

COLLEGE OF IMAGING ARTS & SCIENCES

-----TOPIC OUTLINE FORM-----

Shell courses have very flexible course outlines that allow instructors to develop a specific focus and content for their particular Topic offered within the Shell.

In order for a new Topic within a Shell course to be scheduled, a completed, approved digital version of this form must be submitted to the Scheduling Officer by the scheduling deadline date for the term in which the topic will be offered. **No late submissions will be accepted.**

Procedure for proposing a new Topic:

1. Faculty proposing to offer a new Topic will complete this form and forward electronically to the Program Chairperson or Graduate Director for electronic approval.
2. The Program Chairperson or Graduate Director then secures the electronic approval of the school's Administrative Chair.
3. The Administrative Chair electronically forwards the form to the CIAS Curriculum Committee Chair (CIAS CCC) for review.
4. If electronically approved by the chair of the CIAS CCC this form will be forwarded electronically to the CIAS Scheduling Officer for processing. The Scheduling Officer will send an electronic copy to the to the school's representative on the appropriate CIAS College Curriculum Committee.

COURSE # and TITLE: TOPIC: AD Photo Topic: Content Marketing in Gaming



Proposing faculty: Susan Lakin **Date:** 8/6/15

SPAS

School: _____ **Program:** AD Photo

1st term offered 2155 **Online**
 Repeat for Credit _____ **# Times**

1.0 Course Designations and Approval

Required course approval	Electronic Signature	Approval Granted Date
Program Chair/Graduate Director		
School Administrative Chair		
College Curriculum Committee Chair	Robin Cass	9.11.15

2.0 Course information:

Topic title:	AD Photo Topic: Content Marketing in Gaming
Topic proposed by:	Susan Lakin
Effective term scheduled:	2155

In the sections that follow, please use sub-numbering as appropriate (eg. 3.1, 3.2, etc.)

3.0 Goals of the TOPIC:

3.1 Collaborate between colleges 3.2 Develop new delivery systems in the changing marketplace 3.3. Create practical applications of interactive technologies 3.4 Develop ideation techniques in the developing of a creative project 3.5 Build communication skills between diverse disciplines 3.6 Execute a direct intent to create a content marketing strategy for a client in a gaming context 3.7 Gather academic experiences together in an authentic environment to transition students into the job market

4.0 Course description (course title includes topic)

Course number: PHAP-351

Name of Course & Topic – Long Title: Content Marketing in Gaming

Name of Course & Topic – Short Title (33 characters): AD Photo Topic: Marketing/Gaming

Marketing strategies are shifting as digital technology is evolving. Content is distributed on multiple platforms, such as social media, live streaming talk shows, YouTube channels, eBooks, online company magazines, interactive online communities, iPad and mobile apps. One contemporary marketing approach uses a gaming model to engage an audience with content in a two-way interactive communication instead of a one-way delivery system through mass communication. This type of non-interruptive marketing approach communicates relevant information to customers without selling a specific product. This is an interdisciplinary course in the School of Photographic Arts and Sciences (SPAS) and the School of Interactive Games & Media (IGM), bringing the visual arts and game development students together in one classroom working collaboratively on content marketing gaming projects.

SPAS Advertising Photography Program Chair, Susan Lakin, and Director of IGM, Tona Henderson, will co-teach this class, set up as two simultaneous courses in each college, working collaboratively in one classroom with cross-disciplinary teams of students developing and implementing a content marketing digital game campaign. The goal of the course is to give students an authentic classroom experience to help transition our students into the marketplace. We will reach out to the Rochester community to recruit local non-profit organizations to engage with our students as clients. The students will contribute the skills from their discipline to the team group project, collectively producing a content gaming experience for the client.

5.0 Possible resources (texts, references, computer packages, etc.)

TBA

6.0 Topics (outline):

- 6.1 Project management and communication across disciplines
- 6.2 Market research for a serviceable project
- 6.3 Working with a real client
- 6.4 Develop dynamic content for an in-depth project
- 6.5 Working with new markets
- 6.6 Steps to complete a practical project
- 6.7 Demonstrate the skills of each students' discipline
- 6.8 How to organize and structure a project timeline to meet delivery deadlines

7.0 Intended course learning outcomes and associated assessment methods of those outcomes

(please include as many Course Learning Outcomes as appropriate, one outcome and assessment method per row).

Course Learning Outcome	Assessment Method
7.1 Demonstrate ability to work with clients to discuss their target audience, gather relevant content, set goals, and brainstorm ideas	Assignment/Critique
7.2 Learn to pitch project concepts in class critique and to their client	Assignment/Critique
7.3 Analyze feedback, then further develop and storyboard project concept	Assignment/Critique
7.4 Learn to create a production book that includes a timeline for course work deliverables	Assignment/Critique
7.5 Demonstrate how to conceptualize, story board, prop, style, direct, and execute a gaming project	Assignment/Critique
7.6 Develop skills by working collaboratively on an interdisciplinary project	Assignment/Critique

8.0 Program outcomes and/or goals supported by this course

- 8.1 Develop critical-thinking and visual problem-solving skills that encompass a global perspective.
- 8.2 Acquire aesthetic, conceptual and technical experiences necessary to develop professional imaging practices.
- 8.3 Integrate aesthetic, historical, and theoretical perspectives, which foster the development of best practices required for successful imaging careers.
- 8.4 Develop a great appreciation and responsibility for the maintenance of ethical and moral standards required in professional practices.
- 8.5 Solve problems related to the application of imaging technology in a constantly changing world.

10.0 Required Resources - Identify all resources needed to effectively teach this class and what students will need to complete the assignments. (Please provide detailed list of equipment, software, computer lab, data storage/retrieval requirements, special classroom, studio, shop, wet lab, work space or media requirements)

- 10.1 Two-hour block held in a smart classroom
- 10.2 Three-hour block held in a lab with video capability.

Approval request date: This is the date that the college curriculum committee forwards this course to the appropriate optional course designation curriculum committee for review. The chair of the college curriculum committee is responsible to fill in this date.

Approval granted date: This is the date the optional course designation curriculum committee approves a course for the requested optional course designation. The chair of the appropriate optional course designation curriculum committee is responsible to fill in this date.