

**College of San Mateo**  
**Official Course Outline**

1. **COURSE ID:** DGME 252    **TITLE:** Web/Multimedia Practicum  
**Semester Units/Hours:** 3.0 units; a minimum of 48.0 lecture hours/semester; a minimum of 16.0 lab hours/semester  
**Method of Grading:** Grade Option (Letter Grade or P/NP)  
**Recommended Preparation:**  
Eligibility for ENGL 838 or 848.  
DGME 167 Web Design I or equivalent DGME 168 Web Design II or equivalent DGME 165 Digital Animation or equivalent DGME 166 Web Authoring or equivalent DGME 113 Digital Video Production or equivalent DGME 118 Digital Audio Production or equivalent DGME 143 Motion Graphics or equivalent DGME 169 Web Design III or equivalent
2. **COURSE DESIGNATION:**  
**Degree Credit**  
**Transfer credit:** CSU
3. **COURSE DESCRIPTIONS:**  
**Catalog Description:**  
This is the capstone course to the Web/Multimedia Degree and Certificate programs. Students create digital media projects from real world clients using comprehensive production, design and business techniques. A materials fee as shown in the Schedule of Classes is payable upon registration.
4. **STUDENT LEARNING OUTCOME(S) (SLO'S):**  
Upon successful completion of this course, a student will meet the following outcomes:
  1. Identify and pursue job markets
  2. Promote and market a business
  3. Estimate and present job proposals
  4. Collaborate effectively with project team members and industry professionals
  5. Create real world digital media projects with clients using comprehensive production, design and business techniques
  6. Complete project revisions to meet client needs
  7. Create finalized project and deliver to client
  8. Create invoices and conclude work agreements with regard to copyright and reprint rights
  9. Develop additional markets for work purposes
5. **SPECIFIC INSTRUCTIONAL OBJECTIVES:**  
Upon successful completion of this course, a student will be able to:
  1. Identify and pursue job markets
  2. Promote and market a business
  3. Estimate and present job proposals
  4. Collaborate effectively with project team members and industry professionals
  5. Create real-world digital media projects with clients using comprehensive production, design and business techniques
  6. Complete project revisions to meet client needs
  7. Create finalized project and deliver to client
  8. Create invoices and conclude work agreements with regard to copyright and reprint rights.
  9. Develop additional markets for work purposes
6. **COURSE CONTENT:**  
**Lecture Content:**
  1. Getting the Job
    - A. Finding Potential Clients
    - B. Promoting a Design Business
    - C. Hidden Job Markets
    - D. Developing the Business Plan
  2. Working with Clients
    - A. Presenting yourself and your portfolio

- B. Differentiating Clients
- C. Effective Communication
- D. Surveying Client Satisfaction
- 3. Estimating Jobs
  - A. Pricing & Ethical Guidelines
  - B. Preparing Proposals
  - C. Letters of Agreement
  - D. Hidden Costs
  - E. Standard Legal Contracts
  - F. Scheduling and Timelines
  - G. Educating the Client
- 4. Collaborating & Problem Solving with Teams
  - A. Assigning Tasks / Supervising Design Teams
  - B. Research, Gathering and Preparing Source Materials
  - C. Concept Development
  - D. Storyboarding
  - E. Copywriting
  - F. Copyright Issues
  - G. Creating Design Composites
  - H. Creative Direction
    - I. Client Presentation
    - J. Flow Charts
  - K. Design Variations
- 5. Creating Design Composites
  - A. Creative Direction
  - B. Client Presentation
  - C. Flow Charts
  - D. Design Variations
- 6. Design Review Cycle
  - A. Client Response
  - B. Revision Cycles and Phases
  - C. Revision Timelines
  - D. Presenting Revisions
- 7. Final Client Presentations
  - A. Web / Print / Broadcast / Journalism
  - B. Final Production
  - C. Developing a maintenance plan
  - D. Signing off on the job
  - E. Product Delivery
- 8. Invoicing / Completion Letter
- 9. Ongoing Client Communication
- 10. Marketing your Business

**Lab Content:**

Students utilize lab time for research, design, produce, revise and finalize digital media projects for actual clients under the guidance of the instructor.

**7. REPRESENTATIVE METHODS OF INSTRUCTION:**

Typical methods of instruction may include:

- A. Lecture
- B. Lab
- C. Critique
- D. Discussion
- E. Field Experience
- F. Guest Speakers
- G. Observation and Demonstration
- H. Work Experience
- I. Other (Specify): Lectures with supporting visuals and audio. Reading and practical textbook assignments to be applied to actual "real" projects to be completed and turned into both the instructor and the client. Client projects to be designed, revised and produced in final form to be turned into the client.

## 8. REPRESENTATIVE ASSIGNMENTS

Representative assignments in this course may include, but are not limited to the following:

### **Writing Assignments:**

Writing assignments to be applied to actual "real-world" projects to be completed and turned in.

### **Reading Assignments:**

Reading and practical textbook assignments to be applied to actual "real-world" projects to be completed and turned in.

## 9. REPRESENTATIVE METHODS OF EVALUATION

Representative methods of evaluation may include:

A. Class Participation

B. Class Performance

C. Class Work

D. Exams/Tests

E. Group Projects

F. Homework

G. Lab Activities

H. Oral Presentation

I. Papers

J. Portfolios

K. Projects

L. Quizzes

M. Letter grades are determined by analyzing the quality of execution, attention to detail, ability to follow directions, ability to collaborate effectively in teams and evidence of software competency in relation to "real world" client projects. Client evaluations will be submitted and reviewed.

## 10. REPRESENTATIVE TEXT(S):

Possible textbooks include:

A. Graphic Artists Guild Staff. *The Creative Business Guide to Running a Graphic D*, 13th ed. Graphic Artists Guild, 2012

**Origination Date:** November 2012

**Curriculum Committee Approval Date:** February 2014

**Effective Term:** Fall 2014

**Course Originator:** Diana Bennett