



ACADEMIC PROGRAM

PROJECT DIRECTION AND MANAGEMENT

B.F.A. IN INTERACTIVE PRODUCT DESIGN

MODALITY: ON CAMPUS

ACADEMIC YEAR: 2023-2024

Name of the course:	Project Direction and Management
Degree :	Interactive Product Design
Location:	Centro Universitario de Tecnología y Arte Digital
Modulo:	Transversal Knowledge
Area:	Business and Management
Year:	4º
Teaching period:	1º
Type:	OB
ECTS credits:	3
Teaching modality:	On campus
Language:	English
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SUBJECT DESCRIPTION

Area description

This subject belongs to the Transversal Knowledge module and, within this, to the subject Business and Management.

This area refers to the study and practice of the set of techniques related to the knowledge applicable to companies and their management.

Subject description

Due to its generic and transversal nature, the subject Project Management and Administration is directly related to all the elements that may form part of the creation process of any Product related to Interactive Design.

The Design of an Interactive Product is, at the end of the day, a project in which various elements from different areas of knowledge / professionals such as Programming, creative thinking, Art or Marketing, among others, intervene.

All these sectors are related in one way or another along the specific timeline of each project. Learning to plan, manage and evaluate correctly all the elements involved in the creative process of any project is essential both to direct and to be a fundamental cornerstone within each project.

The syllabus of this course is based on the areas of knowledge needed in the PMBOK, a fundamental requirement for obtaining the official qualification of the Project Management Institute.

COMPETENCIES AND LEARNING OUTCOMES

Competencies

BASIC AND GENERAL

GC1 - Lifelong learning through self-study and continuous training.

GC2 - Knowing how to adapt to change and new situations with flexibility and versatility.

GC3 - Develop creativity and innovation and have the ability to present new resources, ideas and methods in order to subsequently turn them into actions.

GC4 - Exercise leadership and negotiation skills.

GC6 - Demonstrate motivation for quality.

GC7 - Show interest and sensitivity in environmental and social issues, as well as the ability to analyse the social dimension of the activity and corporate social responsibility.

GC8 - Demonstrate the ability to work in a team.

GC9 - Be able to manage time effectively.

GC10 - Have the ability to work in an international context, as well as in diverse and multicultural environments.

GC11 - Manage basic skills for interpersonal relations.

GC13 - Value the ethical sense of work.

CG14 - Know how to work in a team in multidisciplinary environments.

GC15 - Organisational and planning skills

GC17 - Demonstrate the ability to analyse, synthesise and gather information from different sources.

GC18 - Manage information appropriately.

GC19 - Know how to make decisions and solve problems in the professional field.

CB1 - That students have demonstrated possession and understanding of knowledge in an area of study that builds on the foundation of general secondary education, and is usually at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.

CB2 - Students are able to apply their knowledge to their work or vocation in a professional manner and possess the competences usually demonstrated through the development and defence of arguments and problem solving within their field of study.

CB3 - Students have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgements that include reflection on relevant social, scientific or ethical issues.

CB4 - Students are able to communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.

CB5 - That students have developed those learning skills necessary to undertake further study with a high degree of autonomy.

SPECIFIC

SC4 - Analyze the needs and moral and ethical implications associated with the development and design that arise for the creators of interactive products.

SC15 - Analysing the characteristics and needs of users in the humanistic environment as a fundamental element in the design of interactive products.

SC20 - Knowing the determining factors of the consumer market of interactive products, taking into account the knowledge and respect for social and cultural environments.

SC22 - Understand and communicate clearly and effectively the guidelines for the development of a project.

SC23 - Understand the relevant aspects of the digital society in the context of sociology, philosophy, psychology, ethics, moral values and knowledge-related aspects that affect the creation, publication and distribution of a project.

SC26 - Understand and know how to thematise the relationships between Technology - Society - Culture, in relation to the design of interactive products.

SC27 - Recognising the philosophical, social and political implications of technological designs and innovations.

SC28 - Detect the implications of the ethical and legal limits of technological innovations.

Learning outcomes

Understand the historical environment of the current digital industry and the changes produced in society due to the inclusion of new digital media.

Identify different market segments for the production of a video game

Estimate the costs and development time of a video game project.

To design the structure of the company with the aim of maximizing the contribution of the team.

Manage the different stages of execution for the production of a video gam

Relate intellectual property legislation to different scenarios (national, European and international).

Identify the sources of relevant economic information and their content

Know different marketing techniques and their implications on the development of a digital entertainment product.

To specify the requirements that satisfy the model of game proposed by the producer, generating acceptable solutions in cost and time.

Reflect on the ethical and legal limits of technological innovations.

To interpret relevant economic, political and cultural data in the design of interactive products.

CONTENTS

- Business plan for the creation of a company in Spain
- Feasibility plan for business projects
- Case studies
- Fiscal and legal aspects of the digital economy
- The digital industry and its universality
- The production sector of the digital economy

SUBJECT SYLLABUS

Block I - PMBOK

- Introduction to Project Management.
- 12 Principles for Project Management.
- Stakeholders.
- Team.
- Development approach and life cycle.
- Planning.
- Project work.
- Delivery.
- Metrics.
- Uncertainty.
- Production models

Block II - Practical

- Excel Introduction
- Risk analysis
- Budgeting

TRAINING ACTIVITIES AND TEACHING METHODOLOGIES

TRAINING ACTIVITIES

LEARNING ACTIVITIES	Total hours	Hours of presence
<i>Theoretical classes</i>	15,00	15,00
<i>Seminars and workshops</i>	3,33	3,33
<i>Practical classes</i>	9,17	9,17
<i>Tutorials</i>	1,67	1,67
<i>Evaluation Activities</i>	3,33	3,33
<i>Group work and study</i>	14,17	0,71
<i>Autonomous and individual study and work</i>	28,33	0,00
TOTAL	75	33

Teaching methodologies

Expository method/Master lecture

Case studies

Exercise and problem solving

Cooperative learning

TEMPORAL DEVELOPMENT

Bloque I – PMBOK: 11 weeks

Bloque II – Practical: 4 weeks

EVALUATION SYSTEM

ASSESSMENT SYSTEM	MINIMUM SCORE RESPECT TO THE FINAL ASSESSMENT (%)	MAXIMUM SCORE RESPECT TO THE FINAL ASSESSMENT (%)
<i>Assessment of participation in class, exercises or projects of the course</i>	10	30
<i>Assessment of assignments, projects, reports, memos</i>	30	60
<i>Objective test</i>	30	70

GRADING CRITERIA

ASSESSMENT SYSTEM	ORDINARY EVALUATION	EXTRAORDINARY EVALUATION
<i>Assessment of participation in class, exercises or projects of the course</i>	10	10
<i>Assessment of assignments, projects, reports, memos</i>	30	30
<i>Objective test</i>	60	60

General comments on the evaluations/assessments

- Participation and constructive contributions in class can contribute 10% of the final mark.
- Practical exercises will account for 30% of the final mark, in which aspects of the direction and management of interactive digital products will be simulated.
- The final exam will account for 60% of the final mark.
- In the event of failing the exam/final exam of the subject in the ordinary call session, it can be made up with a final exam/final exam in the extraordinary call session.
- In the case of failing any of the assignments or practical exercises, the grade of the approved assignments will be retained and the failed ones will be reworked, being corrected or extended to demonstrate that the necessary knowledge has been acquired.
- Any detection of plagiarism, copying or use of malpractice (such as the use of AIs) in a paper or exam will result in the failure of that paper with a zero, a report to the faculty and academic coordinator and the application of the current regulations, which can lead to very serious penalties for the student.
- The use of SmartWatches or cell phones is not allowed during the exams. Such devices will have to be put away and out of the student's sight during the exam.

- The use of cell phones are not allowed during classes.
- The evaluation percentages of Ordinary will be maintained in the Extraordinary call

LIST OF REFERENCES (BOOKS, PUBLICATIONS, WEBSITES):

Key references

A Guide to the Project Management Body of Knowledge o PMBOK 7 (Edición séptima)

Recommended references

Guía de los Fundamentos para la dirección de Proyectos (Guía del PMBOK), GLOBAL STANDARD

Chandler, TheGameProductionHandbook. Jones &Barlettlearning

Some external references:

<https://www.leadingagile.com/2010/06/is-kanban-just-waterfall-with-small-batches/>

<https://leonardperez.net/blizzards-production-methodology/> <https://ittude.com.ar/b/scrum/retrospectiva/>

<https://less.works/less/framework/sprint-planning-one> <http://fxrant.blogspot.com/2015/08/be-prepared-for-dailies-restored.html>

<https://robertspaceindustries.com/roadmap/progress-tracker/teams>

<https://www.praxisframework.org/> <https://gdcvault.com/play/1015796/uncharted>

<https://www.gamedeveloper.com/audio/beyond-scrum-lean-and-kanban-for-gamedevelopers>

<https://meetingcost.live/> <https://www.massive.se/blog/games-technology/project-management-in-gamedevelopment/>

<https://supercell.com/en/news/10-learnings-10-years/7436/>

<https://www.codecks.io/blog/2020/curious-expedition-financial-history/>

https://www.academia.edu/31788070/La_tecnolog%C3%ADa_en_las_fronteras

<https://www.youtube.com/watch?v=mkkJty-fNY4> <https://corporate-rebels.com/iceberg-of-ignorance/>

https://www.pmi.org/-/media/pmi/documents/public/pdf/learning/thought-leadership/pulse/pmi_pulse_2021.pdf

<https://shahmm.medium.com/pixars-braintrust-effective-meetings-the-businesslessons-90f1468dbf49>

<https://www.rcemlearning.co.uk/foamed/delphi-method-man/>

REQUIRED MATERIALS, SOFTWARE AND TOOLS

Type of classroom

Projection equipment and whiteboard

Materials:

Laptop computer

Software:

PowerPoint

Acrobat Reader

Word

Excel