Cerro Coso College

Course Outline of Record Report

10/14/2021

DMAC280 : Web Production Management

General Information

Author:	• Suzanne Ama • Taton, Vickie • Stallings, Michelle
Course Code (CB01) :	DMAC280
Course Title (CB02) :	Web Production Management
Department:	Business Information Technolog
Proposal Start:	Summer 2022
TOP Code (CB03) :	(0614.30) Website Design and Development
SAM Code (CB09) :	Advanced Occupational
Distance Education Approved:	Yes
Course Control Number (CB00) :	CCC000357037
Curriculum Committee Approval Date:	11/18/2016
Board of Trustees Approval Date:	03/09/2017
External Review Approval Date:	02/15/2012
Course Description:	This is a course in web site or application project planning and production. Students work in teams to design and complete a commercial project. Students develop an understanding of team roles, workflow, budgeting, and legal and technical considerations for completing a project. This is the capstone course and should be taken in the last semester of the program. Ideally, all courses in the Web Design or Web Development option should be previously completed or taken concurrently with this course.
Submission Type:	New Course Materials Update for Program Review. This was last assessed Spring 2020, and there are no impacts for this revision.
Author:	No value

Faculty Minimum Qualifications

Master Discipline Preferred:	• Computer Science
Alternate Master Discipline Preferred:	No value
Bachelors or Associates Discipline Preferred:	• Computer Information Systems (Computer network installation, microcomputer technology, computer applications) • Multimedia
Additional Bachelors or Associates Discipline Preferred:	No value

Course Development Options

Basic Skills Status (CB08)

Course is not a basic skills course.

Allow Students to Gain Credit by Exam/Challenge

Rationale For Credit By Exam/Challenge

No value

Course Support Course Status (CB26)

Course is not a support course

Course Special Class Status (CB13)

Course is not a special class.

Allowed Number of Retakes

0

Retake Policy Description

Type:|Non-Repeatable Credit

Grade Options

- Letter Grade Methods
- Pass/No Pass

Course Prior To College Level (CB21)

Not applicable.

Allow Students To Audit Course

Associated Programs

Course is part of a program (CB24)

Associated Program	Award Type	Active
CC Web Professional	Certificate of Achievement	Summer 2018
CC Web Professional	A.S. Degree Major	Summer 2018
Web Professional Associate of Science (In Development)	A.S. Degree Major	Fall 2022
Web Professional Certificate of Achievement (In Development)	Certificate of Achievement	Fall 2022

Transferability & Gen. Ed. Options

Course General Education Status (CB25)

Y

Transferability

Transferable to CSU only

Transferability Status

Approved

Units and Hours

Summary

Minimum Credit Units (CB07) 3

Maximum Credit Units (CB06)	3
Total Course In-Class (Contact) Hours	90
Total Course Out-of-Class Hours	72
Total Student Learning Hours	162
Faculty Load	0

Credit / Non-Credit Options

Course Credit Status (CB04)

Credit - Degree Applicable

Course Non Credit Category (CB22)

Credit Course.

Non-Credit Characteristic

No Value

Course Classification Status (CB11)

Credit Course.

Funding Agency Category (CB23)

Not Applicable.

☐ Cooperative Work Experience Education Status (CB10)

☐ Variable Credit Course

Weekly Student Hours

	In Class	Out of Classs
Lecture Hours	2	4
Laboratory Hours	3	0
Activity Hours	0	0

Course Student Hours

Course Duration (Weeks)	18
Hours per unit divisor	54
Course In-Class (Contact) Hours	
Lecture	36
Laboratory	54
Activity	0
Total	90
Course Out-of-Class Hours	
Lecture	72
Laboratory	0
Activity	0
Total	72

Time Commitment Notes for Students

No value

Faculty Load

Extra Duties: 0

Faculty Load: 0

Units and Hours - Weekly Specialty Hours

Activity Name	Type	In Class	Out of Class
No Value	No Value	No Value	No Value

Pre-requisites, Co-requisites, Anti-requisites and Advisories

Prerequisite

DMAC111 - Fundamentals of Web Development

In the capstone course, DMA C280, students are expected to be fully proficient in HTML markup in order to complete a web site or app project. A breadth of HTML tags and CSS selector types and properties are taught in DMA C111 that provide such a foundation.

Entrance Skills

Entrance Skills	Description
No value	No value

Limitations on Enrollment

Limitations on Enrollment	Description
No value	No value

Specifications

Methods of Instruction

Methods of Instruction	Audiovisual
Rationale	**Video instruction** Example: Students will watch a LinkedIn Learning video on establishing project milestones.
Methods of Instruction	Outside reading
Rationale	**Textbook Assignment** Example: Students will read an assigned chapter on project definition.

Methods of Instruction	Lecture
Rationale	**Written Lectures** Example: Students will read a written lecture on project management software features and reports.
Methods of Instruction	Peer analysis, critique & feedback
Rationale	**Peer Review** Example: Students evaluate the quality and consistently of each others' weekly group participation.
Methods of Instruction	Written work
Rationale	**Project documentation** Example: Students write a Project Specification, which details proposed technical and creative solutions for the project, which is presented to the client for approval.

Assignments

A. Textbook readings Example: Students read chapter on developing project proposal.
B. Weekly Assignments Example: Students create a project proposal, defining essential components of the project.
C. Projects: Examples: Students work collaboratively to develop an original media product.

Methods of Evaluation	Rationale
Project	**Web site project** Example: Students work collaboratively to develop an web site for a non-profit client.
Homework	**Individual Assignments** Example: Students independently create web site design concepts from which the client selects a favorite for the group to implement.
Participation	**Peer Review** Example: Students evaluate the quality and consistently of each others' weekly group participation.
Distance Education Description: how outcomes are evaluated	Students complete assignments and projects in Adobe Photoshop, Illustrator, Dreamweaver, XD, and/or Premier, as well as WordPress and other open source software, and they submit assignments and projects as attachments in Canvas discussion forums where the instructor and peers provide feedback. The assignments are one week in duration, and the projects are two weeks in duration. Instructor formative feedback is provided in the discussions to allow for refinement of the final artifact. A component of evaluation is weekly participation in the discussions. Rubrics are provided for all assignments and projects. A separate rubric is also created for SLO assessment. The activities of grading and assessing are distinct. The evaluation criteria and rigor is identical, regardless of delivery mode.

Equipment

No Value

Textbooks

Author	Title	Publisher	Date	ISBN
Lyons, N., Wilker, M..				

Interactive Project Management: Pixels, People, and Process	New Riders	2012	978-0321815156

Other Instructional Materials

No Value

Materials Fee

No

Learning Outcomes and Objectives

Course Objectives

No value

CSLOs

Use project management software to plan tasks, establish dependencies, and allocate and track resources. Expected SLO Performance: 70.0

Business Information Technolog Web Professional Certificate of Achievement	2. Demonstrate technical and creative mastery of the creation of Web media, such as graphics, motion graphics, and interactive media. Assessment:This will be assessed with a project, scored by a rubric

Develop a project specification. Expected SLO Performance: 70.0

Business Information Technolog Web Professional Certificate of Achievement	5. Demonstrate life long learning skills in effective collaboration, leadership, written communication, management, and information search and retrieval. Assessment:This will be assessed through instructor and peer review, scored by a rubric.
ISLOs Core ISLOs	Students who are completing a program will be able to think critically and creatively and apply reasoning.

Collaboratively produce a commercial web site or app that satisfies the goals and expectations of the client. Expected SLO Performance: 70.0

Business Information Technolog Web Professional Certificate of Achievement	4. Apply design principles to solve visual communication problems. Assessment:This will be assessed with a project, scored by a rubric.

Communicate effectively with a design team during various phases of production. Expected SLO Performance: 70.0

Business Information Technolog Web Professional Certificate of Achievement	5. Demonstrate life long learning skills in effective collaboration, leadership, written communication, management, and information search and retrieval. Assessment:This will be assessed through instructor and peer review, scored by a rubric.
ISLOs Core ISLOs	Students who are completing a program will be able to communicate ideas, perspectives, and values clearly and persuasively while listening to others openly

Outline

Course Outline

A. Collaboration
1. Team communication
2. Client communication
3. Technologies for communication
4. Conflict resolution
5. Leadership
6. Assessing communication
B. Project clarification
1. Audience
2. Project definition
3. Scope
4. Market research
5. Follow up questions
6. Project manager
7. Other team roles
C. Project specification
1. Version control
2. Distribution list
3. Contents
4. Introduction
5. Project objectives
6. Success criteria
7. Site map
8. Functional specification
9. Technical specification
10. Content plan
11. Marketing initiatives
12. Testing plan
13. Critical path
14. Budget
15. Project resources
16. Design concepts
17. Glossary of terms
18. Risk management
19. Change control
20. Intellectual property
D. Production
1. Introduction to Microsoft Project
2. Resource and budget tracking
3. Dreamweaver check in/check out
4. Client updates
E. Testing and evaluation
1. Product testing and validation
2. Team evaluation
3. Client evaluation

Lab Outline

A. Collaboration
1. Team communication
2. Client communication
3. Technologies for communication
4. Conflict resolution
5. Leadership
6. Assessing communication
B. Project clarification

1. Audience
2. Project definition
3. Scope
4. Market research
5. Follow up questions
6. Project manager
7. Other team roles

C. Project specification

1. Version control
2. Distribution list
3. Contents
4. Introduction
5. Project objectives
6. Success criteria
7. Site map
8. Functional specification
9. Technical specification
10. Content plan
11. Marketing initiatives
12. Testing plan
13. Critical path
14. Budget
15. Project resources
16. Design concepts
17. Glossary of terms
18. Risk management
19. Change control
20. Intellectual property

D. Production

1. Introduction to Microsoft Project
2. Resource and budget tracking
3. Dreamweaver check in/check out
4. Client updates

E. Testing and evaluation

1. Product testing and validation
2. Team evaluation
3. Client evaluation

A. Collaboration

1. Team communication
2. Client communication
3. Technologies for communication
4. Conflict resolution
5. Leadership
6. Assessing communication

B. Project clarification

1. Audience
2. Project definition
3. Scope
4. Market research
5. Follow up questions
6. Project manager
7. Other team roles

C. Project specification

1. Version control
2. Distribution list
3. Contents
4. Introduction
5. Project objectives
6. Success criteria
7. Site map
8. Functional specification
9. Technical specification
10. Content plan
11. Marketing initiatives
12. Testing plan

13. Critical path
14. Budget
15. Project resources
16. Design concepts
17. Glossary of terms
18. Risk management
19. Change control
20. Intellectual property

D. Production

1. Introduction to Microsoft Project
2. Resource and budget tracking
3. Dreamweaver check in/check out
4. Client updates

E. Testing and evaluation

1. Product testing and validation
2. Team evaluation
3. Client evaluation

A. Collaboration

1. Team communication
2. Client communication
3. Technologies for communication
4. Conflict resolution
5. Leadership
6. Assessing communication

B. Project clarification

1. Audience
2. Project definition
3. Scope
4. Market research
5. Follow up questions
6. Project manager
7. Other team roles

C. Project specification

1. Version control
2. Distribution list
3. Contents
4. Introduction
5. Project objectives
6. Success criteria
7. Site map
8. Functional specification
9. Technical specification
10. Content plan
11. Marketing initiatives
12. Testing plan
13. Critical path
14. Budget
15. Project resources
16. Design concepts
17. Glossary of terms
18. Risk management
19. Change control
20. Intellectual property

D. Production

1. Introduction to Microsoft Project
2. Resource and budget tracking
3. Dreamweaver check in/check out
4. Client updates

E. Testing and evaluation

1. Product testing and validation
2. Team evaluation
3. Client evaluation

Delivery Methods

Delivery Method: Please list all that apply -Face to face -Online (purely online no face-to-face contact) -Online with some required face-to-face meetings ("Hybrid") -Online course with on ground testing -iTV – Interactive video = Face to face course with significant required activities in a distance modality -Other

- Face to face
- Online (purely online no face-to-face contact)
- Online with some required face-to-face meetings ("Hybrid")
- iTV – Interactive video = Face to face course with significant required activities in a distance modality

Rigor Statement: Assignments and evaluations should be of the same rigor as those used in the on-ground course. If they are not the same as those noted in the COR on the Methods of Evaluation and out-of-class assignments pages, indicate what the differences are and why they are being used. For instance, if labs, field trips, or site visits are required in the face to face section of this course, how will these requirements be met with the same rigor in the Distance Education section? Describe the ways in which instructor-student contact and student-student contact will be facilitated in the distance ed environments.

All assignments in distance education course sections of DMA C280 are of the same rigor as those in the on-ground section, except that students in purely online sections will submit all of their assignments virtually. Instructor evaluation of student work in distance education course sections is the same as in the on-ground course section, except that evaluation of student work in the online version is presented virtually. Instead of onsite lectures, hybrid and online courses use a variety of methods including, but not limited to videos, and written lecture notes. Students will interact with the instructor and other students via discussion forums or similar methods.

Good practice requires both asynchronous and synchronous contact for effective contact. List the methods expected of all instructors teaching the course. -Learning Management System -Discussion Forums -Message -Other Contact -Chat/Instant Messaging -E-mail -Face-to-face meeting(s) -Newsgroup/Discussion Board -Proctored Exam -Telephone -iTV - Interactive Video -Other

- Discussion Forums
- Message
- Chat/Instant Messaging
- E-mail

Software and Equipment: What additional software or hardware, if any, is required for this course purely because of its delivery mode? How is technical support to be provided?

In this capstone course, students will make use of any of the software tools that have been taught throughout the program, including Adobe software. Students must use a desktop or laptop computer that is minimally equipped with the following:
Windows

	Minimum	Recommended
Processor	Intel® or AMD processor with 64-bit support; 2 GHz or faster processor with SSE 4.2 or later	
Operating system	Windows 10 (64-bit) version 1809 or later; LTSC versions are not supported	
RAM	8 GB	16 GB or more
Graphics card	• GPU with DirectX 12 support • 2 GB of GPU memory	• GPU with DirectX 12 support • 4 GB of GPU memory for 4k displays and greater
	See the **Photoshop graphics processor (GPU) card FAQ** (https://helpx.adobe.com/photoshop/kb/photoshop-cc-gpu-card-faq.html)	
Monitor resolution	1280 x 800 display at 100% UI scaling (https://helpx.adobe.com/photoshop/kb/hidpi-retina.html)	1920 x 1080 display or greater at 100% UI scaling (https://helpx.adobe.com/photoshop/kb/hidpi-retina.html)

Hard disk space	4 GB of available hard-disk space; additional space is required for installation	4 GB of available hard-disk space; additional space is required for installation • Fast internal SSD for app installation • Separate internal drive for scratch disks (https://helpx.adobe.com/photoshop/using/scratch-disks-preferences.html).
Internet	Internet connection and registration are necessary for required software activation, validation of subscriptions, and access to online services †	

macOS

	Minimum	Recommended
Processor	Intel processor with 64-bit support; 2 GHz or faster processor with SSE 4.2 or later	
Operating system	macOS Mojave (version 10.14) or later	macOS Big Sur (version 11) macOS Catalina (version 10.15)
RAM	8 GB	16 GB or more
Graphics card	• GPU with Metal support • 2 GB of GPU memory	• GPU with Metal support • 4 GB of GPU memory for 4k displays and greater
	To find out if your computer supports Metal, see **Mac computers that support Metal** (https://support.apple.com/en-us/HT205073) See the **Photoshop graphics processor (GPU) card FAQ** (https://helpx.adobe.com/photoshop/kb/photoshop-cc-gpu-card-faq.html)	
Monitor resolution	1280 x 800 display at 100% UI scaling (https://helpx.adobe.com/photoshop/kb/hidpi-retina.html)	1920 x 1080 display or greater at 100% UI scaling (https://helpx.adobe.com/photoshop/kb/hidpi-retina.html)
Hard disk space	4 GB of available hard-disk space; additional space is required for installation	4 GB of available hard-disk space; additional space is required for installation • Fast internal SSD for app installation • Additional high-speed drive(s) or SSD to set up scratch disks (https://helpx.adobe.com/photoshop/using/scratch-disks-preferences.html)
	Photoshop will not install on a volume that uses a case-sensitive file system	
Internet	Internet connection and registration are necessary for required software activation, membership validation, and access to online services †	

Accessibility: Section 508 of the Rehabilitation Act requires access to the Federal government's electronic and information technology. The law covers all types of electronic and information technology in the Federal sector and is not limited to assistive technologies used by people with disabilities. It applies to all Federal agencies when they develop, procure, maintain, or use such technology. Federal agencies must ensure that this technology is accessible to employees and the public to the extent it does not pose an "undue burden". I am using -iTV—Interactive Video only -Learning management system -Publisher course with learning management system interface.

- Learning management system

Class Size: Good practice is that section size should be no greater in distance ed modes than in regular face-to-face versions of the course. Will the recommended section size be lower than in on-ground sections? If so, explain why.

Class size will not be lower than on-ground sections.

Emergency Distance Education Options The course will operate in remote delivery mode when all or part of the college service area is under an officially declared city, county, state, or federal state of emergency, including (check all that apply) - Online including all labs/activity hours - Hybrid with online lecture and onsite lab/activity hours - Correspondence education in high school and prison facilities - None. This course will be cancelled or paused if it cannot be held fully onsite.

- Online including all labs/activity hours