MAGD 487 Advanced MAGD Team Projects
Fall 2017

McGraw 127
6:30pm – 9 Thursdays

Instructor: Fred Leighton, Assistant Professor MAGD / Communication Department
email: leightof@uww.edu
Office hours: M 4:30pm – 5:30pm, Tu and Th 3:30pm – 5:30pm, or by appointment
Office: L1217K, Andersen Library, located in the L1217 corridor (near TV Station)
Office Phone: 262-472-5075

Prerequisites
MAGD 150 and MAGD 210 and MAGD 220 and MAGD 270 and MAGD 271 and 12
additional credits in the major and department consent or senior status and department
consent.

Course Overview
As the culmination of the Media Arts and Game Development sequence, students taking this
class will create a portfolio of their work in the MAGD program, and develop strategies for
marketing themselves to potential employers. Students will research effective portfolio
building methods, and design and develop a portfolio for the web using CMS (Content
Management Sites) or utilizing HTML, CSS, and JavaScript to create web pages. Students
will search jobs in their area of interest, create resumes, and practice writing cover letters. In
the latter part of the course, students will design and plan a capstone project, which will be an
opportunity to showcase skills in the student's area of focus and job searching. Capstone
projects can be individual or group projects. The capstone project will be further developed
and completed in MAGD 488.

Course Objectives
By the end of the course, students will:

Position themselves within the relevant field(s)/market(s) for career opportunities in their
area of interest.

Identify areas where skills can be improved and develop a strategy for doing so, using the
capstone project as a vehicle for doing this.

Design and implement an online portfolio.

Create other assets (print and/or digital), which will be used in conjunction with the online
portfolio.

Find job leads by searching online job postings, jobs sites, and other methods.

Create a resume.

Write cover letters.

Gain experience presenting work to an audience.

Develop skills in giving and receiving feedback on course work.

Course Format
One class meeting per week, mixed format, lectures, discussions, lab/studio time.

Readings and Resources
Relevant readings and resources will be updated during the semester and communicated via D2L.

Materials and Software
All software and hardware necessary for the course will be available in McGraw 127.

Grading Opportunities
The final course grade will be calculated from the following areas:

40% assignments
50% projects
10% attendance / participation

There will be four graded (percentage 59 - 100) assignments, which will each be worth 10% of the final grade. Assignments are given for work in class. Assignment details will be described at the time of the assignment.

There will be two graded (percentage 59 - 100) projects: the first is for the creation of an online Portfolio. The first project will be four weeks in duration and worth 25% of the overall course grade. The second project will be for creating preliminary assets (prototypes, rough drafts, or other deliverables, depending on the type of project) for the capstone project. The second project will be five weeks in duration, including the Thanksgiving holiday when there is no class meeting, and worth 25% of the overall course grade. Project details will be described at the time of each project assignment.

Attendance policy: You are expected to attend class. Attendance and participation will be worth 10% of your overall grade. You can miss up to one class without it impacting your attendance grade. Beyond missing one class, you will loose 5% of your attendance / participation grade for every class missed. If you have a legitimate excuse for missing class, i.e., doctors appointment, emergency, or illness, you need to communicate with the Instructor

and provide documentation to not have the absence negatively impact your attendance / participation grade.

Grading Standards
Letter Grades

A   (93 and above) – Outstanding
A- (90 – 92) – Excellent
B+ (87 – 89) – High Achievement
B   (83-86) – Good
B- (80 – 82) – Meets Requirements
C+ (77 – 79) – Acceptable
C   (73-76) – Average
C- (70 – 72) – Below Average
D+ (67 – 69) – Below Average
D (63 – 66) – Below Average
D- (60 – 62) – Below Average
F (59 or below) – Failure

Criteria for evaluation of assignments and projects:

Quality of work relating to concepts, ideas and research, as well as effective and creative use of tools for required tasks. All graded work assignments, and projects, will clearly state the objectives and areas of grading. This information will be included in the assignment, or project description on D2L. Any feedback for graded work will communicate how a student performed and how the grade was calculated following these criteria. If there is any question during the semester as to why a grade was given or how it was determined, please see the instructor during office hours or other scheduled appointment time.

Attendance Policy
Class attendance is critical to understanding the subject matter and successfully completing the course. Missing class without the following valid excuses will negatively impact attendance as it relates the participation part of your final grade:

Family emergency illness and can provide a doctor's note or equivalent from Health Services.

UWW extracurricular activity and can provide note from coach or advisor.

Internship or job interview and can provide documentation from company.

You must communicate with the instructor and provide documentation within one week for an absence to be counted as excused.

Be on time for class and stay for the duration of class session.

Attendance at presentations and discussions of class assignments and projects, is very important – the course schedule is part of this syllabus and will be updated throughout the semester. There will also be in-class announcements from the instructor. Thoughtful participation in discussions is a key component of your participation grade in the course.

You are allowed one absences during the semester. Any absences beyond one will negatively impact your attendance / participation grade. Please see details in the Grading Opportunities area above for more information.

Student Conduct
The University of Wisconsin-Whitewater is dedicated to a safe, supportive and non-discriminatory learning environment. It is the responsibility of all undergraduate and graduate students to familiarize themselves with University policies regarding Special Accommodations, Academic Misconduct, Religious Beliefs Accommodation, Discrimination and Absence for University Sponsored Events (for details please refer to the Schedule of Classes; the "Rights and Responsibilities" section of the Undergraduate Catalog; the Academic Requirements and Policies and the Facilities and Services sections of the Graduate Catalog; and the "Student Academic Disciplinary Procedures (UWS Chapter 14); and the "Student Nonacademic Disciplinary Procedures") (UWS Chapter 17).

Students with Disabilities
Learning support services for students with disabilities is provided.
Students can get more information at the Center for Students with Disabilities:
http://www.uww.edu/csd

Schedule

updated 9.7.17

please note: the schedule is subject to change. Any updates in the schedule will be announced in class and on D2L.

Week 1
Thursday, September 7

Introduction to class

Web Portfolios

Assignment One – Portfolio Research
Due by end of class meeting.

Time to work on Assignment One in class
Group presentations of sites by end of class meeting.

Week 2
Thursday, September 14

Assignment Two– Job Searches, Resumes, and Cover Letters
Due in two weeks, September 28

Week 3
Thursday, September 21

Project One assigned – Online Portfolio
due October 19

Work time for Assignment Two and Project One

Week 4
Thursday, September 28

Assignment Two due

Assignment Three
Social Media tools for networking, job searching, and presenting portfolio work
Due by end of class meeting.

Work time for Project One – Online Portfolio

Week 5
Thursday, October 5

Work time for Project One – Online Portfolio

Week 6
Thursday, October 12

Work time for Project One – Online Portfolio

Week 7
Thursday, October 19

Project One – Online Portfolio due
Review Projects, discuss

Week 8
Thursday, October 26

Assignment Four – Capstone Project Planning
due November 2

Week 9
Thursday, November 2

Assignment Four due

Project Two – Capstone Project Prototype assigned
due December 7

Week 10
Thursday, November 9

Work time for Project Two

Week 11
Thursday, November 16

Work time for Project Two

Week 12
Thursday, November 23

Thanksgiving Holiday

No class meeting

Week 13
Thursday, November 30

Work time for Project Two

Week 14
Thursday, December 7

Work time for Project Two

Project Two due by end of day

Week 15

Final Exam Time (meeting)

Thursday, December 14, 7 – 9pm

Format: Meet in class to discuss capstone projects and prototypes.