

(ATEC 4340) Project Management for Arts & Technology

ATEC 4340.001

Spring 2013

CN 1.120

Wednesday 1:00 p.m. – 3:45 p.m.

Syllabus Date: January 16, 2013

**Professor: Dr. Marjorie Zielke -- Assistant Professor of Arts and Technology/Associate Director
Institute for Interactive Arts and Engineering**

Instructor Contact Information:

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Course Description:

This course teaches students how to design and manage projects from a management, marketing, financial, and behavioral perspective. Emphasis is on tools and techniques appropriate for project design.

Learning Outcomes:

- Introduce students to full, multi-dimensional, project development “process” from a management, design, planning, development, marketing, financial, testing and implementation viewpoint.
- Introduce business principles behind project design and management.
- Introduce students to principles of good leadership, team membership and client management.
- Familiarize students with the constantly evolving environment in which they will be working.
- Develop sensibilities in ethics and create awareness of technology’s cultural implications.
- Introduce students to career and project opportunities.
- Create portfolio piece.

Required Texts:

- No required text, readings will be provided.

Class Grading:

Team Grading

- **January 30:** Team Project Proposal: **5 percent**
- Three Team Status Reports (Submitted Online): **5 percent**
 - **February 20**
 - **March 20**
 - **April 17**
- **March 27:** Team Usability Test of Prototype: **5 percent**
- **April 10:** Oral and written report of Usability Test of Prototype: **5 percent**
- **April 24:** TAG Team Project Presentation: **5 percent**
- **May 1:** Presentation Deliverable: **15 percent**
- **May 1:** Full class Project Presentations – Select Groups: **part of above percent**

Individual Grading

- **February 13:** Online Marketing Assignment: **5 percent**
- **February 20:** Field Research Paper: **5 percent**
- **February 27:** Individual Take Home Midterm Exam (Due: 6:45pm CST): **10 Percent**
- **March 6:** Individual Research Paper: **5 percent**
 - What kind of a team member am I?
 - What kind of a manager am I?

- **April 10:** Individual Participation in online class: **5 percent**
 - Topic: Ethics in Project Management and Finance

- **May 8:** Individual Take Home Final Exam (Due: 6:45pm CST): **20 percent**

- **All Weeks:** Class Participation (**quality of participation, cooperation, attendance, attention**): **10 percent**

All assignments based on 100 point basis.

Class Schedule:

January 16: Class Introduction, Objectives, Instructor and Assignments

- Review class objectives and overview of syllabus
- Review class project and sample projects
- Review potential project roles
- Ideas for class projects and identifying team member roles
- Readings for next week
- Form TA Teams
- Interactive resumes, instructor and class

January 23: Project Management Overview

- Project Management Overview
- Review readings
- Begin design of team projects. Concept to be posted by January 29th

January 30: Information Architecture, Usability and Prototyping

DUE Before Class: Project Proposal

- Discuss Team projects
- Concepts of Information Architecture, Usability and Prototyping. Designing a prototype and usability test.

February 6: Marketing, eMarketing and Marketing Research

- Overview of marketing and marketing research methodologies
- Class material will be recapped in online assignment

February 13: Field Research

DUE: Online Marketing Assignment

No face-to-face class

- Go into the field and acquire marketing research data pertinent to class project

February 20: Project Management Leadership. Being on a Team. Working with Clients. Discussion of Individual Paper

DUE Before Class: Team Project Status Report, Field Research Paper

- Project Team Status Review with TA
- Discuss field research results
- Discuss Individual Research Paper
- Discuss Midterm
- Panel Discussion

February 27: Take Home Midterm Exam

No face-to-face class

Take home final exam due to instructor by 6:45 pm CST.

- Mid-term Grades posted by March 9th

March 6: Project Management Tools

DUE Before Class: Individual Research Paper – What Kind of a Manager/Team Member Am I?

- Showcase Microsoft Project
- Discuss project timeline with TA

March 10 – 16: Spring Break

March 20: Prototype and Usability Workshop

DUE Before Class: Team Project Status Report

- Project Team Status Review with TA
- Work on class projects
- Attendance required as always

March 27: Prototype and Usability Experiments

DUE: Usability Experiments

- Usability Test; Evaluate each other's class projects

April 3: Class Usability Testing and Prototype Presentations/Financial Considerations in Project Design Discussion

DUE: Team Usability Presentation

- Present results of in-class experiments
- **Creating a budget and crunching the numbers**
- Discuss budget with TA Group

April 10: Ethics

Online Class

- Ethical considerations in ATEC/EMAC projects

April 17: Workshop time for projects

DUE Before Class: Team Project Status Report

- Project Team Status Review with TA
- Finalize projects and coordinate final efforts
- Attendance required as always

April 24: TAG Class Project Presentations

DUE Before Class: Class Project Presentations

May 1: Full Class Project Presentations – Select Groups

DUE Before Class: Class Project Presentations

Attendance required as always

Last Day of Class ☹

May 8: Comprehensive Take Home Final Exam

DUE: Take Home Final Exam

Take home final exam due to instructor by 6:45 pm CST. Essay-style/ all class readings, discussions, materials and topics.

Class Policies:

- When issues or absences arise, e-mail your respective TA and Professor Z.
- In fairness to other students, no late assignments will be accepted without prior approval. To request an extension, email instructor with the request date before the deadline. You must keep records of all correspondence. Late assignments are highly discouraged.
- Additional classes may be put online or presented virtually if necessary.
- Attendance at class is expected. Please discuss absences beforehand with instructor.
- Missing an online class counts as an absence.
- 100% course participation is required.
- All assignments should be named with first initial last name and assignment name (**example: jsmithmidtermexam.doc**).
- Grading for this class will follow the plus and minus construct.
- Perfect grammar and spelling is expected on all assignments.
- Responses to phone calls or emails from instructor are expected within 24 hours.
- Students are expected to have done weekly assigned readings prior to class. **This is critical.**
- Courtesy is especially expected when guest speakers are present.
- No extra credit is available.
- Please be courteous with the use of cell phones, iphones, tweeting, surfing and other multi-tasking during class. Please do not do your homework for other classes in this class. These issues will affect your class participation grade.
- Please obtain approval from instructor for and recording of class sessions or related work.
- Academic dishonesty in any form will not be tolerated.
- The instructor reserves the right to make adjustments to the syllabus as needed.

- This class uses Blackboard and other elearning resources provided by the University for the posting of grades, lectures, blogging, discussion boards and other online activities. It is assumed you have access to this resource and Zmail.
- This class is based on a team project based on the topic. Full cooperation with your team in terms of communication, meeting of deliverables, courtesy and other matters is required.

UT Dallas Syllabus Policies and Procedures:

Technical Support

If you experience any problems with your UT Dallas account you may email assist@utdallas.edu or call the UT Dallas Computer Help Desk at 972-883-2911.

Field Trip Policies, Off-Campus Instruction and Course Activities

Off-campus, out-of-state, and foreign instruction and activities are subject to state law and University policies and procedures regarding travel and risk-related activities.

Information regarding these rules and regulations may be found at http://www.utdallas.edu/BusinessAffairs/Travel_Risk_Activities.htm. Additional information is available from the office of the school dean.

Student Conduct and Discipline

The University of Texas System and The University of Texas at Dallas have rules and regulations for the orderly and efficient conduct of their business. It is the responsibility of each student and each student organization to be knowledgeable about the rules and regulations which govern student conduct and activities. General information on student conduct and discipline is contained in the UT Dallas printed publication, *A to Z Guide*, which is available to all registered students each academic year.

The University of Texas at Dallas administers student discipline within the procedures of recognized and established due process. Procedures are defined and described in the *Rules and Regulations, Series 50000*, Board of Regents, The University of Texas System, and in *Title V, Rules on Student Services and Activities* of the university's *Handbook of Operating Procedures*. Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations (SU 1.602, 972/883-6391) and online at <http://www.utdallas.edu/judicialaffairs/UTDJudicialAffairs-HOPV.html>.

A student at the university neither loses the rights nor escapes the responsibilities of citizenship. He or she

is expected to obey federal, state, and local laws as well as the Regents' Rules, university regulations, and administrative rules. Students are subject to discipline for violating the standards of conduct whether such conduct takes place on or off campus, or whether civil or criminal penalties are also imposed for such conduct.

[Added July 2010] Students are expected to be attentive during class and to participate actively in group activities. Students are expected to listen respectfully to faculty and to other students who are speaking. Racism, sexism, homophobia, classism, ageism, and other forms of bigotry are inappropriate to express in class. Classes may discuss issues that require sensitivity and maturity. Disruptive students will be asked to leave and may be subject to disciplinary action.

Academic Integrity

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work.

Scholastic Dishonesty: Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, submitting for credit any work or materials that are attributable in whole or in part to another person, taking an examination for another person, or any act designed to give unfair advantage to a student or the attempt to commit such acts.

Plagiarism, especially from the web, from portions of papers for other classes, and from any other source, is unacceptable and will be dealt with under the university's policy on plagiarism (see general catalog for details). This course will use the resources of *turnitin.com*, which searches the web for possible plagiarism and is over 90% effective.

Copyright Notice

The copyright law of the United States (*Title 17, United States Code*) governs the making of photocopies or other reproductions of copyrighted materials, including music and software. Copying, displaying, reproducing, or distributing copyrighted works may infringe upon the copyright owner's rights and such infringement is subject to appropriate disciplinary action as well as criminal penalties provided by federal law. Usage of such material is only appropriate when that usage constitutes "fair use" under the Copyright Act. As a UT Dallas student, you are required to follow the institution's copyright policy (Policy Memorandum 84-I.3-46). For more information about the fair use exemption, see <http://copyright.lib.utexas.edu/copypol2.html>.

Email Use

The University of Texas at Dallas recognizes the value and efficiency of communication between faculty/staff and students through electronic mail. At the same time, email raises some issues concerning

security and the identity of each individual in an email exchange. The university encourages all official student email correspondence be sent only to a student's UT Dallas email address and that faculty and staff consider email from students official only if it originates from a UT Dallas student account. This allows the university to maintain a high degree of confidence in the identity of all individuals corresponding and the security of the transmitted information. UT Dallas furnishes each student with a free email account that is to be used in all communication with university personnel. The Department of Information Resources at UT Dallas provides a method for students to have their UT Dallas mail forwarded to other accounts.

Class Attendance

Regular and punctual class attendance is expected. Students who fail to attend class regularly are inviting scholastic difficulty. Absences may lower a student's grade where class attendance and class participation are deemed essential by the instructor. In some courses, instructors may have special attendance requirements; these should be made known to students during the first week of classes.

Withdrawal from Class

The administration of this institution has set deadlines for withdrawal from any college-level courses. These dates and times are published in that semester's course inventory and in the academic calendar. Administration procedures must be followed. It is the student's responsibility to handle withdrawal requirements from any class. In other words, a professor or other instructor cannot drop or withdraw any student. You must do the proper paperwork to ensure that you will not receive a final grade of "F" in a course if you choose not to attend the class once you are enrolled.

Student Grievance Procedures

Procedures for student grievances are found in *Title V, Rules on Student Services and Activities*, of the university's *Handbook of Operating Procedures*.

In attempting to resolve any student grievance regarding grades, evaluations, or other fulfillments of academic responsibility, it is the obligation of the student first to make a serious effort to resolve the matter with the instructor, supervisor, administrator, or committee with whom the grievance originates (hereafter called "the respondent"). Individual faculty members retain primary responsibility for assigning grades and evaluations. If the matter cannot be resolved at that level, the grievance must be submitted in writing to the respondent with a copy of the respondent's School Dean. If the matter is not resolved by the written response provided by the respondent, the student may submit a written appeal to the School Dean. If the grievance is not resolved by the School Dean's decision, the student may make a written appeal to the Dean of Graduate or Undergraduate Education, and the dean will appoint and convene an Academic Appeals Panel. The decision of the Academic Appeals Panel is final. The results of the academic appeals process will be distributed to all involved parties.

Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations.

Incomplete Grade Policy

As per university policy, incomplete grades will be granted only for work unavoidably missed at the semester's end and only if 70% of the course work has been completed. An incomplete grade must be resolved within eight (8) weeks from the first day of the subsequent long semester. If the required work to complete the course and to remove the incomplete grade is not submitted by the specified deadline, the incomplete grade is changed automatically to a grade of F.

Office of Student Accessibility (OSA)

UT Dallas is committed to providing equal educational opportunities for students with documented disabilities to all University courses and programs. Any student with a documented physical, psychological, or learning disability, which affects his/her academic performance, is eligible for services. If you need classroom accommodations, please make an appointment with the Office of Student AccessAbility at: SSB 3.200 (3rd Floor in SSB), 972-883-2098. Office hours are Monday – Thursday, 8:30 a.m. - 6:00 p.m., Friday 8:00 a.m. – 5:00 p.m. Evening appointments are available by request. <http://www.utdallas.edu/studentaccess/>

OSA provides registered students with an accommodation letter to present to faculty members. The letter verifies that the student is qualified to receive certain accommodations. The accommodation letter should be presented to instructors of each course at the beginning of the semester. The approved accommodations should be discussed at that time. It is the student's responsibility to notify his/her professor of their needs.

The University of Texas at Dallas is proud to be an educational institution that welcomes and supports a diverse student body.

Religious Holy Days

The University of Texas at Dallas will excuse a student from class or other required activities for the travel to and observance of a religious holy day for a religion whose places of worship are exempt from property tax under Section 11.20, Tax Code, *Texas Code Annotated*.

The student is encouraged to notify the instructor or activity sponsor as soon as possible regarding the absence, preferably in advance of the assignment. The student, so excused, will be allowed to take the exam or complete the assignment within a reasonable time after the absence: a period equal to the length of the absence, up to a maximum of one week. A student who notifies the instructor and completes any missed exam or assignment may not be penalized for the absence. A student who fails to complete the exam or assignment within the prescribed period may receive a failing grade for that exam or assignment.

If a student or an instructor disagrees about the nature of the absence [i.e., for the purpose of observing a

religious holy day] or if there is similar disagreement about whether the student has been given a reasonable time to complete any missed assignments or examinations, either the student or the instructor may request a ruling from the chief executive officer of the institution, or his or her designee. The chief executive officer or designee must take into account the legislative intent of *TEC 51.911(b)*, and the student and instructor will abide by the decision of the chief executive officer or designee.

Avoiding Plagiarism

[Adapted from Duke University's guidelines for writers; added July 2010]

Take time to make careful choices among--and learn to use--the research tools available to you. You will probably find that your favorite web search engine is not adequate by itself for college-level research. Consult with your professor or a librarian. You may need to use specialized research tools, some of which may require learning new searching techniques.

Expect to make trips to the library. While you can access many of the library's resources from your home computer, you may find that you need to make several trips to use materials or research tools that are not accessible remotely. Of course, you will be seeking the best information, not settling for sources simply because they happen to be available online.

Allow time for gathering materials that are not available at UT Dallas. The InterLibrary Loan Office can borrow articles and books from other libraries, but this process takes additional time.

Allow time for reading, rereading, absorbing information, taking notes, synthesizing, and revising your research strategy or conducting additional research as new questions arise.

Sloppy note-taking increases the risk that you will unintentionally plagiarize. Unless you have taken note carefully, it may be hard to tell whether you copied certain passages exactly, paraphrased them, or wrote them yourself. This is especially problematic when using electronic source materials, since they can so easily be copied and pasted into your own document.

Identify words that you copy directly from a source by placing quotation marks around them, typing them in a different color, or highlighting them. (Do this immediately as you are making your notes. Don't expect to remember days or weeks later what phrases you copied directly.) Make sure to indicate the exact beginning and end of the quoted passage. Copy the wording, punctuation and spelling exactly as it appears in the original.

Jot down the page number and author or title of the source each time you make a note, even if you are not quoting directly but are only paraphrasing.

Keep a working bibliography of your sources so that you can go back to them easily when it's time to double-check the accuracy of your notes. If you do this faithfully during the note-taking phase, you will have no trouble completing the "works cited" section of your paper later on.

Keep a research log. As you search databases and consult reference books, keep track of what search

terms and databases you used and the call numbers and URLs of information sources. This will help if you need to refine your research strategy, locate a source a second time, or show your professor what works you consulted in the process of completing the project.

You must cite direct quotes.

You must cite paraphrases. Paraphrasing is rewriting a passage or block of text in your own words. If you paraphrase, you must still cite the original source of the idea.

You must cite ideas given to you in a conversation, in correspondence, or over email.

You must cite sayings or quotations that are not familiar, or facts that are not "common knowledge." However, it is not necessary to cite a source if you are repeating a well known quote or familiar proverb. Common knowledge is something that is widely known. For example, it is widely known that Bill Clinton served two terms as president; it would not be necessary to cite a source for this fact.

These types of sources should be cited as well. Printed sources: Books, parts of books, magazine or journal articles, newspaper articles, letters, diaries, public or private documents; *Electronic sources:* Web pages, articles from e-journals, newsgroup postings, graphics, email messages, software, databases; *Images:* Works of art, illustrations, cartoons, tables, charts, graphs; *Recorded or spoken material:* Course lectures, films, videos, TV or radio broadcasts, interviews, public speeches, conversations.

Resources to Help You Succeed

The GEMS Center (located within the Conference Center) provides a wide array of free academic support and enhancement for UT Dallas undergraduate students. Offerings include, but are not limited to, a Math Lab and Writing Center, Peer Tutoring (with a focus on science, technology, engineering and math courses), test review sessions, and academic success coaching. The current menu of services, schedules, and contact information is posted on the GEMS website: <http://www.utdallas.edu/ossa/gems/>. [Added July 2010]

A PDF copy of this document is available at dox.utdallas.edu/instruction1040.

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