

COURSE SYLLABUS

Managing Multimedia Projects (Online Version)

Winter Semester, 2020 (Nov-Jan 2021)

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Instructor:

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Class Hours:

Pre-Recorded Lecture: 13x30-45 minutes

Pre-Recorded Workshop: 13x 15 minutes

Live online session 13x 30 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 weekly with a mix of pre-recorded lectures, live video chats and discussion using email and instant messaging platform. The class includes both theoretical lectures and practical workshops. The concepts explained during lectures are applied in workshop assignments.

Course Topics (subject to minor adjustments):

	Lesson	Lectures (30-40 minutes) - pre-recorded + 5 minutes comprehension test	Workshops (15 minutes pre recorded session) (individual work required afterwards 15-45 minutes)	Live Session (30 minutes)	Individual Homework Assignments (approx. 1-3 hour)	Teamwork (approx. 1-3 hours)
	0			General Introduction to the online class & Questions and Answers (date TBC)	Individual: <ul style="list-style-type: none"> - Sign-up for Class newsgroup Reading: <ul style="list-style-type: none"> - Let my People Go Surfing 	
Nov 2-8	1	Introduction to Managing Multimedia and Project Cycle Management	Project Selection/ Project Scoping Questionnaire	Class introduction (grading) Q&E Lecture & Workshop 1 Team division Homework and Teamwork clarification	Reading: <ul style="list-style-type: none"> - The Design of Everyday Things Video: <ul style="list-style-type: none"> - How brainwriting can neutralize the loudmouths (4 mins) 	<ol style="list-style-type: none"> 1. Team Name 2. Project Topic 3. Create your own scoping questionnaire 4. Competition Research (Are you creating something that exists already?)
Nov 9-15	2	Project Cycle Management I (Scoping, Brainstorming, Proposal, Testing, Analyzing, Archiving)	Brainstorming /Project Management Tools/Setting up a website	Discussing homework assignments 1 Q&E Lecture & Workshop 2 Discussing homework assignments 1 Homework and Teamwork clarification	Reading: <ul style="list-style-type: none"> - How Users Read on the Web - Human Interface Guidelines from Apple Video: <ul style="list-style-type: none"> - Essential Design Principles (60 mins) 	<ol style="list-style-type: none"> 1. Site diagram (complete site) 2. Page Description Diagram
Nov 16-22	3	Human Oriented Design & User Interface, Writing for Multimedia (do's &, don'ts)	Multimedia Assignment 1 (text) + Collaborative online tools (google docs, meet, drive)	Discussing homework assignments 2 Q&E Lecture & Workshop 3 Homework and Teamwork clarification	<p>Reading:</p> <ul style="list-style-type: none"> - Writing Style for Print vs. Web How to Write Headlines, Page Titles, and Subject Lines - Long vs. Short Articles as Content Strategy <p>Assignment Multimedia 1: Write a text you will be using for your website according to web writing rules (1 page max) /send as rtf document/ - do the reading before you write the text</p>	<ol style="list-style-type: none"> 1. Wireframes (main page) 2. Wireframe one additional page (article)

Nov 23-29	4	Proposal, HTML	Proposal, HTML 1 (proposal draft, budget draft, html exercise)	Discussing homework assignments 3 Q&E Lecture & Workshop 4 Homework and Teamwork clarification	Practice: - Simple HTML code - Simple Budget	1. Text for at least 10 pages of your site 2. Team's Proposal - 1st Draft
Nov 30 - Dec 6	5	Hiring, Competitive Analysis, Graphics	HTML 2 (html, logo exercise)	Discussing homework assignments 4 Q&E Lecture & Workshop 5 Homework and Teamwork clarification	Reading: - Mastering the Fine Art of Managing People Assignment Multimedia 2: - Logo (Photoshop/PainNet/GIMP)	1. Team's Proposal - 2nd Draft
Dec 7 - 13	6	Management Styles (leadership, management styles, successful teams, motivation)	Competitive Analysis + Video Editing	Discussing homework assignments 5 Q&E Lecture & Workshop 6 Homework and Teamwork clarification	Practice: - Who is your competition? Reading: - Globalization, Internalization, Localization - Multilingual solutions for Wordpress	1. Team's Proposal Final Version 2. Team's Video
Dec 14-20	7	Localization (adapting projects for other languages and cultures), Net Architecture, CMS	Working with Wordpress I (logos, menus, texts, videos)	Discussing homework assignments 6 Q&E Lecture & Workshop 7 Homework and Teamwork clarification	Reading: - TOS and Privacy Comparison (Group A+ B)	Wordpress: 1. logo 2. menus structure 3. HTML texts 4. Embed video
Dec 21 - Jan 3	8	Legal Issues (contracts, privacy, GDPR)	Working with Wordpress II (contact, languages, cookies)	Discussing homework assignments 7 Q&E Lecture & Workshop 8 Homework and Teamwork clarification	Watch: - Cookies - Passwords	Wordpress: 1. contact form 2. multiple languages 3. cookies warning
Jan 4 - 10	9	TOS, Copyright, Creative Commons, Digital Assets, Security (Backups)	Working with Wordpress III (mastering the skills)	Discussing homework assignments 8 Q&E Lecture & Workshop 9 Homework and Teamwork clarification	Watch: - Elevator Pitches: Evernote ,Tips AMEX, Present like Steve Jobs	Wordpress: 1. Home page (menus, logo) 2. 10+ pages with text 3. Contact Form 4. Cookie Warning 5. TOS 6. Privacy
Jan 11 - 7	10	Customers: Surveys, Presentations, Pitches	Surveys, Newsletters (Mailchimp & SurveyMonkey)	Discussing homework assignments 9 Q&E Lecture & Workshop 10 Homework and Teamwork clarification	Assignment Multimedia 3: - Create your own survey	1. Create and Connect Chimp to WP 2. Send Survey

Jan 18 - 24	11	Biz. Travel, Multi Language, Cloud Computing	Project proposal	Discussing homework assignments 10 Q&E Lecture & Workshop 11 Homework and Teamwork clarification	Researching: - Biz. Trip Preparation	1. Finish your website and sharing with the class
Jan 25 - 31	12	Stress (Load) Testing	Project pitch, Presentations (stress testing, online presentation tools)	Discussing homework assignments 11 Q&E Lecture & Workshop 12 Homework and Teamwork clarification	Read: - How to Set Up Your Project to Live On After You've Gone	1. Prepare Presentation of Presentation of your product, project
Feb 1 - 7	13	Team Project Presentation & Workshop Evaluation (!online, time & date TBD)				

Workshops:

At the beginning of the class 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*
- *A list of projects from previous years can be found at: <https://ojurik.com/teaching/>*

Grading

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

Online 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/mmp2021/> (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, 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, Jakob. 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.