

DMA 499

Senior Project (Mon 11:30-12:45)

LCH A209 x3665

Fall & Spring Semester

Faculty Panel Office Hours and Phone Numbers

David Bradfield (DMA-MT) MTW 2:30-4:30pm (x3320)

George Vinovich (DMA-TV) TTh 12-1pm, 3-4pm (x3945)

Mark Waldrep (DMA-AR) MW 9-10am, T 4-6pm (x2255)

Jody Mahler (DMA-TV) MW 11:30-1pm (310) 560-8104

COURSE OBJECTIVE : a capstone course culminating in the production of a final digital media project by a team comprised of 2-4 students in the Digital Media Arts major. The purpose of the course is to provide students with the opportunity to produce a final project that showcases the extent of their technological and creative abilities in the digital media field. The goal of the course is for students to leave the program with a professional-quality product in their portfolio that will facilitate their entry into the digital media industry. Selected in consultation with and evaluated by a faculty panel.

Prerequisite: Senior standing or consent of instructor.

MODE OF OPERATION : The Faculty Panel, comprised of members from each of the three degree options in DMA, must approve all project proposals before production begins. It is the responsibility of the students to propose the actual project as well as the student team members. The Faculty Panel is then responsible for evaluating the final project and for assigning each student on the team a grade for his or her contribution to the project.

Following are the necessary steps for completing the DMA 499 Senior Project course:

1. **PROJECT CONCEPT APPROVAL** : Before enrolling in the *DMA 499 (2-unit)* course, each student must first work with his or her respective faculty advisor in developing a “project concept” and an appropriate student team for the project. (*i.e., Audio Recording students work with Prof. Waldrep; Music Technology students work with Prof. Bradfield; and Television Arts students work with Prof. Vinovich*). The faculty advisor will help students to develop a project that fulfills the necessary requirements for a *DMA 499* senior project before the project is formally presented to the Faculty Panel for approval. Because this course is a “capstone experience”, the project must be of a “nature” and “quality level” beyond projects that were produced in previous courses in the major. As such, **all projects and student teams must first be approved by the students’ faculty advisor before presentation to the Faculty Panel.**
2. **PROJECT PROPOSAL** : The Faculty Panel will schedule a date and time for the student team to formally present its project proposal to the faculty panel. Each team must submit a written Project Proposal which summarizes the purpose, personnel, scope, resources, and timeline of the project. This proposal must be typed in the proper format (*see DMA 499 Project Proposal format*). **Three copies of the team’s Project Proposal, one for each faculty panel member, are due at the time of the formal presentation.** During the formal presentation, the Faculty Panel may raise issues of viability (*i.e., Can the project be completed in one semester? Does DMA have the facilities and resources to accommodate this project? Do the students have the expertise to handle a project of this nature?*). As such, students should bring as much supporting documentation as possible (*music CD’s, photos, story boards, and video clips*) to facilitate the effective presentation of their proposal and to convince the panel of the project’s viability.

The Faculty Panel will either: 1) approve, 2) reject, or 3) make suggestions for revision on a project. If a project is rejected, the student team must develop a new project. If the panel makes recommendations for revision, the student team must return to the panel for another formal presentation after the revisions have been made. If a project is approved, the student team can proceed to the production phase.

3. **CRITIQUE SESSIONS** : During the production phase, students will work primarily with their faculty advisor; however, throughout the semester, the Faculty Panel will convene on scheduled dates for Critique Sessions to review progress on the projects on selected **Mondays at 11:30am to 12:45pm in LCH A209**. All members of the project team must be present for the Critique Sessions. Failure to attend critique sessions can result in termination of the project. Projects that are not making sufficient progress can also be terminated. This will result in a grade of “F” for each student in the team. If projects lose team members during the production phase, the remaining members are still responsible for finishing the project. Granting an “*Incomplete*” grade is entirely at the discretion of the Faculty Panel.

4. **FINAL SCREENING / EVALUATION** : The Faculty Panel will assign a date and time for the final screening of the project. All members of the project team must be present for the group's final screenings which will be scheduled for either Week #14 or Week #15 of the semester. The team should conduct a trial run with the media and equipment that will be used for the final screening in order to test their disc's interactive functions and audio playback in stereo and in 5.1 Surround in the Recording Studio Control Room. **Three copies of the final product on CD, DVD, or Blu-ray, one for each faculty panel member, are due at the time of the final screening.**
5. **FINAL REPORT** : Each member of the team is required to submit a Final Report typed in the proper format. (*see DMA 499 Final Report format*). Because the Final Report is a major factor in assessing each student's final grade for the course, the report and its presentation should be taken very seriously. The Final Report summarizes the role and contribution that each student made on the project and gives each student the opportunity to provide evidence for the grade that each student on the team deserves for the course. Students are reminded to make a case for their grade based on what was actually achieved on the final product, rather than on the amount of time or energy put forth on the project. Based on the individual contribution that each student makes, it is possible for students to receive different grades when working on the same project. **Three copies of each team member's Final Report, one for each faculty member, are due at the time of the final screening.**

GRADING POLICY - the Faculty Panel will assign a letter grade to each student on the team based on the following grading criteria:

- 1) **Quality of Work** - the resulting production value and contribution of each student's work to the overall quality of the finished product. The higher the quality of the finished product, the better the grade. The more challenging and sophisticated the level of work contributed to the project, the better the grade. Once again, quality of work will be assessed by what is evident on the final product, rather than on the amount of time or effort put forth by the student. **Specific grading criteria for the respective Options in DMA are listed in the DMA 499 Final Report Format for a particular team's DMA Option.**
- 2) **Professional Image** - the reputation that each student earns among project team members and the faculty panel during project work sessions, formal presentations, and critique sessions for his or her punctuality, dependability, attitude, interpersonal skills, trustworthiness, and overall ability to work collaboratively on the project.

Student Learning Outcomes - by the end of the course, students will be able to demonstrate a working knowledge of how to: 1) prepare a professional proposal and presentation for pitching a project idea to media industry personnel; 2) produce a professional quality media product that meets the objectives of its target audience or client; 3) work effectively and cooperatively with others as a co-producer on a team project; and 4) perform in a manner that is consistent with the professional image and demeanor of the digital media industry.

Academic Integrity - please refer to the section on Academic Integrity in the University Catalog for definitions of and policy on academic dishonesty, cheating, fabrication, and plagiarism at this University. Violation of these policies will result in failure of the course and possible disciplinary action.

Disabilities: Students with disabilities are encouraged to consult the University Catalog for information on Disabled Student Services at (310) 243-3660. Any disabled student requiring assistance with project work, presentations, screenings, or other course work will be allowed to utilize these services.