

Master of Arts in Design and Media Management Degree Program

The Master of Arts in Design and Media Management was created to prepare graduates for professional opportunities in management at a variety of art and design enterprises. The curriculum was developed to address the critical management competencies and challenges of this evolving discipline through the study of theoretical management concepts and the application of professional skills. The program has two areas of specialization: Design Management and Media Arts Management. Both specializations include a common foundation of six courses and four specialization courses. The program culminates in a capstone course for a total of forty-eight quarter hours.

Foundation Classes:	Credits
DMM5004 Building & Leading Creative Teams	4
DMM5054 Information Management & new Technologies in Design & Media Arts	4
DMM5104 Law, Policy & Ethics in Design & Media Arts	4
DMM5154 Strategic Planning & Management in Creative Organizations	4
DMM5204 Assessment & Analysis for Managers in Design & Media Arts	4
DMM5254 Design & Media Arts Innovation: Marketing, Planning & Strategy	4
Specialization – Design (select both after foundation courses have been completed):	
DMM5454 Entrepreneurship in Design	4
DMM5654 Planning, Producing & Promoting a Design Venture	4
or	
Specialization – Media Arts (select both after foundation courses have been completed):	
DMM5504 Entrepreneurship in Media Arts	4
DMM5704 Planning, Producing & Promoting a Media Arts Venture	4
Elective Courses (select two from the list after foundation courses have been completed):	
DMM5304 Communication, Grant Writing & Management in Creative Organizations	4
DMM5354 Collaboration at a Distance	4
DMM5404 Creative Problem Solving	4
DMM5554 Project Management in Design & Media Arts	4
DMM5604 Managing New Technologies in Creative Organizations	4
Capstone – Students must successfully complete all other coursework and have their Capstone Project Proposal approved by the Academic Director according to the Graduate Manual Guidelines.	
DMM6008 Capstone Course (take last quarter AND by itself)	8
	48 Credits

Course Descriptions:

DMM5004 Building & Leading Creative Teams

Teams are a basic organizational building block. The purpose of this course is to provide students with the knowledge and practical skills to become a productive team leader in a creative organization. Collective creativity requires a team with a diverse set of skills. The creativity of the team is enhanced by other types of diversity such as personality type, creative style and experience level. "Building" a team means not only assembling the right set of people to do the job, but the process by which the team grows in capability and alignment. This course addresses the issues of motivation, leadership, and communications. Also included are negotiation, conflict resolution and team building.

DMM5054 Information Management & New Technologies in Design & Media Arts

This course addresses managing information and providing support services from a design and media arts management perspective. Information resources include internally and externally developed information and assets, local and global communication networks and associated hardware and software technology. Support services include the training and support of users, operational policies and practices, disaster recovery and security for electronic commerce within a creative enterprise.

DMM5104 Law, Policy & Ethics in Design & Media Arts

In this course, students explore legal and regulatory issues and questions facing copyright holders, technology developers and artist and designers. The impact of emerging technology, digital media and ethical issues created by digital media will also be examined. A working knowledge of the legal system (standard legal agreements such as contracts, charters and non-disclosure agreements), how it impacts business decisions and how it can affect liability will also be presented.

DMM5154 Strategic Planning & Management in Creative Organizations

This course is designed to lead students through the development, implementation, documentation and evaluation of strategic and business planning in creative organizations. Students will develop tools and techniques that enable them to develop a long-range strategic plan as well as an operational plan in a creative enterprise. Strategic presentation skills, including data driven presentations are also covered.

DMM5204 Assessment and Analysis for Managers in Design & Media Arts

This course is designed to apply financial, marketing and operations theory and tools to assess and analyze domestic and global markets, establish requirements and sources of capital, assess risks and analyze processes to meet demand. The assessment and analysis provides design and media arts organizations with the foundation to begin to address market needs.

DMM5254 Design & Media Arts Innovation: Marketing Planning & Strategy

This course emphasizes the identification, analysis and selection of target markets; development and management of products and services; pricing; demand analysis and forecasting, distribution systems and advertising and promotion. Forces impacting marketing strategy such as web marketing, consumer trends and competition are examined. Students will identify opportunities at operational and strategic levels and develop a marketing plan for a design or media arts innovation.

DMM5304 Communication, Grant Writing & Management in Creative Organization

This course is designed to provide knowledge and skills related to the development of grant proposals that result in funding or creative, non-profit organizations. Students will assess organizational needs, identify potential funding sources and research and write a prospective proposal. They will also discuss internal and external factors that impact funding, management of resources and administration of grants.

Prerequisite: Completion of Foundation Courses

DMM5354 Collaboration at a Distance

In today's global economy, creative professionals must work in partnership with people and organizations world-wide. Small entrepreneurial companies as well as large multi-national corporations must work as a team, regardless of location. This course examines topics such as cultural and national differences, global business practices in creative industries, global monetary systems and communication and team skills necessary for success.

Prerequisite: Completion of Foundation Courses

DMM5404 Creative Problem Solving

In this course, students will focus on the creative problem solving process. They will utilize generating and focusing tools in applying the problem solving process to translate ideas into useful and implementable creative products and actions. They will also gain a better understanding and appreciation of their own and others' problem-solving styles and creativity. Course topics include harnessing creativity, recognizing innovation and solving innovation dilemmas and challenges.

Prerequisite: Completion of Foundation Courses

DMM5454 Entrepreneurship in Design

Throughout this course, students will research possibilities for creating beneficial and profitable design ventures and assess competitive environments and performance prospects. They will examine successful and unsuccessful entrepreneurial design ventures and design entrepreneurs. They will also identify the components of a business plan and examine various business plans.

Prerequisite: Completion of Foundation Courses

DMM5504 Entrepreneurship in Media Arts

Throughout this course, students will research possibilities for creating beneficial and profitable media arts ventures and assess competitive environments and performance prospects. They will examine successful and unsuccessful entrepreneurial media arts ventures and media arts entrepreneurs. They will also identify the components of a business plan and examine various business plans.

Prerequisite: Completion of Foundation Courses

DMM 5554 Project Management in Design & Media Arts

This course focuses on the creation and management of all aspects of a project plan for a design or media arts project. The student will develop skills in assessment, planning, organization and controlling the resources needed to produce a creative company's product or services and to exercise successful team management to ensure that the project is completed in a quality manner within budget and on-time.

Prerequisite: Completion of Foundation Courses

DMM5604 Managing New Technologies in Creative Organizations

In this course, students will develop skills in assessing, analyzing, new types of design and media technologies and upgrades of current technology. This course also addresses decision-making related to new technology adoption and implementation, financial considerations, deployment of new technologies within the company, training, and monitoring technology trends and innovation within the creative industry.

Prerequisite: Completion of Foundation Courses

DMM5654 Planning, Producing & Promoting a Design Venture

This course focuses on design managers as they work in the context of product development, planning, marketing, engineering and implementation. Based on the goals of a design venture, students will apply design, innovation and business theory to realistic business opportunities with successful, meaningful application for customers. Topics will include advanced concepts of branding, strategic planning, communication, outcomes and evaluation of launch, follow-up revision, addition and deletion of strategies.

Prerequisite: Completion of Foundation Courses

DMM5704 Planning, Producing & Promoting a Media Arts Venture

This course focuses on media arts managers as they work in the context of product development, planning, marketing, engineering and implementation. Based on the goals of a media arts venture, students will apply design and development, innovation and business theory to realistic business opportunities with successful, meaningful application for customers. Topics will include advanced concepts of branding, strategic planning, communication, outcomes and evaluation of launch, follow-up revision and addition and deletion of strategies.

Prerequisite: Completion of Foundation Courses

DMM6008 Capstone

This course represents the culmination of the knowledge and skills that the student has learned in this program applied to a capstone project. The course is intended to help students frame unstructured design or media art business problems or challenges, or to launch a new design or media arts product or company. Upon completion of all core and specialization course work, the student will develop a detailed plan and timeline for the capstone project and upon approval, will complete the capstone project.

Prerequisite: Final Quarter & Completion of all other coursework

Admission to Masters of Arts in Design & Media Management

The following are required for consideration into the MaDMM program:

- Completion of application for admissions and submission of a tuition fee (\$50) and an enrollment deposit (\$100).
- Completion of an undergraduate degree from an accredited institution with a GPA of 2.7 or better on a 4.0 scale, or, completion of an undergraduate degree from an accredited institution with a minimum combined GMAT score at or above the 50th percentile.
- Non-design majors are considered in light of their resume, portfolio, and essay submissions.

Transfer of Credit

The majority of credits toward any graduate degree program must be earned at The Art Institute of Dallas. Credit for transfer work will be given if the courses were taken at an accredited collegiate institution, the course is equivalent to courses offered at the graduate level at The Art Institute of Dallas, and the course carries a grade of “B” or better. All transfer credit will be reviewed and approved by the Dean of Academic Affairs.

Satisfactory Academic Progress – Graduate Programs

The College of Creative Art and Design reserves the right to modify the Satisfactory Academic Progress Policy at any time.

Minimum Standards for Academic Progress

- Students must complete their program within a maximum time frame of 150 percent of the normal published length of the program.
- Students must maintain a cumulative grade point average of 3.0 or higher.

Academic Probation

A graduate student must maintain a cumulative grade point average (CGPA) of 3.0. Although a graduate student’s CGPA is 3.0 the student may still be placed on Academic Probation if he/she has any single course grade lower than a “B”, or is not progressing appropriately towards the capstone stage of the program. The “capstone stage” is defined as that point in the degree plan where the student’s proposal or “pitch” has been accepted by their Committee and the student has begun work on the project and paper (typically the the last twenty-five percent of the program).

Academic Termination

Graduate students must maintain a cumulative grade point average (CGPA) of 3.0 or higher throughout the course of their studies. If at any time the CGPA falls below 3.0, the student will be academically terminated from the college. Notification of academic termination is delivered via registered mail from the Office of the Registrar.

Appeal of Academic Termination

Any appeal of academic termination must be made in writing to the Dean of Academic Affairs. Only those students who are found to have had mitigating circumstances (a death in the family, catastrophic illness, etc.) that led to the unsatisfactory academic progress will be considered for readmission. Students who are readmitted are placed on academic probation and must show significant improvement upon readmission. The Dean of Academic Affairs, after consultation with

the student's major advisor, Academic Director, and other members of the student's capstone committee, will make a decision regarding readmission. All decisions of the Dean of Academic Affairs regarding academic terminations and their subsequent appeals are final. Students who are reinstated into the college will be placed on academic probation until they have met all requirements for satisfactory academic progress.