

VCIM-2072: SERVICE LEARNING: REAL WORLD EXPERIENCE IN WEB, GAME DESIGN, AND INTERACTIVE MEDIA

Cuyahoga Community College

Viewing: VCIM-2072 : Service Learning: Real World Experience in Web, Game Design, and Interactive Media

Board of Trustees:

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Academic Term:

Fall 2020

Subject Code

VCIM - VC-Interactive Media

Course Number:

2072

Title:

Service Learning: Real World Experience in Web, Game Design, and Interactive Media

Catalog Description:

A service-learning course. Web, Game Design and Interactive Media students work on client-based community projects for non-profit organizations. In addition to design and technical challenges, professional practices such as contracts, client relations, and teamwork are put into action.

Credit Hour(s):

3

Lecture Hour(s):

2

Lab Hour(s):

3

Requisites

Prerequisite and Corequisite

VCIM-2280 Web Publishing III: JavaScript or concurrent enrollment; or VCIM-2290 Web Publishing IV: Data-Driven Sites or concurrent enrollment; or VCIM-2380 Interactive Media II or concurrent enrollment; or VCIM-2200 Game Design III or concurrent enrollment; or departmental approval based on comparable skills.

Outcomes

Course Outcome(s):

Plan, design, build, test, troubleshoot and launch a successful website or interactive project for a non-profit client.

Essential Learning Outcome Mapping:

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Civic Responsibility: Analyze the results of actions and inactions with the likely effects on the larger local and/or global communities.

Cultural Sensitivity: Demonstrate sensitivity to the beliefs, views, values, and practices of cultures within and beyond the United States.

Objective(s):

1. Evaluate the client's business and communication needs including client brand, key message and target audience.
2. Examine all existing client materials.
3. Research: compare and contrast similar products and services.
4. Brainstorm design and technical solutions to the business challenge.
5. Perform user testing.
6. Design solutions including visual, auditory, physical and technical aspects. Include in these solutions accessibility considerations, as well as methods of measuring success.

7. Develop technical plan including site/project architecture, asset requirements and a schedule.
8. Present research to the client and obtain approvals.
9. Build the product. Test. Rework.
10. Launch the final result.

Course Outcome(s):

Perform administrative duties associated with professional projects.

Essential Learning Outcome Mapping:

Written Communication: Demonstrate effective written communication for an intended audience that follows genre/disciplinary conventions that reflect clarity, organization, and editing skills.

Objective(s):

1. Attend client meetings and record meeting notes.
2. Participate in professional communications with the client including site visits, phone conversations, letters, and emails.
3. Write professional proposals and contracts.
4. Assure copyright of all content, recording permissions when required.
5. Managing and archiving all creative and administrative files.

Course Outcome(s):

Work within a creative team

Essential Learning Outcome Mapping:

Oral Communication: Demonstrate effective verbal and nonverbal communication for an intended audience that is clear, organized, and delivered effectively following the standard conventions of that language.

Objective(s):

1. Share research, information, and ideas.
2. Cooperate on tasks and workload.
3. Support the designer whose work is chosen by the client to see the project through as planned.

Methods of Evaluation:

1. Written materials, including research, proposals, plans, correspondence, and notebooks
2. Participation in discussions and critiques
3. Classroom exercises.
4. Projects and assignments
5. Written and/or oral reports, essays and/or examinations.
6. Peer evaluation
7. Reflection paper

Course Content Outline:

1. Assessing the team
 - a. Personality testing
 - b. Discuss strengths of team members
 - c. Team building exercises
2. Evaluation of a proposed project
 - a. Researching the theme or topic the project is to encompass
 - b. Evaluating existing similar/competing projects
 - c. Formulating a client questionnaire to gather information pertinent to purpose, message and target audience of the project, as well as budgetary and time constraints
 - d. Formulating a technical questionnaire to define technical parameters of the project
3. Brainstorming
 - a. Participation in various methods of individual and group brainstorming. Implementation of results to formulate creative ideas within predefined project parameters of time, technical limitations and/or budgets.
 - i. metaphorical representation of the "idea" or purpose of the project
 - ii. potential uses of available technology as enhancements to the intention and aesthetic excellence of the project
 - b. Distillation of plausible ideas/possibilities from the brainstorm

- c. Recording the outcome of the brainstorm through written documentation as well as representational examples approximating the desired outcome
4. Familiarization with software and hardware options
 - a. Capabilities of available software
 - b. Techniques of construction, image, video, audio and animation as presented
 - c. Available options and capabilities of the ISP to be utilized for the project, i.e. CGI availability
5. Establishing an estimated budget and keeping to it; tracking time for meetings, work research etc.
6. Proposing projects to a client
 - a. Summarizing the ideal project, verbally and in writing, including proposed timelines, costs and anticipated and desired outcomes
 - b. Presentation and selling of the concept and general plan to the client
 - c. Obtaining written confirmation of acceptance and/or modifications to the concept from the client
7. Designing a visual presentation and planning the project architecture
 - a. Further usage of tools to create sample key elements of the project
 - i. intended photo treatments, styles of illustration and animation
 - ii. intended technical effects, such as rollovers, passwords, et al.
 - iii. intended logo treatment
 - b. Written planning of logical presentation of the necessary content (buckets)
 - i. analyzing and categorizing the information provided or needed
 - ii. organizing the categories for ease and logic of navigation
 - c. Visual planning
 - i. Constructing a flow chart that visually maps out the navigational and filing structure of the project
 - ii. Creating personas
 - iii. Creating click-throughs
 - d. Discussion and evaluation of the design results
 - i. visual aesthetics of page layout, including contrast, hierarchy, proximity, etc.
 - ii. effective communication pertaining to message, branding, and target audience
 - iii. effective information design as it pertains to ease of navigation
 - iv. realistic expectations regarding the ability to execute the example with regard to time/budget, technical or other limitations
 - e. Modification of results per evaluation outcome
8. Presentation skills
 - a. Planning and providing a positive experience for the client, including
 - i. preparedness
 - ii. ability to greet and introduce
 - iii. proper environment
 - iv. appropriate dress
 - b. Clear, effective, written and spoken presentation of the key elements developed by the group
 - c. Written follow up, which summarizes the key points and outcome of the meeting
 - d. Confirming the correctness of the contents of that letter
 - e. Modifications to design and/or flowchart per discussion of the meeting
 - f. Ascertain and acquire all necessary contracts as may pertain to copyright, model, or other legal issues, etc.
9. Project construction/team execution
 - a. Discussion, evaluation, distribution of tasks. Commitment of team member responsibilities to such tasks as
 - i. page/potion construction
 - ii. image/animation/video/audio creation and/or preparation.
 - iii. writing code
 - iv. administrative tasks
 - b. Building a skeleton: setting up properly named directories to be filled with content as it is completed
 - c. Group work methodologies: techniques for tracking and protecting the work of each member
 - d. Building templates with all key elements of the individual pages to reduce redundancy
 - e. Assembling all of the key elements
10. Testing and troubleshooting
 - a. Zeroing in on what is malfunctioning
 - b. Testing the interface with neutral party/parties
 - c. Cross-browser function
 - d. Cross-platform function
11. Publishing and delivery of the project to the client

- a. Evaluation of how to improve it
- b. Modifying, correcting, enhancing to improve

Resources

Krug, Steve. *Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability*. 3rd ed. Berkeley, Calif : New Riders Pub, 2014.

Benun, Ilise and Peleg Top. *The Designer's Guide To Marketing And Pricing: How To Win Clients And What To Charge Them*. Cincinnati, Ohio : How Books, 2008.

Foote, Cameron. *The Business Side of Creativity: The Complete Guide to Running a Small Graphics Design or Communications Business*. 4th ed. New York: W. W. Norton, 2014.

The Graphic Artists Guild. *Graphic Artists Guild Handbook: Pricing & Ethical Guidelines*. 15th ed. New York, NY : Graphic Artists Guild, 2018.

Jacoby, Barbara and Jeffrey Howard. *Service-Learning Essentials: Questions, Answers, and Lessons Learned Series*. 1st ed. San Francisco, CA: Jossey-Bass, 2014. ISBN-10: 1118627946 ISBN-13: 978-1118627945

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