



ORIGINAL COURSE IMPLEMENTATION DATE: September 2017
 REVISED COURSE IMPLEMENTATION DATE: January 2025
 COURSE TO BE REVIEWED (six years after UEC approval): September 2030
 Course outline form version: 26/01/2024

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: GD 357	Number of Credits: 3 <u>Course credit policy (105)</u>										
Course Full Title: Digital Project Management for Creative Practitioners Course Short Title: Digital Project Management											
Faculty: Faculty of Humanities	Department (or program if no department): Graphic and Digital Design										
Calendar Description: Students manage digital design projects by applying Digital Project Management (DPM) strategies and tools. Students navigate multifaceted deliverables by defining team roles, employing best practices for client/stakeholder communication, executing efficient discovery processes, ensuring clear accountability, fostering networks, optimizing workflow systems, and implementing effective scheduling techniques. Note: The differential tuition fee includes an Adobe CC subscription for the class duration at no additional cost.											
Prerequisites (or NONE):	(GD 204 or CIS 145) and 12 additional credits of GD including 3 credits at the 300 level or higher.										
Corequisites (if applicable, or NONE):											
Pre/corequisites (if applicable, or NONE):											
Antirequisite Courses <i>(Cannot be taken for additional credit.)</i> Former course code/number: Cross-listed with: Equivalent course(s): <i>(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)</i>	Course Details Special Topics course: No <i>(If yes, the course will be offered under different letter designations representing different topics.)</i> Directed Study course: No <i>(See policy 207 for more information.)</i> Grading System: Letter grades Delivery Mode: May be offered in multiple delivery modes Expected frequency: Annually Maximum enrolment (for information only): 24										
Typical Structure of Instructional Hours <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">Lecture/seminar</td> <td style="width: 20%; text-align: center;">20</td> </tr> <tr> <td>Tutorials/workshops</td> <td style="text-align: center;">40</td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td style="text-align: right;">Total hours</td> <td style="text-align: center;">60</td> </tr> </table>	Lecture/seminar	20	Tutorials/workshops	40					Total hours	60	Prior Learning Assessment and Recognition (PLAR) PLAR is available for this course.
Lecture/seminar	20										
Tutorials/workshops	40										
Total hours	60										
Scheduled Laboratory Hours Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	Transfer Credit <i>(See bctransferguide.ca.)</i> Transfer credit already exists: No Submit outline for (re)articulation: No <i>(If yes, fill in transfer credit form.)</i>										
Department approval	Date of meeting: February 23, 2024										
Faculty Council approval	Date of meeting: March 8, 2024										
Undergraduate Education Committee (UEC) approval	Date of meeting: September 27, 2024										

Learning Outcomes *(These should contribute to students' ability to meet program outcomes and thus Institutional Learning Outcomes.)*

Upon successful completion of this course, students will be able to:

1. Identify the role of designers and digital project managers in the creative industry.
2. Determine project requirements and scope for multifaceted deliverables using an effective discovery process.
3. Design the schedule of digital projects and workflows efficiently using industry standard, digital project management tools.
4. Assign roles and tasks to the creative team using systems for accountability and mitigating issues.
5. Reflect on the perspectives and needs of Indigenous and diverse stakeholders in the context of digital project management.
6. Apply best practices for verbal and written communication and design.
7. Present effectively for client and team communication.

Recommended Evaluation Methods and Weighting *(Evaluation should align to learning outcomes.)*

Assignments:	50%	Project:	40%	%
Quizzes/tests:	10%		%	%

Details:

Assignments: in-class exercises (30%), individual assignments (20%)

Group project (40%)

Quizzes (10%)

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Typical Instructional Methods *(Guest lecturers, presentations, online instruction, field trips, etc.)*

Guest lecturers, presentations with DPM professionals and online, on-site field trips and workshops.

Texts and Resource Materials *(Include online resources and Indigenous knowledge sources. Open Educational Resources (OER) should be included whenever possible. If more space is required, use the Supplemental Texts and Resource Materials form.)*

Type	Author or description	Title and publication/access details	Year
1. Online resource	Harned, Brett	Project Management for Humans	2017
2. Textbook	Lyons, Nancy	Interactive Project Management: Pixels, People, and Process (Voices That Matter)	2012
3. Online resource	Asma-na-hi Antoine	Pulling Together: A Guide for Curriculum Developers	2019
4.			

Required Additional Supplies and Materials *(Software, hardware, tools, specialized clothing, etc.)*

Studio spaces for this course provide access to Adobe CC, scanners and colour printing. It is recommended that students enrolled in the BFA GDD major have a MacBook Pro but can access a Mac computer while on campus.

Course Content and Topics

- Digital project management (DPM) roles and systems: how designers, development freelancers, marketing directors, content creators and agency account managers use DPM in their practice.
- Assessing a project brief: review different project brief scenarios, understanding clients and the responsive design process, and breaking down the stages of the project.
- Automating the workflow: choosing an effective system using multiple platforms and determining what works for frequency in communicating within a design team.
- Communication strategies: how to organize and run a client meeting. Tools for continuous client feedback and streamlined implementation.
- Practicing empathy and inclusion: mitigating issues by practicing an empathetic, respectful process for communication.
- Understanding cultural diversity and non-western perspectives in team settings. Establishing respectful team and client management practices. Reflect on inherent biases and barriers in traditional project management processes to better project manage projects with indigenous partners.
- Working with a project proposal: meeting the project objectives outlined in a project proposal. Case studies outlining different contexts.
- Agreements, protection, and payment: what should be included in a work agreement and contract for risk-management?
- Project planning: guidelines, tools and methods for implementing a project. Quality assurance, and client approval stages. Creating a slide deck for client presentation. How to bring the client on board as part of the team.
- Content, assets, the digital discovery process: working with a team on file management systems, content development, and digital assets.