

**INSTRUCTOR**

B. Rich

Email: [b.rich@depaul.edu](mailto:b.rich@depaul.edu)

Office: 14 E. Jackson, #906

Phone: 312-362-1076

Office Hours: Refer to Faculty [Page](#)

**COURSE INFORMATION**

DMA 527 Section 801

Time: Wednesday 5:45 – 9:00

Location: 14 East Jackson, #211 (Loop)

Course page: [D2L](#)

Slack: dma527-fa19.slack.com

**COURSE DESCRIPTION**

This course focuses on developing a creative process rooted in iteration, exploration and user-centered methodologies. Students will develop project concepts following the steps of research, analysis, ideation and prototyping to help establish an understanding of strategic creative planning and management. Concept documentation and critical assessment will also be practiced through regular class presentations and critiques. PREREQUISITE(S): DMA 402 or DMA 405

**LEARNING OBJECTIVES**

1. Explore the creative process from different approaches and perspectives
2. Investigate different project and time management methodologies and strategies
3. Experiment with your own creative process(es)
4. Research & identify trends and developments in the digital media landscape
5. Develop/hone professional presentation skills
6. Develop/hone skills in critical analysis and feedback
7. Develop/hone skills in reflection and documentation

**RECOMMENDED READING**

- *Multimedia Foundations: Core Concepts for Digital Design*; Vic Costello
- *Cartooning*, Ivan Brunetti
- *Catching the Big Fish*, David Lynch
- *The Creative Habit*, Twyla Tharp
- *Steal Like An Artist*, Austin Kleon
- *Bird by Bird*, Ann Lamott
- *What It Is*, Lynda Barry
- *Creative Workshop: 80 challenges to sharpen your design skills*, David Sherwin
- *Manage Your Day-To-Day...*, ed. Jocelyn K. Glei

**CLASS FORMAT**

Classes will consist of lectures, discussions, workshops, guest lectures and student presentations.

- EVALUATION & GRADING**

Participation	25
Trend Report Presentation	10
Creative Exercises (7)	35
Professional Event Review	5
Final Project	25

Participation: Attendance and contributions to class discussions and activities

Trend Report Presentations: Each week, a team of 2-3 will present research into current trends (and some background as needed) of the different fields of digital media.

Creative Experiments: Each week, you will be asked to conduct an experiment to help better identify and develop your own creative process.

Professional Event Review: You will be required to attend an industry related event (meet-ups, talks, networking, workshops...) and post a brief review/reflection on what you learned, who you met, etc.

Final Project: This will involve iterating and developing a creative project to the point of deployment (not producing it). Documentation and the creative process(es) involved will also be emphasized.

**GRADING SCALE**

Letter grades will be based on the minimum percentages of total points earned	A	90%
	B+	87%
	B	80%
	C+	77%
	C	70%
	D	60%
	F	0%

**WEEKLY SCHEDULE (subject to change)\***

<b>WEEK 1</b> SEP 17	TOPIC	Syllabus, Intros The Creative Process
	ASSIGNMENT	Trend Report 1: UX / Experience Design CX 1 – Journal Creative Autobiography 10 Problems (you'd like to solve)
<b>WEEK 2</b> SEP 24	TOPIC	Observation / Research / Preparation User-Centered Design
	PRESENTATION	Trend Report 1
	DUE	Trend Report 1 Creative Autobiography 10 Problems
	ASSIGNMENT	CX 2 – Creativity Type Trend Report 2: Web / Interactive Design Approaches to your problem
<b>WEEK 3</b> OCT 1	TOPIC	Ideation
	PRESENTATION	Trend Report 2
	WORKSHOP	Ideation Exercises
	DUE	Trend Report 2 CX 2 Reflection Approaches/Solutions to your problem
	ASSIGNMENT	CX 3 – Observations Trend Report 3: Games
<b>WEEK 4</b> OCT 8	TOPIC	Workflows / Processes
	PRESENTATION	Trend Report 3
	WORKSHOP	Agile factory
	DUE	Trend Report 3 CX 3
	ASSIGNMENT	CX 4 – Photo du Jour Trend Report 4: Photography / Animation Project Research

<b>WEEK 5</b> OCT 15	TOPIC	Development / Prototyping
	PRESENTATION	Trend Report 4
	WORKSHOP	IRL
	DUE	Trend Report 4 CX 4 Reflection
	ASSIGNMENT	CX 5 – Sacrifice Trend Report 5: Graphic Design / Data Visualization
<b>WEEK 6</b> OCT 22	TOPIC	Experimentation, Failure, Iteration
	PRESENTATION	Trend Report 5
	DUE	Trend Report 5 CX 5 Research Report
	ASSIGNMENT	CX 6 – Daily Goals Trend Report 6: Storytelling / Writing Final Project
<b>WEEK 7</b> OCT 29	TOPIC	Critique, Feedback, User Research
	PRESENTATION	Trend Report 6
	WORKSHOP	TBD
	DUE	Trend Report 6 CX 6
	ASSIGNMENT	Trend Report 7: Social Media / Marketing
<b>WEEK 8</b> NOV 5	TOPIC	Documentation
	PRESENTATION	Trend Report 7 Final Project Updates
	DUE	Trend Report 7 Final Project Updates
	ASSIGNMENT	CX 7 – Skills Inventory and Ideal Environment Trend Report 8: Audio / Video
<b>WEEK 9</b> NOV 12	TOPIC	TBD
	PRESENTATION	Trend Report 8
	DUE	Trend Report 8
<b>WEEK 10</b> NOV 19	TOPIC	FINAL PROJECT PRESENTATIONS
	DUE	CX 1 Journal and Reflection

\* This syllabus is subject to change as necessary during the quarter. If a change occurs, it will be thoroughly addressed during class and sent via email.

**Course Policies:** In addition to [CDM Academic Policies](#) and [DePaul University Policies](#), the following policies will apply to this course:

**Email:** Email is the primary means of communication between faculty and students enrolled in this course outside of class time. Students should be sure their email listed under "demographic information" at <http://campusconnect.depaul.edu> is correct.

Some guidelines for your emails:

- Be clear and concise in your subject line; ex: "DMA 527 – question about assignment X"
- Don't reply to class-wide email unless it pertains specifically to the subject of that email
- Begin a new email thread for any new question, notification, etc.
- Expect a reply within 24 hours during the week. Expect a delayed response on weekends. If you don't get a response within 1 business day, please resend as there may be an email issue

**Course Lectures/Reading Assignments:** The assigned and recommended readings offer an opportunity for independent learning that supplements the lectures. Lectures will introduce material not available in the readings, and the readings will explore concepts not mentioned in class.

**Late Assignments:** In order to receive any credit for an assignment, you must communicate with me at least 24 hours before the due date/time regarding it being late. Late assignments will . No assignment will be accepted more than 7 days late without a medical excuse.

**Attendance:** Attendance is mandatory. An absence is defined as not showing up for class, arriving 30 minutes late or leaving 30 minutes early. All absences will result in a reduction of the attendance / participation grade. 3 absences, whether excused or not, may constitute failure for the course. In order to petition for an excused absence, students who miss class due to illness or significant personal circumstances should complete the Absence Notification process through the [Dean of Students office](#)

**Class Participation:** Student participation is crucial to this class. You are encouraged to ask questions and offer comments relevant to the class topics. You

are also encouraged to offer answers, insights and best guesses to questions posed in class. Having your files and devices, making the most of class time and being fully present and engaged add towards the class experience and your participation points. Productive critiques of your own and everyone else's work is critical. For group projects, each individual is expected to contribute according to the needs of the group/project. Private peer evaluations will afford each group the opportunity to measure the contributions of each individual.

**Slack:** This class uses Slack, both as a secondary form of communication and presentation. You will post some assignments to this platform, and you are expected to offer feedback to others' assignments. Interesting articles, links and any type of information related to the concepts explored in class are welcome. Your Participation grade will depend partly on your use of Slack.

**Behavior & Attitude:** Food and drink are fine. A professional and academic attitude is expected throughout this course. Measurable examples of non-academic or unprofessional attitude include: talking to others when someone is speaking, mocking another's opinion, cell phones ringing/vibrating, emailing, etc. Out of respect to fellow students and the professor, texting, social media and other forms of technological socializing are not allowable in class. If any issues arise a student may be asked to leave the classroom and/or lose their tech privileges.

**Cell Phones/On Call:** If you bring a cell phone to class, it must be off or set to a silent mode. Should you expect to need to answer a call during class, tell the instructor before class and leave the room in an undistruptive manner. If you are required to be on call as part of your job, please communicate this at the start of the course.

**Civil Discourse:** DePaul University is a community that thrives on open discourse that challenges students, both intellectually and personally, to be [Socially Responsible Leaders](#). It is the expectation that all dialogue in this course is civil and respectful of the dignity of each student. Any instances of disrespect or hostility can jeopardize a student's ability to be successful in the course.

**Preferred Name & Gender Pronouns**

Professional courtesy and sensitivity are especially important with respect to individuals and topics dealing with differences of race, culture, religion, politics, sexual orientation, gender, gender variance, and nationalities. I will gladly honor your request to address you by an alternate name or gender pronoun if you advise me of this preference. Students may choose to identify within the University community with a preferred first name that differs from their legal name and update their gender. For more information and instructions on how to do so, please see the [Student Preferred Name and Gender Policy](#).

**DePaul University Policies:**

**Online Course Evaluations:** Evaluations are a way for students to provide valuable feedback regarding their instructor and the course. Detailed feedback will enable the instructor to continuously tailor teaching methods and course content to meet the learning goals of the course and the academic needs of the students. They are a requirement of the course and are key to continue to provide you with the highest quality of teaching. The evaluations are anonymous; the instructor and administration do not track who entered what responses. A program is used to check if the student completed the evaluations, but the evaluation is completely separate from the student's identity. Since 100% participation is our goal, students are sent periodic reminders over three weeks. Students do not receive reminders once they complete the evaluation. Students complete the evaluation online in [CampusConnect](#).

**Academic Integrity and Plagiarism:** This course will be subject to the university's academic integrity policy. More information can be found at <http://academicintegrity.depaul.edu/>. If you have any questions be sure to consult with your professor.

**Academic Policies:** All students are required to manage their class schedules each term in accordance with the deadlines for enrolling and withdrawing as indicated in the [University Academic Calendar](#). Information on enrollment, withdrawal, grading and incompletes can be found under [Enrollment Policies](#).

**Students with Disabilities:** Students who feel they may need an accommodation based on the impact of a disability should contact the instructor privately to discuss their specific needs. All discussions will remain confidential. To ensure that you receive the most appropriate accommodation based on your needs, contact the instructor as early as possible in the quarter (preferably within the first week of class), and make sure that you have contacted the Center for Students with Disabilities (CSD) at: [csd@depaul.edu](mailto:csd@depaul.edu).

Lewis Center 1420, 25 East Jackson Blvd.  
Phone number: (312)362-8002  
Fax: (312)362-6544  
TTY: (773)325.7296