DIG3521 Project Methodologies

Course Description
This course introduces skills for successfully planning and managing digital projects. Focusing on the production of digital games, animation, and digital audio/video, students will learn about management life cycle, project parameters, matrix management challenges, effective project management tools and techniques, interpersonal skills, and the role of a project manager.

Pre-Requisite Knowledge and Skills
BA in DAS Major (DAR)

Objectives: By the end of this course, students will be able to:
- Demonstrate knowledge of fundamental tools used to manage digital media projects
- Implement the pre-production cycle and plan projects effectively
- Articulate project ideas and communicate them effectively to others
- Practice the managerial mindset and culture through industry standard techniques such as Agile development
- Reduce project risk through key performance metrics
- Allocate and align proper resources for a successful project
- Lead and communicate with production teams, clients, and stakeholders

Required Materials
  - 8th Edition
  - ISBN-10: 9780470423677

Recommended Materials
  - 1st Edition
  - ISBN-10: 0321815157
  - 1st Edition
  - ISBN-10: 1592006175

Course Recording
UF Online students will have recording 24-48 hours after live recording.
## Course Schedule

This schedule is only a guide and is subject to change. Unless otherwise indicated, assignments and readings are due the day they are listed on the syllabus, not the following day.

<table>
<thead>
<tr>
<th>Week</th>
<th>Subject</th>
<th>Assignment/Quizzes</th>
<th>Assignments Due</th>
</tr>
</thead>
</table>
| Week 1 | 1) Introduction to Project Management  
2) What is a Project, Program, Portfolio  
3) Digital Media industry and disciplines  
3) Reading: Chapter 1: What is a Project  
4) Reflect & Respond: Fuax Case Study 1 | “Syllabus Quiz”    |                                |
| Week 2 | 1) Understanding the stages of Production: Pre, Production, & Post  
2) What is Success? Key Indicators, Research, Evaluate, Validate & Risk Mitigation  
3) Digital Consulting Case study (evaluate project potential before engaging) |                    |                                |
| Week 3 | 1) Digital Project Planning  
2) Understanding the differences in plans and preparing for them  
3) Project plan, Collaboration plan, QA plan, Staffing, & Risk management plan | Quiz 1 (wk1-2)      |                                |
| Week 4 | 1) Project Management Techniques  
2) Agile vs Waterfall vs Kanban vs Scrum  
3) In Class Exercise: Develop a Plan |                    |                                |
| Week 5 | 1) Project Management software and tools  
2) Task and notification systems  
3) Direct and indirect communication systems (real-time) | Quiz 2 (wk 3-4)    |                                |
| Week 6 | 1) Client Relations: From Pitch to Contract  
2) Timeline, Budget, Staffing, Feasibility  
3) Difference between Discovery and Pre-Production |                    |                                |
| Week 7 | 1) Brainstorming and Ideation  
2) Team Building & Collaboration  
3) Working with various personality types  
4) Working with project owners and stakeholders  
5) In Class Exercise: Brainstorm Techniques | Mid Term (wk1-6)   |                                |
| Week 8 | 1) Project estimations and budgets  
2) Effort Estimation, Pricing Models, Value Proposition  
3) Financial Project case study |                    |                                |
| Week 9 | 1) Scheduling the Production Phase  
2) Developing task backlog and forming teams  
3) Assigning tasks for various digital media pipelines | Quiz 3 (wk7-8)     |                                |
| Week 10 | 1) Production: Understanding Game and Interactive Pipelines  
2) Case Study: Review Game Pipeline of AAA game |                    |                                |
| Week 11 | 1) Production: Understanding Audio/Video Pipelines  
2) Case Study: Review Production pipeline for blockbuster film | Quiz 4 (wk9-10)   |                                |
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<tbody>
<tr>
<td></td>
<td></td>
<td>Final Project:</td>
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<tr>
<td></td>
<td></td>
<td>Select Production</td>
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<tr>
<td>Week 12</td>
<td>1) Production: Understanding Animation Pipelines</td>
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<td></td>
<td>2) Case Study: Review production pipeline for PIXAR film</td>
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<td></td>
<td>3) Discuss Final Project: Create Production Plan</td>
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<td>Week 13</td>
<td>1) Retrospective Analysis: Learning from our mistakes/victories</td>
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<td></td>
<td>2) Understanding digital revisions and contingencies</td>
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<td></td>
<td>3) Managing Client expectations</td>
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<tr>
<td>Week 14</td>
<td>1) Quality Assurance and Launch. Alpha, Beta, Gold production</td>
<td></td>
<td>Final Project</td>
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<tr>
<td></td>
<td>2) Archiving digital projects and documentation</td>
<td></td>
<td>Due</td>
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<tr>
<td>Week 15</td>
<td>1) Final Exam <em>(wk 1-14)</em></td>
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**Evaluation of Grades**

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Total Points</th>
<th>% of Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class Participation: Students are expected to actively participate in class exercises, discussions, both in class as well as in course online forums and outside class group meetings.</td>
<td>100</td>
<td>10%</td>
</tr>
<tr>
<td>Quizzes: Every two weeks, students will have a quiz hosted through Canvas. Quizzes cover the topics discussed in those two-week periods. Students will be quizzed upon the following course content: lectures, assignments, readings, homework, group work, and other external resources.</td>
<td>350</td>
<td>35%</td>
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<tr>
<td>Mid Term: Cumulative Mid Term exam covering material from weeks 1-6.</td>
<td>150</td>
<td>15%</td>
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<tr>
<td>Final Project: Each student submits a detailed plan for a 6-month production randomly assigned by the instructor. The plan should cover all course topics discussed in class over the span of the semester.</td>
<td>200</td>
<td>20%</td>
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<tr>
<td>Final Exam: In-class cumulative Final Exam</td>
<td>200</td>
<td>20%</td>
</tr>
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**Grading Scale**

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>% Equivalency</th>
<th>GPA Equivalency</th>
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</thead>
<tbody>
<tr>
<td>A</td>
<td>94 – 100%</td>
<td>4.0</td>
</tr>
<tr>
<td>A-</td>
<td>90 – 93%</td>
<td>3.67</td>
</tr>
<tr>
<td>B+</td>
<td>87 – 89%</td>
<td>3.33</td>
</tr>
<tr>
<td>B</td>
<td>84 – 86%</td>
<td>3.00</td>
</tr>
<tr>
<td>B-</td>
<td>80 – 83%</td>
<td>2.67</td>
</tr>
<tr>
<td>C+</td>
<td>77 – 79%</td>
<td>2.33</td>
</tr>
<tr>
<td>C</td>
<td>74 – 76%</td>
<td>2.00</td>
</tr>
<tr>
<td>C-</td>
<td>70 – 73%</td>
<td>1.67</td>
</tr>
<tr>
<td>D+</td>
<td>67 – 69%</td>
<td>1.33</td>
</tr>
<tr>
<td>D</td>
<td>64 – 66%</td>
<td>1.00</td>
</tr>
<tr>
<td>Letter Grade</td>
<td>% Equivalency</td>
<td>GPA Equivalency</td>
</tr>
<tr>
<td>-------------</td>
<td>---------------</td>
<td>----------------</td>
</tr>
<tr>
<td>D-</td>
<td>60 – 63%</td>
<td>.67</td>
</tr>
<tr>
<td>E, I, NG, S-U, WF</td>
<td>0 – 59%</td>
<td>0.00</td>
</tr>
</tbody>
</table>

More information on grades and grading policies is here: [https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/](https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/)

**Materials and Supply Fees**

Material and supply and equipment use fee information is available from the academic departments or from the schedule of courses (Florida Statutes 1009.24). The total course fee for this class is $0.00.

The total course fee for each course is listed on the UF Schedule of Courses. ([https://registrar.ufl.edu/soc/](https://registrar.ufl.edu/soc/)).

**Course Policies**

**Attendance Policy, Class Expectations, and Make-Up Policy**

We value participation more than mere attendance. Each Instructor is responsible for communicating the specific details of what percentage of your grade (if any) will be assigned to participation, and how class participation will be measured and graded.

In our course, attendance for campus is mandatory. You are required to attend the class on time to receive full credit for attendance as well as participate in the class by asking questions, answering questions, or engaging in the media in others forms during the live class. If you have more than 8 unexcused absences, you cannot pass this course. Exempt from this policy are only those absences involving university-sponsored events, such as athletics and band, and religious holidays, family emergencies, and health issues for which you must provide appropriate documentation in advance of the absence.

Additionally, tardiness will not be tolerated. If you are tardy for three class periods, you will receive an unexcused absence.

Online students will be expected to stay in sync with the rest of the class, and to achieve their participation portion by recording their responses to the course at least once a week through discussion forums.

Unless discussed at least 72 hours in advance of the deadline, late assignments will not be accepted. Excluded from this policy are any assignments missed due to medical emergencies.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: [https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/](https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/)

**Face-to-Face Instruction**

We will have face-to-face instructional sessions to accomplish the student learning objectives of this course. In response to COVID-19, the following policies and requirements are in place to maintain your learning environment and to enhance the safety of our in-classroom interactions.
• You are required to wear approved face coverings at all times during class and within buildings. Following and enforcing these policies and requirements are all of our responsibility. Failure to do so will lead to a report to the Office of Student Conduct and Conflict Resolution.

• This course has been assigned a physical classroom with enough capacity to maintain physical distancing (6 feet between individuals) requirements. Please utilize designated seats and maintain appropriate spacing between students. Please do not move desks or stations.

• Sanitizing supplies are available in the classroom if you wish to wipe down your desks prior to sitting down and at the end of the class.

• Follow your instructor’s guidance on how to enter and exit the classroom. Practice physical distancing to the extent possible when entering and exiting the classroom.

• If you are experiencing COVID-19 symptoms (Click here for guidance from the CDC on symptoms of coronavirus), please use the UF Health screening system and follow the instructions on whether you are able to attend class. Click here for UF Health guidance on what to do if you have been exposed to or are experiencing Covid-19 symptoms.
  o Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work. Find more information in the university attendance policies.

Course Technology
The students will be required to have access to and use a personal computer with the access to the Internet. Word editing software will be required for written assignments.

The University of Florida and Digital Worlds requires that students have access to and on-going use of a laptop/mobile computer for DIG courses in order to be able to function in the current learning environment. Digital Worlds requires each student’s laptop computer to meet certain minimum specs for heavy graphics use, the requirements documented below must be met.


Course Communications
Students can communicate directly with the instructor regarding the course material through the course management system (CANVAS) using “Canvas Mail.”

Course Technology Support
The Technology Support Center provides computer support for Digital Worlds students who access Zoom, lecture recordings, student equipment, facilities and other technology-based resources.
http://digitalworlds.ufl.edu/support

For computer assistance related to Zoom, lecture recordings, student equipment, and facilities request please Submit a Help Ticket or email support@digitalworlds.ufl.edu.

For support related to account services, technical consulting, mobile device services, software services, administrative support, application support center, and learning support services, please contact the UF Computing Help Desk available 24 hours a day, 7 days a week at 352-392-4357 or helpdesk@ufl.edu.
UF Policies

University Honesty Policy
UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The Honor Code (https://www.dso.ufl.edu/sscr/process/student-conduct-honor-code/) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

Class Demeanor
Students are expected to arrive to class on time and behave in a manner that is respectful to the instructor and to fellow students. Please avoid the use of cell phones and restrict eating to outside of the classroom. Opinions held by other students should be respected in discussion, and conversations that do not contribute to the discussion should be held at minimum, if at all.

Students Requiring Accommodations
Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, https://www.dso.ufl.edu/drc) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

Netiquette Communication Courtesy
All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats, more information can be found at: http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf

Software Use
All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

Student Privacy
There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see: http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html

Course Evaluation
“Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at https://gatorevals.aa.ufl.edu/students/. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via https://ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/.”

Campus Resources

**U Matter, We Care:**
If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575 so that a team member can reach out to the student.

**Counseling and Wellness Center:** [http://www.counseling.ufl.edu/cwc](http://www.counseling.ufl.edu/cwc), and 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

**Sexual Assault Recovery Services (SARS)**
Student Health Care Center, 392-1161.

**University Police Department** at 392-1111 (or 9-1-1 for emergencies), or [http://www.police.ufl.edu/](http://www.police.ufl.edu/).

**E-learning Technical Support**
352-392-4357 (select option 2) or e-mail to Learning- learning-support@ufl.edu

**Career Connections Center**
Reitz Union, 392-1601. Career assistance and counseling. [https://career.ufl.edu](https://career.ufl.edu)

**Library Support**
Various ways to receive assistance with respect to using the libraries or finding resources. [http://cms.uflib.ufl.edu/ask](http://cms.uflib.ufl.edu/ask)

**Teaching Center**
Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. [http://teachingcenter.ufl.edu/](http://teachingcenter.ufl.edu/)

**Writing Studio**

**Student Complaints Campus**

**Online Students Complaints**
[http://www.distance.ufl.edu/student-complaint-process](http://www.distance.ufl.edu/student-complaint-process)

Disclaimer: This syllabus represents the instructor’s current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.