

Course title	Creative Project Management			
Course code	BIMA-460			
Course type	Compulsory			
Level	1st Cycle			
Year / Semester	4th			
Teacher's name	Prof. Paschalis Paschalis			
ECTS	6	Lectures / week	12	Laboratories / week
Course purpose and objectives	<p>The main objectives of the course are to:</p> <ul style="list-style-type: none"> • Introduce students to the knowledge and skills required for managing the interactive media application development process. • Describe the key concepts and techniques essential for the effective management of creative projects. • Explain the stages of a creative project's lifecycle and identify potential problems and solutions during development. • Collaborate as a project manager, designer, and developer to create interactive creative group projects. 			
Learning outcomes	<p>On completing the course students are expected to be able to:</p> <ol style="list-style-type: none"> 1. Apply knowledge and skills to manage the development process of interactive media applications. 2. Examine the interrelation of time, cost, and quality in managing media projects. 3. Identify the multimedia project cycle, address issues, and provide solutions. 4. Evaluate principles of team management in interactive media projects. 5. Develop creative project proposals and identify contract issues and intellectual property rights. 6. Demonstrate effective communication skills in managing creative teams. 7. Manage, design, and create interactive media group projects. 			
Prerequisites	Senior Standing	Required		
Course content	<p>Interactive media and project management. Quality in interactive media. Scoping a project. The proposal. Contract issues. The importance of content. The treatment. Interface design. Selecting the team. Team management principles. Developing creative interactive media projects in groups.</p>			

Teaching methodology	Lectures, seminars, one-day projects, demonstrations, tutorials, group critiques, discussions, and practical projects.
Bibliography	<p>Lecturer's notes, Paschalis Paschalis, online, 2024</p> <p>Managing Interactive Media, Elaine England & Andy Finney, Addison-Wesley, 2007, 0-321-43693-8</p> <p>Recommended Textbooks / Readings:</p> <p>Managing Creativity in Projects: The Art of Innovation, Richard J. W. Veenendaal, Routledge, 2018, 978-1138698980.</p> <p>Agile Project Management for Creative Teams, Wouter de Vries, Packt Publishing, 2014, 978-1783287983.</p> <p>Project Management for Designers, David M. Beakley, Wiley, 2013, 978-1118587760</p>
Assessment	Group projects, in-class assignments, class attendance, weekly progress presentations, performance and final written examination.
Language	English