

# The Art Institute of California<sup>SM</sup> - San Diego

## Course Syllabus

<b>Course Number:</b>	MM4413
<b>Course Title:</b>	Professional Practice for Multimedia
<b>Catalog Description:</b>	A practical examination of business for creative professionals. Topics include client relations, project management and business practices.
<b>Prerequisites:</b>	MM4403 Senior Project Development
<b>Course Day and Time:</b>	Tuesdays 6:00 - 10:00, Room 159
<b>Session/Year:</b>	Winter 2008
<b>Instructor Name:</b>	Corey Fayman
<b>Contact Information:</b>	cfayman@cox.net
<b>Availability Out of Class:</b>	I will be available for questions immediately after class and during breaks. You may also email me anytime at the above email address. I will try to respond to all emails within 24 hours.
<b>Course Length:</b>	11 Weeks
<b>Contact Hours:</b>	44 Hours
<b>Lecture:</b>	22 Hours
<b>Lab:</b>	22 Hours
<b>Credit Values:</b>	3 Credits

**Course Competencies:** Upon successful completion of this course, the student should be able to:

- Create a design document for portfolio project
- Understand basic sub-contracting and free-lance contractual agreements.
- Create identity materials for self-promotion including business cards, letterhead and resume.
- Professionally present portfolio to prospective employers
- Effectively communicate with prospective employers

**Required Text(s):** None

**Materials and Supplies:** Students are required to supply their own storage media (firewire drive, USB Drive)

**Estimated Homework Hours:** 4 Hours per week minimum

**Technology Needed:** Internet Access, Microsoft Word

**Point Values:**

Assignment	Points Available	Points Earned	Percentage of Final Grade	Percentage Earned
Class Exercises and Homework	10		10	
Professional Identity	20		20	
Design Proposal and Presentation	20		20	
Time/Cost Estimate	20		20	
Final Contract	20		20	
Punctuality and Professionalism	10		10	
<b>TOTAL</b>	<b>100</b>		<b>100</b>	

**Grading Scale:** Grades on individual assignments and for the course will be calculated as follows:

A	93 - 100 %
A-	90 - 92 %
B+	87 - 89 %
B	83 - 86 %
B-	80 - 82 %
C+	77 - 79 %
C	73 - 76 %
C-	70 - 72 %
D+	67 - 69 %
D	65 - 66 %
F	64 % or below

**Academic Honesty Statement:** The Art Institute of California- San Diego considers academic honesty to be one of its highest values. Students are expected to maintain the highest standards of academic honesty while pursuing their studies at The Art Institute of California- San Diego. Academic dishonesty includes but is not limited to: plagiarism and cheating; misuse of academic resources or facilities; and misuse of computer software, data, equipment or networks. Any student who is found to have violated this policy is subject to disciplinary sanctions up to and including suspension or permanent dismissal from school.

**Academic Assistance:** Information on workshops and tutoring is available in room 233.

Campus is closed on the following dates: Monday, January 21 (Martin Luther King Holiday) and Friday, February 15 (President's Day).

**Add/Drop/Withdrawal Policies:**

- Students may drop and/or add classes or change sections until 5:00 p.m. on the sixth day of the quarter without incurring a financial or academic cost. These course transactions are not reflected on the student's transcripts. Students should see their Academic Advisor or the Registrar's office staff for assistance.
- **Last Day to Add/Drop:** Monday, January 14, 2008 by 5:00 p.m.
- Students may withdraw from classes until 5:00 p.m. on the Friday of the ninth week of the quarter. They will receive a grade of "W," which does not affect their GPA. However, the course will be shown as a "withdrawal" on their transcripts. The student will have to pay for the class and the withdrawal does adversely affect their graduation date and Incremental Completion Rate (ICR). Students can be terminated if the ICR falls below acceptable levels.
- Students should see their Academic Advisor or the Registrar's office staff for the change form and assistance in processing it.
- **Last Day to Withdraw from Classes with a "W":** Friday, March 7, 2008 by 5:00 p.m.

**Course Policies:**

No food or drinks are allowed in the classroom.

Lab time will be made available during some classes for students to work on homework assignments and projects. Students are required to stay in class during this time and will not be excused from class because they have not brought work with them, don't like to use a Mac (or PC), can't be creative in the classroom environment, don't have the right font with them, etc., etc. In the professional business world, you will often have to work under conditions that are less than ideal for being creative. Now is a good time to learn how to work under any conditions.

Punctuality and Professionalism evaluation is based on three criteria:

- Students do not leave early and remain in class until they have been dismissed by the instructor
- Students return to classroom on time after breaks
- Students participate in class activities and assignments when required, rather than surfing the Internet, instant messaging, emailing, eating or engaging in any other non-class related entertainment or activity

Scores for individual assignments will be provided to the student within two weeks of assignment completion.

**Website:** Students may access course materials, assignments and a record of their scores through the course website at <http://www.coreyfayman.com/teaching/mm4413>. Students who miss a class should check the course website in order to keep up with course assignments.

**Attendance:** You are expected to attend all classes on time as scheduled throughout the quarter. If you are absent, the number of hours you missed will be recorded. If you come late to class or leave early, your absence will be counted in 15-minute increments. This absence accumulates towards total absenteeism on a student's quarterly record. It is your responsibility to keep track of your attendance. You may ask the Registrar's Office for an Attendance Snapshot at any time.

**There are no excused absences.**

**If you do not attend *any* classes for fourteen (14) consecutive calendar days, you will be withdrawn from school.**

Instructors use the following chart for reducing final grades due to excessive cumulative absences:

CLASSES MISSED	HOURS MISSED	% CLASS TIME	EFFECT ON FINAL GRADE
2	8	18	Reduction by one letter grade
3	12	27	Reduction by two letter grades
More than 3	More than 12	More than 27	F Grade

**Makeup and Late Work:** Assignments are due at the beginning of class on the assignment date listed in the syllabus. Late assignments will be accepted up to one week past original due date and will be subject to an automatic deduction of 50% from graded score.

**General Student Conduct:** The Art Institute of California—San Diego expects its students and employees to conduct themselves in a professional manner at all times. The Art Institute students are

generally men and women who are preparing for career employment. An integral part of their career and professional development is the expectation that they will conduct themselves during the educational processes in the same manner as will be expected in an employment situation. All students or employees are encouraged to report any unprofessional or offensive behavior to the Dean of Student Affairs. Any student who is found to have violated conduct policies as stated in the student handbook is subject to disciplinary sanctions up to and including suspension or permanent dismissal from school.

**Disability Statement:** It is the Art Institute of California-San Diego policy not to discriminate against qualified students with a documented disability in its educational programs, activities or services. If you have a disability-related need for accommodations in this class, contact the Disability Services Coordinator, Carrie Perez, at 858-598-1407 or [cperez@aii.edu](mailto:cperez@aii.edu) or stop by the Student Affairs office for assistance.

### Course Calendar Outline

- Week 1:**       **Assignments Due:** None  
**Lecture:** Introduction to course and course requirements. Overview of the contracting and production process. Course project options.  
**Activities:** Group activity – work styles and environments. Review identity document standards.  
**Lab:** Begin work on Identity Documents  
**Assignments Due next class:** Identity documents v1. Homework Exercise 1.
- Week 2:**       **Assignments Due:** Identity Documents v1. Homework Exercise 1.  
**Lecture:** Finding your client or potential employer. Applications and Interviews. Collecting strategic data. Educating your client or employer.  
**Activities:** Creating a client/employer questionnaire.  
**Lab:** Continue work on Identity Documents  
**Assignments Due next class:** Identity Documents V2. Homework Exercise 2.
- Week 3:**       **Assignments Due:** Identity Documents V2. Homework Exercise 2.  
**Lecture:** Creating a design proposal. Types of clients and client expectations. Collecting project data. Turning talk into a proposal. Introduction to the RFP. Understanding client goals.  
**Activities:** Webquest and Group Discussion.  
**Lab:** Begin work on design proposal and comps.  
**Assignments Due next class:** Work on Design Proposal and Presentation. Homework Exercise 3.
- Week 4:**       **Assignments Due:** Work on Design Proposal and Presentation. Homework Exercise 3.  
**Lecture:** Estimating costs. Building a price quote. Outsourcing.  
**Activities:** Webquest and Group Discussion – cost traps and concerns.  
**Lab:** Continue work on Design Proposal and Presentation  
**Assignments Due next class:** Design Proposal and Presentation. Homework Exercise 4.

- Week 5:**     **Assignments Due:** Design Proposal and Presentation. Homework Exercise 4.  
**Lecture:** Creating the contract and negotiating with the client. Brainstorming. Handling change orders. Building in safety valves.  
**Activities:** Webquest and Group Discussion – working with a client.  
**Lab:** Continue work on Time/Cost Estimate.  
**Assignments Due next class:** Work on Time/Cost Estimate. Homework Exercise 5.
- Week 6:**     **Assignments Due:** Work on Time/Cost Estimate. Homework Exercise 5.  
**Lecture:** Project tracking, managing expectations. Measuring your performance and managing your hours.  
**Activities:** Setting up a time and resources tracking system.  
**Lab:** Work on Time/Cost Estimate  
**Assignments Due next class:** Time/Cost Estimate. Homework Exercise 6.
- Week 7:**     **Assignments Due:** Time/Cost Estimate. Homework Exercise 6.  
**Lecture:** Working with outsourced contractors. Invoicing. Status Reports and production meetings.  
**Activities:** Webquest and group activity – productive production meetings.  
**Lab:** Set up tracking system.  
**Assignments Due next class:** Work on Final Contract. Homework Exercise 7.
- Week 8:**     **Assignments Due:** Work on Final Contract. Homework Exercise 7.  
**Lecture:** Business Models, Accounting, Legal and Taxes.  
**Activities:** Doing your taxes. Documenting real income and expenses.  
**Lab:** Work on Final Contract.  
**Assignments Due next class:** Work on Final Contract. Homework Exercise 8.
- Week 9:**     **Assignments Due:** Work on Final Contract. Homework Exercise 8.  
**Lecture:** Entrepreneur vs Contractor vs Employee.  
**Activities:** Webquest and Group Discussion - What's the cut of your job?  
**Lab:** Work on Final Contract.  
**Assignments Due next class:** Work on Final Contract. Homework Exercise 9.
- Week 10:**    **Assignments Due:** Final Contract. Homework Exercise 9.  
**Lecture:** What to do when things go bad. Using success to create additional business. Maintenance and improvement agreements.  
**Activities:** Review and assess final contracts.  
**Lab:** Finish work on final contract.  
**Assignments Due next class:** Revisions and make-up work. Homework Exercise 10.
- Week 11:**    **Assignments Due:** Revisions and make up work. Homework Exercise 10.  
**Lecture:** None  
**Activities:** Review key course content.  
**Lab:** None. Work on revisions and make-up work.

**Project and Assignment Descriptions:** The instructor will provide assignment details including required elements, point values and a breakdown for how the assignment will be graded.