

Project Development Syllabus Sarah Davis

Course Information

Organization	Pittsburgh Technical Institute
Course Number	GDA260
Credits	4
Contact Hours	44
Instructor	Sarah Davis
E-mail Address	davis.sarah@pti.edu
Office	412
Office Phone	412-809-5101 x:4780
Office Fax	412-809-5249

Description

This course prepares the students to produce an industry-relevant project utilizing all resources. The focus is on project management through specifications and budgets, time management, meeting project deadlines, client contact, working with outside vendors, and presentation of final designs.

Competencies

1. Build client rapport and define project criteria through effective verbal communication and research.
2. Develop effective concepts that explore a variety of directions leading to original solutions.
3. Deliver a team client presentation that effectively communicates a proposal for a creative concept according to a specific set of criteria.
4. Develop a comprehensive proposal by describing phases that communicate the creative concept, describe the project components and propose a final cost to the client.
5. Create a Project Plan to ensure accurate and timely completion of project according to client expectations.
6. Develop the design process by creating concepts and revisions according to client specifications.
7. Develop and follow through on concepts by writing copy, producing images and checking proofs to complete project according to client's expectations

Grading Information

Grading Rationale

In this course you will complete a series of learning activities and performance assessments in the form of assignments, tests, quizzes or projects. A point system will be used to grade learning activities and performance assessments. By the end of the term a student must achieve an overall grade above an F in order to pass the course.

Grading Scale

A	90% to 100%
B	80% to 89%
C	70% to 79%
D	60% to 69%
F	Below 60%

Guidelines for Success

Absence Policy regarding submitting coursework and assignments

EXCUSED ABSENCE

An excused absence is one in which the student has experienced extenuating circumstances that result in missed classes. Excused absence must have the approval of the Department Chair and must be accompanied by appropriate documentation for the student file. You will receive notification from the Department Chair or Student Success Coordinator that an absence is excused.

Penalty for work submitted after the deadline:0%*

*The new deadline should not exceed time missed. For example, a student who has missed 5 days will have 5 days to complete the work and submit.

UNEXCUSED ABSENCE

An unexcused absence is one that does not have any extenuating circumstance resulting in missed class (es). Unexcused absences are not sanctioned by the Department Chair and normally will not have supporting documentation for the student's file. You may receive notification from the Department Chair or Student Success Coordinator which will communicate that an absence is unexcused.

Penalty for work submitted after a deadline:

Up to 1 day late:10% grade reduction

1-2 days late: 20% grade reduction

2-3 days late: 30% grade reduction

3-4 days late: 40% grade reduction

4-5 days late: 50% grade reduction

After 5 days the project receives a 0 and should not be accepted

Days are defined as "business" days not including Saturday and Sunday

*Since working alone is not a satisfactory substitute for the group or team experiences, Group / Team assignments, final group presentations or ILP client presentations are not subject to these conditions. These projects may not be made up.

Schedule		
Session	Target Competencies	Notes
Week 1		Course Overview Kidsports Research
Week 2		Kidsports Spread Thumbnails
Week 3		Kidsports Spread Layout
Week 4		Kidsports Spread Color Studies Email Layouts to Client
Week 5		Review Client Feedback Make Requested Changes to the Spread Prepare for Team Presentations Begin GD Logo Thumbnails
Week 6		Team Presentations GD Logo Thumbnails
Week 7		GD Logo - Digital Layout PDF Portfolio Project Samples
Week 8		PDF Portfolio Thumbnails PDF Portfolio Comp Final GD Logo Resume, Business Card, CD Label Thumbnails
Week 9		Resume, Business Card, CD Label, PDF Portfolio Comp
Week 10		Resume, Business Card, CD Label, PDF Portfolio Comp
Week 11		Final PDF Portfolio, Resume, Business Card, CD Label Final Essay Exam