

## OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

<b>Course Code and Number:</b> GD 357		<b>Number of Credits:</b> 3 <a href="#">Course credit policy (105)</a>																	
<b>Course Full Title:</b> Digital Project Management for Creative Practitioners																			
<b>Course Short Title (if title exceeds 30 characters):</b> Digital Project Management																			
<b>Faculty:</b> Faculty of Humanities		<b>Department (or program if no department):</b> Graphic and Digital Design																	
<b>Calendar Description:</b> Manage digital design projects in creative environments using Digital Project Management (DPM) strategies and tools in the field. Navigate complex deliverables: define digital team roles, engage in best practices for client/stakeholder communication, the discovery process, communication, accountability, networking, systems, workflow, and scheduling.																			
<b>Prerequisites (or NONE):</b>		(GD 204 or CIS 145) and 12 additional credits of GD, of which 3 credits must be 300-level or higher.																	
<b>Corequisites (if applicable, or NONE):</b>																			
<b>Pre/corequisites (if applicable, or NONE):</b>																			
<b>Equivalent Courses (cannot be taken for additional credit)</b> Former course code/number: Cross-listed with: Equivalent course(s): <i>Note: Equivalent course(s) should be included in the calendar description by way of a note that students with credit for the equivalent course(s) cannot take this course for further credit.</i>		<b>Transfer Credit</b> Transfer credit already exists: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Transfer credit requested (OReg to submit to BCCAT): <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (if yes, fill in transfer credit form) Resubmit revised outline for articulation: <input type="checkbox"/> Yes <input type="checkbox"/> No To find out how this course transfers, see <a href="http://bctransferguide.ca">bctransferguide.ca</a> .																	
<b>Total Hours: 60</b> <b>Typical structure of instructional hours:</b>		<b>Special Topics</b> Will the course be offered with different topics? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, different lettered courses may be taken for credit: <input type="checkbox"/> No <input type="checkbox"/> Yes, repeat(s) <input type="checkbox"/> Yes, no limit <i>Note: The specific topic will be recorded when offered.</i>																	
<table border="1"> <tr><td>Lecture hours</td><td>15</td></tr> <tr><td>Seminars/tutorials/workshops</td><td>25</td></tr> <tr><td>Laboratory hours</td><td></td></tr> <tr><td>Field experience hours</td><td>20</td></tr> <tr><td>Experiential (practicum, internship, etc.)</td><td></td></tr> <tr><td>Online learning activities</td><td></td></tr> <tr><td>Other contact hours:</td><td></td></tr> <tr><td><b>Total</b></td><td><b>60</b></td></tr> </table>		Lecture hours	15	Seminars/tutorials/workshops	25	Laboratory hours		Field experience hours	20	Experiential (practicum, internship, etc.)		Online learning activities		Other contact hours:		<b>Total</b>	<b>60</b>	<b>Maximum enrolment (for information only):</b> 24 <b>Expected frequency of course offerings (every semester, annually, every other year, etc.):</b> Annually	
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<b>Department / Program Head or Director:</b> Karin Jager		<b>Date approved:</b> November 24, 2016																	
<b>Faculty Council approval</b>		<b>Date approved:</b> December 2016																	
<b>Campus-Wide Consultation (CWC)</b>		<b>Date of posting:</b> January 27, 2017																	
<b>Dean/Associate VP:</b> Jacqueline Nolte		<b>Date approved:</b> December 2016																	
<b>Undergraduate Education Committee (UEC) approval</b>		<b>Date of meeting:</b> March 24, 2017																	

**Learning Outcomes**

Upon successful completion of this course, students will be able to:

- Define the role of the digital project manager within the creative industry
- Develop project requirements and scope for digital project deliverables
- Plan and schedule digital projects
- Implement digital project management tools
- Assign roles and tasks to a creative team
- Track project progress and mitigate issues using digital project management tools
- Implement best practices for verbal and written communication
- Develop presentation decks to support client and team communication
- Present concise and cohesive communication
- Articulate the digital discovery process, SEO, and how coding, content and page linking work together
- Develop systems for file naming and workflow strategies
- Develop accountability strategies for content development and asset management
- Develop a network of vendors and strategic partnerships
- Apply stakeholder engagement principles to meet project completion targets

**Prior Learning Assessment and Recognition (PLAR)**

Yes       No, PLAR cannot be awarded for this course because

**Typical Instructional Methods (guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion)**

Guest lecturers, presentations, field work with DPM professionals and online

**Grading system:** Letter Grades:  Credit/No Credit:  Labs to be scheduled independent of lecture hours: Yes  No

**NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.**

**Typical Text(s) and Resource Materials (if more space is required, download Supplemental Texts and Resource Materials form)**

	Author (surname, initials)	Title (article, book, journal, etc.)	Current ed.	Publisher	Year
1.	Harned, Brett	The Good Project Manager	<input type="checkbox"/>	E-Book	
2.	McDerment, Mike	Crack the Client Code: How to Discover the Hidden Wealth in Each Client	<input type="checkbox"/>	FreshBooks	2015
3.	Lyons, Nancy	Interactive Project Management: Pixels, People, and Process (Voices That Matter)	<input type="checkbox"/>	New Riders	2012
4.			<input type="checkbox"/>		
5.			<input type="checkbox"/>		

**Required Additional Supplies and Materials (software, hardware, tools, specialized clothing, etc.)****Typical Evaluation Methods and Weighting**

Final exam:	0%	Assignments:	40%	Midterm exam:	0%	Practicum:	0%
Quizzes/tests:	0%	Lab work:	30%	Field experience:	30%	Shop work:	0%
Other:	%	Other:	%	Other:	%	Total:	100%

**Details (if necessary):**

**Typical Course Content and Topics****Week One: Digital Project Management (DPM) Roles & Systems**

An introduction DPM in the creative industry. How designers, development freelancers, marketing directors, content creators and agency account managers use DPM in their practice. Basic project management steps including initiation, planning, design, execution, testing, and monitoring. The role of DPM, methodologies, values, and the work environment. Pros and cons of traditional project management. How DPMs integrate agile into more traditional agency flows.

**Week Two: Assessing the Project Brief**

Review different project brief scenarios, understanding clients and the responsive design process, and breaking down the stages of the project. Gather features, requirements, and questions for stakeholder/client. Identify the digital team roles to attain deliverables.

Project 1: Stakeholder/Client Interview & Project Requirement Plan

**Week Three: Automating the Workflow**

Introduction to various digital project management tools such as Trello, Basecamp, Slack, Google Drive, Evernote, etc. to manage a team. Choosing an effective system using multiple platforms and determining what works for frequency in communicating within a design team. Review of time tracking software and internal group monitoring methods.

**Week Four: Client Communication Strategies**

How to set expectations and milestone check-ins with the client. What clients don't know and why it's your fault.. Mitigating communication issues such as language barriers, errors, semantics, and intent. How to organize and run a client meeting. Tools for continuous client feedback and streamlined implementation. Role playing exercises.

**Week Five: Working with a Project Proposal**

Meeting the project objectives outlined in a project proposal. Case studies outlining different contexts. Choosing a project to manage.

Project 2: Proposal Case Study Analysis and Project Identification

**Week Six: Agreements, Protection & Payment**

In the field. What should be included in a work agreement and contract for risk-management. How to deal with non-disclosure agreement and legal implications. Negotiating payment with a client and how to manage changes in project scope. How to notice red flags in a client and when to fire the client.

Capstone Project Assigned: Proposal, DPM Strategy, and Implementation

**Week Seven and Eight: Project Planning**

In the field. Guidelines, tools and methods for implementing a project. Facilitate discovery, brand narrative, user experience, and web design project deliverables. Review technology and popular integration techniques available to implement project. Discuss quality assurance, and client approval stages. Creating a slide deck for client presentation. How to bring the client on board as part of the team.

Capstone Project Continued: Project Task List Template, Client presentation, and task assignments

**Week Nine: Project Planning Continued**

In the field. Building your team, working with vendors and developing strategic partnerships. Planning an internal communication strategy with the design team. How to track task completion schedules, hours, and payment for your team.

Capstone Project Continued: Internal Communication Tracking Plan

**Week Nine: Estimates & Schedules**

Working with vendors, freelancers and your internal team. Keeping track of tasks, hours, scope of work and costs. Review scheduling options and how to present cost estimates and progress reports to the client. Develop a timeline/critical path for tasks and requirements for the project.

Capstone Project Continued: Estimate and Critical Path

**Week Ten: Lab Day**

Capstone Project Continued: Implementing DPM strategies.

**Week Eleven: Project Failures**

Methods to survive project failure. How to build long lasting, mutually beneficial client relationships.

**Week Twelve: Content, Assets, the Digital Discovery Process**

Working with the team on file management systems, content development, assets and SEO.

Capstone Project Continued: Working on final project submissions.

**Week Thirteen: DPM Resources**

Summary of digital project management tools and services. Keeping updated on the latest digital trends and the importance of continual learning. Tips on how to stay engaged.

Capstone Project due.