



Broward Community College

Course Outline

STATUS: A

COMMON COURSE NUMBER: OST 2945

COURSE TITLE: Multimedia Project Management

CREDIT HOURS: 3

CONTACT HOURS BREAKDOWN:

Lecture/Discussion 48

Lab

Other

Contact Hours/Week 3

CATALOG COURSE DESCRIPTION:

Prerequisite:

Corequisite:

This course (recommended to take concurrently with Multimedia Practicum) will teach the student the theory necessary to manage projects from visualization to completion. The student will learn how to visualize, schedule, budget, procure, and evaluate resources for multimedia development.

General Education Requirements - Associate of Arts Degree, meets Area(s):

General Education Requirements - Associate in Science Degree, meets Area(s):

UNIT TITLES:

1. Establish a purpose.
2. Visualize a project.
3. Scheduling.
4. Budgeting.
5. Resources.
6. Evaluation.

I. Course Overview:

Upon successful completion of this course, the students should be able to manage projects from visualization to completion. The student will learn how to schedule, budget, procure, and evaluate resources for multimedia development.

II. Units:

Unit 1. Establish a Purpose

General Outcome:

1.0 The students should be able to establish the purpose for a comprehensive project.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

1.1 Establish the purpose for a multimedia project.

1.2 Determine the scope of a multimedia project.

1.3 Determine how the purpose will fit in the overall community in which it will be used.

1.4 Write a purpose for a multimedia project.

1.5 Critique and refine the purpose.

Unit 2. Visualize a Project

General Outcome:

2.0 The students should be able to visualize a comprehensive project.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 2.1 Identify how to determine existing resources.
- 2.2 Identify how to find subject matter experts for content.
- 2.3 Identify how to brainstorm creative ideas with other team members.
- 2.4 Identify principles of flow charting the project.
- 2.5 Identify the platforms/media that can be used.
- 2.6 Identify how to select technology/media for audience.
- 2.7 Create a flow chart of a project.
- 2.8 Analyze successful case studies in multimedia development.

Unit 3. Scheduling

General Outcome:

3.0 The students should be able to schedule a comprehensive project.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 3.1 Determine time sequence of project.
- 3.2 Discuss scheduling procedures.
- 3.3 Discuss how to select best scheduling sequence.
- 3.4 Determine deadlines.
- 3.5 Discuss human interface and motivation in maintaining schedules.
- 3.6 Discuss the repercussions for not meeting deadlines and reevaluation techniques.
- 3.7 Create forms to produce schedules.
- 3.8 Create a schedule for a multimedia project.
- 3.9 Participate in evaluation of the schedule.

Unit 4. Budgeting

General Outcome:

4.0 The students should be able to create a budget for a comprehensive project.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 4.1 Discuss budget criteria and needs.
- 4.2 Determine sources for budget.
 - 4.2.1 Charge back factors.
 - 4.2.2 Revenue producing.
- 4.3 Discuss original outlay and income generation of project.
- 4.4 Discuss media selection in budgeting project.
- 4.5 Create forms to produce budgets.
- 4.6 Create a budget for an in-house multimedia project.
- 4.7 Create a budget for a project that will be outsourced.

Unit 5. Resources

General Outcome:

5.0 The students should be able to to determine resources for a comprehensive project.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 5.1 Identify how to procure project resources.
- 5.2 Identify how to procure budget for multimedia projects.
- 5.3 Establish contacts with multimedia community for procurement of resources.
- 5.4 Create guidelines or forms for resources.

Unit 6. Evaluation

General Outcome:

6.0 The students should be able to determine factors for evaluating a comprehensive multimedia project.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 6.1 Discuss what factors determine success of a project.
- 6.2 Discuss how to evaluate a project.
- 6.3 Discuss how social and community standards apply to the project.
- 6.4 Discuss evaluation procedures.
- 6.5 Determine evaluation hierarchy.
- 6.6 Create evaluation guidelines and forms for multimedia projects.