Department of Entertainment Technology
IMT1102 Section D262: Introduction to Interactive Media Technologies Production Practices

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Instructor: Becky Heritage **Office Hour:** Tuesdays 12:00 - 1:00pm Rm V217
Meeting Days: Tuesdays and Thursdays, 10:00am - 11:40pm **Room:** V321
University Email: RHeritage@citytech.cuny.edu (for correspondence)
Gmail: heritage.becky@gmail.com (for document sharing & project management)
CLASS SITE: https://openlab.citytech.cuny.edu/productionpracticesfa2014/
Tiny Url: http://tinyurl.com/l35yd3s

COURSE DESCRIPTION: This course provides a hands-on introduction to the applied principles and production techniques used in interactive media development. Students will be introduced to the basic theory, practices, and technology necessary for success in digital media courses. Topics include digital imaging, audio and video management, prototyping, project management, as well as, interactive, networked, and physical computing technologies. The structure of this course emphasizes an integrated and creative approach to interactive media with detailed instruction and practice in the technical aspects of production that go hand in hand with critical academic thinking.

OBJECTIVES: Students Will Be Able To . . .

1. Articulate, propose, and disseminate concepts for multimodal media designs using a variety of desktop and cloud based production methods: Adobe Design Suite, media hosting sites (Flickr, YouTube, Vimeo, LucidChart, etc.)
2. Participate and initiate synchronous and asynchronous collaboration via a variety of cloud-based services. (Google Drive/Chrome Apps, etc.)
3. Utilize Project Management and Task-based methodologies, via cloud-based services, to maintain and document work production on class (Google Calendar, Ganter, etc.)

WORKLOAD: For each hour of instructor-based lecture or lab, you will be expected to work two hours outside class. Production Practices meets for 1 hour and 40 minutes at a time, twice a week, for a total time of 3 hours and 20 minutes a week. You will be expected to work a total of 6 hours outside of class in order to complete the assignments for this course.

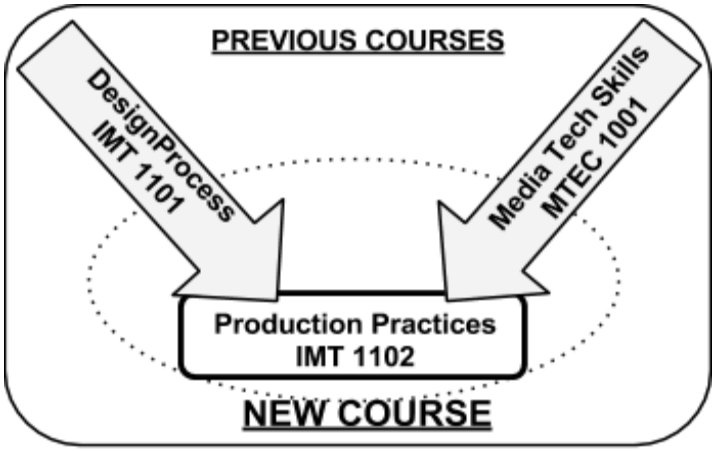
ATTENDANCE: *Two tardies = One absence | 3 absences allowed per class that meets twice a week | More than 3 absences = "F"*
Your attendance is required by and enforced by the University's attendance policy found on page 73 of the Student Handbook.

GRADING: Grading is based on successful completion of all assignments, class participation and attendance. Assignments will be collected at the beginning of each class (when attendance is taken). Homework is late after this time and will have points deducted. Late homework can only be accepted 2 class days after original due date. If you find that you will not be able to

present or hand in a project on the scheduled day, it is your responsibility to notify me PRIOR to that due date. *The University grade chart can be found on page 49 of the Student Handbook.*

ASSIGNMENT TYPE	DESCRIPTION	%
Lab H/W	Specific design assignments given by your instructor.	25%
Lecture H/W	Reading Responses & Lab Notes	25%
Midterm Project	Collaborative and project-based, this project will take at least 2 weeks to compete. It will be introduced by your instructor as the midpoint of the semester approaches.	25%
Final Project	Collaborative and project-based, this project will take at least 2 weeks to compete. It will be introduced by your instructor as the end of the semester approaches.	25%
	Total	100

TEXT & REQUIREMENTS:
Text: The required readings will be provided for you by your instructor. These will be available via the class site or the instructor's FTP Reading directory.
Requirement: The other requirements are purchasing of a mobile storage device of at 8GB.



Applicable Skills of Production Practices

Throughout the course of the semester, the process of Project Production will be divided into six above six components: 1) Proposal, 2) Milestones, 3) Deliverables, 4) Post Mortem and 6) Presentation.

Students will participate in each component, and its subparts of the production process in an iterative fashion. Each iteration will become more detailed than the last. By the end of the semester, students will have practiced the production process a number of times.

The Midterm and Final Projects provide students extended time and the opportunity to engage in an interactive context of their choosing. A prototype architecture will be provided by the instructor for the students. This architecture is a barebones, working prototype that students can manipulate into their own project.

Midterm Project Overview: Most of the Production Practice components will be utilized for

this project.

Final Project Overview: All 5 components of the Production Practice, as well as their subcomponents.

PRODUCTION PRACTICE COMPONENT DESCRIPTIONS

Documentation & Dissemination

1. **Proposals:** What is it? A film?: A video game? An ad? An object? What medium will it be built in?: 35mm? video? print? plastic? Who is the intended audience?: Children? Women? lovers of sci-fi? What is it called?: Title/name of the product.

2. **Milestones:** Milestones are important markers that signify the completion of crucial tasks in the development cycle. A list of what needs to happen when.

3. **Deliverables:** Deliverables provide the evidence that would indicate successful completion of a milestone.

4. **Postmortem:** A post mortem is an assessment of how a project went. The ultimate goal is “lessons learned” — a set of actionable ideas for improving the next project. It is generally conducted at the end of the entire project, but it is also useful at the end of each phase of a multi-phase project.

5. **Presentation:** This is the compilation of all previous components for formal sharing with fellow designers.

Production Practices Sequence (outline)

Documentation & Dissemination

- 1) PROPOSALS
  - Ideation
  - Conception
  - Proposal Postmortem
- 2) MILESTONES
  - Budgeting Time & Resources
  - Task Assignment
  - Milestones Postmortem
- 3) DELIVERABLES
  - Prototyping I
  - Playtesting
  - Prototyping II
  - Deliverables Postmortem
- 4) PROJECT POSTMORTEM
  - Reflection: Key Accomplishments & Problem Areas
  - Lessons Learned
  - Future Considerations
- 5) PRESENTATION
  - Compilation of Component Postmortems
  - Compilation of Documentation
  - Presentation Practice