successfully complete team-based project work

Every digital media project, from web pages to computer games to digital art, involves creating a narrative space, or *virtual world*. Building large-scale virtual worlds requires an understanding of how to realize creativity in the digital medium, how people see and process information, as well as how to manage a realistic project that can accomplish an elegant solution.

This course will focus on design thinking, production pipeline, user experience and project management techniques based on real-world examples. This course is extremely hands-on with a heavy emphasis on critical thought, design, applied problem solving, and rapid prototyping. The team-based projects will give students the necessary tools, background and experience to be successful at medium and large scale digital media projects, and will prepare students as they move into Projects II.

All MDM project courses are **group independent studies**, where teams of three to six students work on digital projects during that semester. Projects I focuses on the design and implementation of artifacts in a virtual world in order to solve a client's problem. This rapid immersion into a group problem-solving environment is designed to engage a student in project planning, management and execution. The goal of the course is to provide a solid foundation of problem solving and methodologies that will apply to future industry projects.

Course Objectives
Upon completion of the Projects 1 course students will be able to:

- Explain the key principles of production management and its use in day-to-day practice.
- Demonstrate the ability to work in an interdisciplinary team.
- Describe and apply the techniques taught for team organization.
- Discuss the issues of project planning and apply them to actual projects.
- Explain the process of understanding a client's problem as well as the user's needs.
- Produce effective, well-written and professional documentation appropriate for sharing with a client.
- Discuss the issues in project management and apply them to actual projects.
- Create a design and a prototype in a short space of time (e.g. in as little as one hour from idea to first prototype), and demonstrate the ability to effectively iterate on that design.
- Apply and integrate the content of different subject areas in the production process
- Apply strategies for project planning and implementation under severe time constraints.
- Create artifacts in a digital medium as a solution to a client's problem.
- Assess the strengths and weaknesses of the chosen digital medium as a prototyping environment.
- Deliver a client-driven project at a negotiated level of capability and completion within time

and resource constraints.
- Effectively and succinctly articulate the problem that you are solving and your approach
- Describe the different user-testing approaches and their strengths/weaknesses.
- Create an effective project pipeline.

Course Topics
- Iterative Design
- Production and pipeline practices
- User Experience (UX)
- Project management tools and techniques
- Client relations
- Project documentation and archiving
- Presentations, pitches and demos
- Developing business value

Format of the course:
Projects I, also referred to as *Building Virtual Worlds*, is a course in which student teams design and implement artifacts in a digital environment. The projects have an explicit role in teaching project management, client relations and best practices for team-based creation. The course will include lectures and workshops that will illustrate techniques.

Suggested Readings:
The following list includes suggested readings. Other relevant topics will be distributed through the Projects 1 course page on Canvas.
- ***Design of Everyday Things***: Don Norman
- ***About Face 4.0***: Alan Cooper
- ***100 Things Every Designer Needs to Know About People***: Susan Weinschenk
- ***Universal Methods of Design***: Bruce Hanington and Bella Martin
- ***Drawing Ideas***: Mark and William Bardel

Course Assignments:
Assignments in Projects 1 are a reflection of the necessary competencies for an effective member of a production team

Assignment	Due Date
Design Jam	Week 1
Midterm Project Evaluation	Week 6
Production and Documentation/Individual Contribution	Throughout the term
Final Project	Week 12
Final Project Documentation and Deliverables	Week 13

Assignment in Details:

Design Jam project

This grade is determined by meaningful contributions to the project team in the context of organization and execution of a design solution.

Project Documentation

Contributions to the documentation of the projects throughout the course term.

Mid Term Project Evaluations

Presentation of a complete project plan and prototype for the assigned design brief.

Collaboration

Throughout the term sharing knowledge and advice with others.

Final project

Display the ability to respond as a project team to a design problem and deliver a digital artifact with documentation

Course Schedule:

Class	Topic
Week 1 - Sept 12	Design Jam Retrospective Course Introduction Introduction to UX Agile tools
Week 2 – Sept 19	Lab: Dailies Lecture: Team Dynamics
Week 3 – Sept 26	Presentations, Final Design Jam Prototype New Project Assignment
Week 4 – Oct 3	Lecture: Secondary Research, Best Practices Lab: Dailies
Week 5 – Oct 10	Lecture: TBD Lab: Dailies
Week 6 – Oct 17	**MID TERM REVIEW** Prototype and Project Plan
Week 7 – Oct 24	Lab: Dailies Lecture: User research, high fidelity prototype 360/retrospective
Week 8 – Oct 31	Lab: Dailies Lecture: User Testing Mechanics
Week 9 – Nov 7	Lab: Dailies Lecture: Documentation and expectations
Week 10 – Nov 14	**BETA TEST DAY** Beta test retrospective
Week 11 – Nov 21	Lecture: Project Delivery Criteria Lab: Dailies

Week 12 – Nov 28	**FINAL PROJECT PRESENTATION**
Dec 5	Final delivery of documentation and deliverables on the p-drive

Due to the fluid nature of projects and issues that can occur all topics and exercises are subject to change

Attendance:
Regular attendance is expected of students in all their classes (including lecture, laboratories, tutorials, seminars, etc.). Failure to attend class will impact your grade. Students who are unavoidably absent due to illness or disability should notify to their instructors of their situation.

Evaluation:

Project Outcomes:	**30%**
Production and Documentation:	**30%**
Individual Contributions:	**40%**

Project Outcomes: Quality of the Projects and the work, i.e. creativity, risk-taking, Methodology / following the iterative process.

Production and Documentation: Team health and effectiveness, i.e. reflections, scheduling, conflict resolution and decision making. Thorough project documentation throughout the term. This grade is determined by meaningful contributions to the class in the context of discussions and in class activities.

Individual Contributions: General communication skills, cooperation and respect, professionalism, time management, enthusiasm, initiative, self-awareness, and integrity.

Written & Spoken English Requirement: Written and spoken work may receive a lower mark if it is, in the opinion of the instructor, deficient in English.

Laptop & Cell Phone Policy: The use of laptops and cell phones during class is at the discretion of the instructor. Please respect your classmates and instructors and refrain from text messages, social media, games and videos during class and workshop times. Please note you should always bring pen and paper to class.

Religious Accommodation:
The university accommodates students whose religious obligations conflict with attendance, submitting assignments, or completing scheduled tests and examinations. Please let your instructor know in advance, preferably the first week of class, if you will require any accommodations on these grounds.

Academic Integrity
MDM considers plagiarism to be the most serious academic offense that a student can commit. Regardless of whether or not it was committed intentionally, plagiarism has serious academic consequences and can result in expulsion from the university. Plagiarism involves the improper use of somebody else's words or idea's in one's own work.

It is the student's responsibility to ensure you fully understand what plagiarism is. Please see the SFU website for an explanation of the various types of plagiarism and to take the plagiarism tutorial: http://www.lib.sfu.ca/help/writing/plagiarism

Grading Profile

A+	95-100
A	90-94
A-	85-89
B+	80-84
B	75-79
B-	70-74
C+	65-69
C	60-64
F	0 - 59

Policies

The student and academic policies of the Masters of Digital Media Program and of Simon Fraser University apply within this course.

Relevant SFU policies can be found at:

- Graduate General Regulations
  http://students.sfu.ca/calendar/for_students/grad_regulation.html
- Academic Honesty and Student Conduct Policies
  http://www.sfu.ca/policies/Students/index.html
- Teaching and Instruction Policies
  http://www.sfu.ca/policies/teaching/index.htm
- University Policies (complete site)
  http://www.sfu.ca/policies