

COURSE SYLLABUS

Managing Multimedia Projects

School Year: 2024/25 (January 2025)

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Instructor:

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Class Hours:

Monday (January 6th, 2024) to Thursday (Jan-9) 9:00-14:30, Friday (Jan-10) 9:00 - 12:00

Lecture: 13x45 minutes

Workshop: 13x 45 minutes

Description:

Many journalists today are required to work on multimedia projects. Any journalism graduate should have the basic information about how these projects are created and what are some of the basic principles around them. Therefore this course introduces students to management of multimedia projects (websites, apps. etc.) and basic concepts of Project Cycle Management.

Course Objectives:

The objective of this course is to familiarize students with various aspects of project management and give students the ability to apply these concepts as part of workshops and in their homework assignments.

Organization:

The class is organized as one week intensive classes (Monday to Friday in early January). It includes both theoretical lectures and practical workshops. The concepts explained during lectures are applied in workshop assignments. To enable more efficient learning, students are required to watch pre-recorder lessons and workshops recorded during COVID-19 pandemic that cover all key topics and exercises (*link will be shared at the start of the semester*).

Course Topics:

Day 1 - Monday

		Lectures (45 minutes)	Workshops (45 minutes)
9:00-10:30	1	Introduction to Managing Multimedia and Project Cycle Management	Project Selection/ Project Scoping Questionnaire
10:45-12:15	2	Project Cycle Management I (Scoping, Brainstorming, Proposal, Testing, Analyzing, Archiving)	Brainstorming /Project Management Tools/Setting up a website
12:15-13:00		Lunch Break	
13:00 - 14:30	3	Human Oriented Design & User Interface, Writing for Multimedia (do's &, don'ts)	Multimedia Assignment 1 (text)
14:45-17:00		Individual and Group Work / Consultation	

Day 2 - Tuesday

9:00-10:30	4	Proposal, HTML	Proposal, HTML 1
10:45-12:15	5	Hiring, Competitive Analysis, Graphics	HTML 2
12:15-13:00	Lunch Break		
13:00 - 14:30	6	Management Styles (leadership, management styles, successful teams, motivation)	Competitive Analysis
14:45-17:00	Individual and Group Work / Consultation		

Day 3 - Wednesday

9:00-10:30	7	Localization (adapting projects for other languages and cultures), Net Architecture, CMS	Working with Wordpress I
10:45-12:15	8	Legal Issues (contracts, privacy, GDPR)	Working with Wordpress II
12:15-13:00	Lunch Break		
13:00 - 14:30	9	TOS, Copyright, Creative Commons, Digital Assets, Security (Backups)	Working with Wordpress III
14:45-17:00	Individual and Group Work / Consultation		

Day 4 - Thursday

9:00-10:30	10	Midterm test Customers: Surveys, Presentations, Pitches	Surveys, Newsletters
10:45-12:15	11	Biz. Travel, Multi Language, Cloud Computing	Project proposal
12:15-13:00	Lunch Break		
13:00 - 14:30	12	Stress (Load) Testing	Project pitch, Presentations
14:45-17:00	Individual and Group Work / Consultation		

Day 5 - Friday

9:00-12:00	13	Team Project Presentation	Workshop Evaluation
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Workshops:

At the beginning of the week the students will select a project on which they will work as a team for the duration of the course. At the end of the course, each group will be required to show a semi-working prototype and present it to the rest of the class.

Sample of project for selection:

- *section of newspaper website showing delays of main highways/train routes*
- *subsite of NGO website presenting cases of human rights abuses in a country*
- *subsection of a television site for a special event (Elections, Olympic Games etc)*
- *subsite of UN website presenting development of number of HIV in a continent*
- *students can suggest their project as well*

Grading

This class requires a minimum of 70 points (out of 100) to pass. The points will be assigned in the following manner:

Attendance: 2 points per class - total 24

Multimedia assignments (text, logo etc.): 3x 10 points each - total 30

Mid-term test: max. 16 points

Project Presentation: max. 30 points (*adjusted for each team member based on peer rating, so members that contributed more receive more points*)

Text and required supplies:

- Texts for this class will be provided in a form of downloaded pdfs. Although encouraged, students are not required to buy the books.
- Students need to have laptops for all classes (open or cloud or trial software will be used)

Required reading:

Reader at: <https://ojurik.com/managing-multimedia-projects/> (password required)

Recommended reading:

FINNEY, Elaine England and Andy. *Managing multimedia: project management for Web and convergent media*. 3rd ed. New York: Addison-Wesley, 2002, xi, 340 p. McGraw-Hill "Demystified" series. ISBN 02-017-2898-2.

ROBERTS, Paul. *Effective project management*. Philadelphia, PA: Kogan Page, 2011, x, 291 p. ISBN 07-494-6158-6.

KEMP, Sid. *Project management demystified*. New York: McGraw-Hill, 2004, xi, 340 p. McGraw-Hill "Demystified" series. ISBN 00-714-4014-3.

The Philosophy of UI Design: Fundamental Principles. USA: Apple, 1992. Available at:

https://developer.apple.com/library/mac/#documentation/UserExperience/Conceptual/AppleHIGuidelines/HIPrinciples/HIPrinciples.html#//apple_ref/doc/uid/TP30000353-TP6

NORMAN, Donald A. *The design of everyday things*. 1st Basic paperback. New York: Basic Books, 2002c1988, xxi, 257 p. ISBN 04-650-6710-7.

NIELSEN, Jacob. How Users Read on the Web. [online]. 1997. vyd. [cit. 2013-04-27]. Available:

<http://www.nngroup.com/articles/how-users-read-on-the-web/>

Optional reading:

NIELSEN, Jakob a Kara PERNICE. *Eyetracking web usability*. Berkeley, CA.: New Riders, 2010, xix, 437 p. ISBN 03-214-9836-4.

SCHNEIER, Bruce. *Secrets and lies: digital security in a networked world : [with new information about post-9/11 security]*. Pbk. ed. Indianapolis: Wiley, 2000. ISBN 04-714-5380-3.

KAHN, David. *The codebreakers: the story of secret writing*. [Rev. ed.]. New York: Scribner, c1996, xviii, 1181 p. ISBN 06-848-3130-9.

NIELSEN, Jacob. Teenage Usability: Designing Teen-Targeted Websites. NIELSEN NORMAN GROUP. [online]. [cit. 2013-04-27]. Available at: <http://www.nngroup.com/articles/usability-of-websites-for-teenagers/>

CHOUINARD, Yvon. *Let my people go surfing the education of a reluctant businessman*. 6th ed. New York: Penguin, 2006. ISBN 01-430-3783-8.

HSIEH, Tony. *Delivering happiness: a path to profits, passion, and purpose*. 1st ed. New York: Business Plus, 2010. ISBN 04-465-6304-8.

HONEY, Peter. *Improve your people skills*. 2nd ed. [with extra material]. London: CIPD, 2001. ISBN 08-529-2903-X.

BRUCE, Anne. *How to motivate every employee: 24 proven tactics to spark productivity in the workplace*. New York: McGraw-Hill, c2003, ix, 48 p. ISBN 00-714-1333-2.

MEYER, Danny. *Setting the table: the transforming power of hospitality in business*. New York: HarperCollinsPublishers, 2008. ISBN 00-607-4276-3.