

DMS-591 : Master's Project Proposal

The Program Coordinator will put out a call for digital media projects from local organizations. The students in this course will hear proposals from those organizations and select a project client. They will meet with the client to develop a detailed initial project proposal. They will submit the proposal to the Program Coordinator. The proposals will be evaluated (in consultation with the Program Director) based on the criteria laid out by the faculty advisors for the program. The course will culminate with a proposal presentation to faculty advisors. Projects might be part of the broad categories of: a web redesign, a social media campaign plan with audio/visual materials prepared, or a series of multimedia messages (videos, podcast, infographics) aimed at a particular audience. Prerequisites: **DMS-500**, **DMS-515**, and **DMS-542**. Off-Campus Distance Electronic Synchronous Remote Delivery.

Credits 2

Prerequisites

DMS-500, DMS-515, and DMS-542

Term Offered

Fall Only

Session Cycle

F