EL CENTRO COLLEGE
IMED 2313
PROJECT ANALYSIS AND DESIGN
SYLLABUS

COURSE DESCRIPTION

Prerequisites: Completion of two semesters of multimedia coursework.

Course Description: Application of the planning and production processes for digital media projects. Emphasis on copyright and other legal issues, content design and production management.

Creation of a comprehensive design document including target audience analysis, purpose and goals, objectives, content outline, flowchart, and storyboard. Emphasis is placed on content design and production management.

This is a 3 credit hour course. (2 lec., 4 lab.)

WECM END-OF-COURSE OUTCOMES: Analyze client's needs to determine a solution; develop a comprehensive design document that includes target audience analysis, budget, purpose, goals and objectives, content outline, flow chart, and storyboard.

STUDENT LEARNING OUTCOMES:
Upon successful completion of IMED 2313, students will be able to:
   Analyze a client's needs to determine a solution.
   Develop a comprehensive design document that includes target audience analysis, budget, purpose, goals and objectives, content outline, flow chart, and storyboard.
   Identify timeline constraints and project interdependencies.

COURSE MATERIALS

Storage: A minimum of 1 GB USB Flash Drive or an account with Dropbox.com to backup files.

A student of this institution (El Centro College) is not under any obligation to purchase a textbook from a university-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.

MAJOR COURSE REQUIREMENTS
Students will produce Unit exercises for the following topics:
   • Workflow Processes & Documentation
   • Client Survey
   • Creative Brief
   • Information Architecture
   • Contract
   • Preliminary Designs/Mockups
   • Style Guide
   • Comprehensive design document
- Budget
- Flow charts

A **client presentation** will evaluate the student’s understanding of multimedia project analysis and design concepts and knowledge presented in each unit.

**SUBJECT MATTER**
Topics covered in the lecture portion of the course include:
- Project Management Processes
- Project Scope
- Project schedule
- Team member roles
- Target Audience analysis
- Analyzing client’s needs
- Preparing creative briefs
- Preparing functional and technical specifications
- Formulating a proposal and contract for web site design
- Creating preliminary designs or mockups
- Developing user interface specifications
- Researching content and information architecture
- Time management skills
- Project Closure and Transition

**DISCLAIMER**
The provisions contained in this syllabus do not constitute a contract between the student and El Centro College. These provisions may be changed at the discretion of the Coordinator/Instruction. When necessary, appropriate notice of such changes will be given to the student.

The instructor-of-record may provide additional information to enhance the course to meet the needs of the enrolled students, provided that the enhancements do not conflict with the official course syllabus.

**POLICIES**
Students should click on the links below and read all of these policies.

[General institutional policies](#)
[Course-related institutional policies](#)