

COURSE SYLLABUS

Managing Multimedia Projects

Fall, 2015

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Instructor:

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Class Hours:

Lecture: 1x45 minutes a week

Workshop: 1x 45 minutes a week

Description:

Many journalist 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 includes both theoretical lectures and practical workshops. The concepts explained during lectures are applied in workshop assignments.

Course Topics:

	Lectures (45 minutes)	Workshops (45 minutes)
1	Introduction to Managing Multimedia and Project Cycle Management	Project Selection/ Project Scoping Questionnaire
2	Project Cycle Management I (Scoping, Brainstorming, Proposal, Testing, Analyzing, Archiving)	Brainstorming /Project Management Tools/Setting up a website
3	Human Oriented Design & User Interface, Writing for Multimedia (do's, dont's)	Multimedia Assignment 1 (text)
4	Budgets, Cost Monitoring, Risk Management, Reporting	Basics of shooting video
5	Team Management (selecting team members, interviews)	Multimedia Assignment 2 (graphics)
6	Management Styles (leadership, management styles, successful teams, motivation)	Video Editing Tools, Multimedia Assignment 3 (video)
7	Localization (adapting projects for other languages and cultures)	Multi Language sites
8	Legal Issues (contracts, copyright, privacy)	Privacy, terms of use, cookies
9	Business Travel (flights, per diems, meetings)Digital Security & Cryptography	Planning a virtual business journey
10	Relationships with customers and partners, presentations (Surveys)	Surveys
11	Project Cycle Management II	Project proposal, project pitch
12	Team Project Presentation	Workshop Evaluation

Workshops:

At the beginning of the semester students will select a project on which they will work as a team for number of weeks. At the end of the semester 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 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: 3x 10 points each - total 30

Mid-term test: 16 points

Project Presentation 30 points

Text and required supplies:

- Texts for this class will be provided in a form of photocopies or 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:

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, Jakob. 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.