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Overview First Quarter

Senior project covers all facets of development from an original concept through to the final marketing and promotion. Plan for extensive pieces that showcase your interactive media talents. The project should involve a unique concept, creative ideas and designs and attention must be given to the details. This is your opportunity to explore technology and design, and to push yourself to discover more of your own talents and creativity.

Students are expected to show progress and discuss their project on a weekly basis.

Your Niche	First you need to decide what niche you want to fill. What type of project interests you, non-profit, commercial, e-marketing, e-learning, informative, social, entertainment, or something completely different What can you add to what is already out there
Research	Existing sites, publications and projects Successful and unsuccessful projects Who is your audience?
Concept	Based on your research and original ideas formulate your concept Decide on the topic and type of project that best suits your original concept
Technology	Your choice of technology needs to be based upon the needs and requirements of your particular type of project, its topic and audience
Week 4	
Presentation (10 minutes)	Discuss your concept and how you intend to move ahead Present your research, topic and audience Discuss: Who / What / Why Present at least three competitive analysis Discuss your technology Present preliminary sketches etc
Structure	Sketches, Wire-frames, Navigation Map, Flowcharts, Story Boards
SEO	All on-site search engine optimization documented
Creative Brief	See details listed inside this project
Marketing	Other than on-site seo How are you going to promote the project Create promotional pieces Present on social sites Brochures
Copy	Creation of all copy. You can work with a writer. You cannot use copy from any other source.
Evaluation	Create evaluation forms which will be used in the second quarter
Design	Create logo and comps. Document design process.
Presentation	Professional well thought-out presentation of working comps with working example of technology
Final 10 minutes	Be prepared to explain and defend your choices . Discuss promotion Turn-in a print quality well designed process book which must also be posted online.

Overview Second Quarter

Students are expected to show progress and discuss their project with the instructor on a weekly basis. Students are also expected to show updates in their process book on a weekly basis

Students need to have a faculty adviser (not the class faculty) and meet with them on a weekly basis.

- Week One** Students need to turn-in their process book and discuss their main project and promotional piece
- Process Book** Students need to make changes to their original Process Book if necessary
Students cannot work in class on these changes
All changes must be made by week three
All additional ideas, designs, sketches etc need to be scanned in and added to the process book by the end of the quarter
- Week 4
Presentation
(10 minutes)** Students should have made considerable progress on their project
Present the main project (40% should be completed)
Be prepared to discuss and defend your project
Present promotional ideas
- Week 5** Students must have completed some of their promotion
Present the piece
- Week 6** 80% of the project must be completed
Evaluation: Students will evaluate each others projects using the form they created in first quarter
- Week 8** Project corrections
Present promotion
Written evaluation report due
- Week 9** Present all work to instructor
Turn-in complete process book - This should include all additional design changes, sketches, and evaluation report
- Week 10
(10 minutes)** Presentations
Be prepared to discuss and defend your choices
Projects and Process Book must be online
- Students must turn-in a printed color bound copy of their process book
this copy will be returned to them next quarter
And a black and white copy of their Process Book

Initial Proposal

Do not use first person (I, me, my mine)

DUE week two

Include

Your Initial Ideas

Description of Project

Title of the Project

Give a short description of your project (two or three paragraphs.)

Audience

Give a brief description of your primary audience.

Include your secondary audience if you know it at this time

Must be free of grammar and spelling errors

The Process Book must be well designed.
The Process Book needs to be print quality
The final Process Book needs to be bound and in color (end of second quarter)

Students are expected to turn-in a print quality Process Book in both quarters
First quarter the Process Book can be in black and white
Second quarter students are required to turn-in a color bound copy, and a black and white copy
The color bound copy will be returned to the student by the beginning of the next quarter.

Your design choices must match the designs for the project

Details of each section are on the following pages

The Process Book must include:

- Title Page**
- Index**
- Completive Analysis**
- Creative Brief**
 - Project Summery
 - Sections (pages etc.)
 - Content Copy
 - Who / What / Why
 - Targeted Message
 - Communication Strategy
 - Promotional Piece
 - Project Technology
 - Design Summary
 - Audience
 - Personas
 - Perception Tone
- Technology**
- Navigation Map**
- Wire-frames**
- Story Boards**
- Research**
- Preliminary work**
- Marketing**
 - SEO
 - Promotion
- Credits**
 - Bibliography
 - Footnotes
 - Images

All additional sketches, ideas, drawings and notes etc must be scanned in and place in the process book

Competitive Analysis

To Start

You need to locate at least three projects that are similar to the purpose of the project you are going to create. You should include more than three but they do not all necessary need to have the same topic. Some could show different technology or design that interests you.

Create a form in which you can rank the importance and effectiveness of features on the competitive sites or projects.

In addition to filling out the form you will need to make notes while going through each site.

The the forms and the notes should became part of your process book. Your notes should also be included in your process book

Writing the Report

Do not use first person (I, me, my, mine)

Introduction

Brief Introduction. Include some information about the project you are going to create and why you choose these particular sites, projects etc for competitive analysis.

State the names of the sites and the URLs that you used for competitive analysis and why these sites were chosen.

State why based on your research do you think that there is a need for your particular project.

Methodology and Process

Describe how you analyzed the project, what tools were used (you can include the information on your form in this section).

Describe the conditions in which the analysis took place.

Summarize the Feedback

Describe the results of the analysis

What worked or did not work about the competitor's projects?

What made the user experience a positive or negative one?

Conclusion

Describe how the results of the analysis will effect what you will include in your final project.

Set-up in Process Book

First Create the pages for Introduction, Methodology, Feedback and Conclusion

Next Create a separate page for each competitive project

On each page Include a screen shot of the competitive project

Use icons to show results

Include a brief analysis next to screen shots

Competitive Analysis - Sample Form

Use to Rank the importance and effectiveness of features on the sites or projects that you are using for your competitive analysis. Your form should be a lot more detailed than this example.

Features	Rank	Effectiveness	Site 1	Site 2	Site 3

Project Summary

Describe the project in two to three paragraphs.

You need to answer these questions

Who/What are you?

What do you do?

Why does it matter?

What is the basic overview of the project?

Briefly include background information if it is relevant.

What is the single main purpose of the project?

What are the secondary goals of the project?

What are the long-term goals?

You also need to include

a Project Summary for promotional and any other additional pieces

Pages / Sections

The description of each page or section should be about one to two paragraphs for each.

Write as a list

Include a description of everything that will be included on the page/section.

Include a description of the technology for each page/section.

Include titles and headers.

Before the project is due (1st quarter) you will need to include all content text.

Targeted Message

State a single word or phrase that will appropriately describe the project and its purpose.

Communication Strategy

How will you convey the overall message?

How are you going to convince the target audience of your message?

This needs to include design, content and technology

Technology

In detail describe the main higher technology that is used in your project.

What is the purpose of this technology and why does it enhance your project

Why is it suitable for your audience

Where and how will it be used

Include a description of other technologies.

Do not include XHTML and CSS this is technology that is included in every web site.

Audience

Profile the target audience. Provide enough detail to enhance everyone's understanding of who the audience is.

Include some user demographic information. If necessary include a secondary audience.

Persona

Include one persona, two if you have a secondary audience.

Perception / Tone

In one or two words describe how the user should perceive the project and the tone you are trying to convey

Design Summary

Discuss how you convey your message through your design.

Describe your design, colors, choice of fonts and how they relate to your topic, message and audience. Keeping your persona(s) in mind discuss how your overall design and the various design elements will appeal to your user.

Preliminary Work

All preliminary work must be included, sketches, drawings, initial designs and logos

They need to be scanned-in if necessary

All work must be free of grammar and spelling errors.

Do not use first person (I, me, my mine)

Navigation Map

A symbol for each page (rectangle)

Each symbol should be numbered and include the page name and file name

Global Menu (dotted line)

Similar Pages

Icons for all technology (see link below)

Legend

Wire Frames

Wire Frames can be sketched (but print out page with design)

You need to include a wire frame for all pages with the exception of similar pages

Show the correct layout for each page

Include the correct menu for each page

Show all titles and subtitles

Show any additional links within the content

In the text areas you need to include a description of the text

Describe images and show position on page

Describe technology

Flow Chart

Include a flow chart for all server side technology

Story Boards

Story Boards can be sketched (but print out page with design)

Include story boards for all animation

Include story boards when necessary

A VISUAL VOCABULARY

for describing information architecture and interaction design

<http://www.jjg.net/ia/visvocab>

Do not use first person (I, me, my mine)

Your project needs to be optimized for search engines

Title Tag:

Unique for every page

Meta Tags

Description: Unique for every page

Keywords: Unique for every page

Author

Keywords - must contain some long-tail

All file names use hyphens

All headings: Each page must contain at least h1 and h2s

Content: about 5% of the content needs to be keywords

Lists

Site-Map

xml sitemap for search engines

Load-Time

Pages should load quickly

Back-links

Tweeter

Facebook

Promotion

Tv Ads - flash or Video to promote your piece

Brochures

Flyers (there would need to be a logical way that your users would get this)

Evaluation Form First Quarter

Form

Create an evaluation form that covers all aspects of your project

Should cover: Topic

Who / What / Why

Targeted Message

Communication Strategy

Perception / Tone

Users

Design

Technology

Other information that you feel is relevant

When creating the form keep in mind that you will need to use the information on the form to write your evaluation report

A copy of the form needs to be placed in your Process Book.

Evaluation Second Quarter

Your project will be evaluated the 6th week of the second quarter by your fellow students.

At this point 65% of your project should be completed.

Written Evaluation Report

Your report based on the evaluation is due the week six of the second quarter

Introduction

Short introductory paragraph.

Findings

A brief synopsis of major findings, recommendations and suggestions of areas on which to focus.

Overall what is working and what is not working.

Methodology

A description of the nature of the research, how it was set up, user profiles, data collection methods.

Results

A clear comprehensive display of all results, survey feedback etc. (from form)

Conclusion

What changes will be made to your project based on the evaluation.

If you do not intend to make any or only some changes to your site include why you think some suggestions were not valid.

FIRST QUARTER

On-Server

Working Prototype - Working comps with working technology example
Process Book

Turn-in

Presentation (flash, power point etc. must link to prototype)
Process Book pdf color linked to portal (must be print quality)
Process Book black and white printed (must be print quality)

Presentation

Create a well designed presentation
This presentation should serve as a visual aid to your discussion of your Senior Project
You should include some aspects of your Process Book (do not present the entire Process Book)
Your prototype should open from your presentation

Week 9 - Go over your presentation with instructor

Week 10 - The final presentation should be no more than 10 minutes after 15 minutes presentation will be terminated

Discuss

The main purpose of your project
Targeted message - Exactly what is the message
Communication Strategy - How is this message conveyed
Who / What and why your project is different from that which is already on the market
Why you think that your project will be successful with your target audience
What is the perception / tone how does it relate to your audience and topic
Primary and Secondary audience

Technology

Describe the technology
Why is it important that you included this technology in your project
Why does this technology make your project different from others already on the market
What have you learned about this technology

Design

Why these particular designs
Why these colors
Why these fonts
How do these designs convey your message
How will they be perceived by your audience
Why for this particular topic

VISUALS: Working Comps and preliminary designs and sketches
Navigation maps
Wire Frame
Images
Any visual aids that will help you present your ideas and designs

SECOND QUARTER

On-Server

The entire project

The Process Book must include the evaluation report

Process Book pdf color linked to portal (must be print quality)

Process Book black and white printed (must be print quality)

Process Book color printed and bound (must be print quality)

Turn-in

All files for the project on a disc

Presentation

Present the project

Discuss

The main purpose of your project

Targeted message - Exactly what is the message

Communication Strategy - How is this message conveyed (both visually and via text)

How and why your project is different from that which is already on the market

Who / What and Why you think that your project will be successful with your target audience

What is the perception / tone

Primary and Secondary audience

Technology

Describe the technology

Why is it important that you included this technology in your project

Why does this technology make your project different from others already on the market

What have you learned about this technology

Design

Why these particular designs

How do these designs convey your message

How will they be perceived by your audience

Why these colors

Why these fonts

Week 9 - Go over your presentation with instructor

Week 10 - The final presentation should be no more than 10 minutes after 15 minutes presentation will be terminated

Before presenting the project show preliminary designs and sketches

Students need to complete all projects and process books in order to receive a grade.
Student will receive an F if they miss the final day of class that includes any scheduled classes during the 11th week.

No work will be accepted after the final day of class.
Work needs to be on the server and all files turned-in in order for students to receive a final grade.

All work must be turned-in on time according to the schedule.

All preliminary documentation presented for review and evaluation must be free of spelling and grammar errors.

If you need assistance with writing, you need to get in touch with Academic Support on the 12th floor.

Students will receive an F for an incomplete project

Students will receive an F if any of the technology does not work

Grading for design will be place on:

The Principles of Design

Students are expected to have original professional designs that are appropriate for the topic and user.

Students will be graded on:

Professionalism

Project / Prototype and Final depending upon the quarter

Presentations

Follow-through on original concept

Process Book / Idea Book

Considerable progress on a weekly basis

Punctuality and Attendance

Meetings with Faculty Advisor and Instructor

In order to receive the final grade you must show progress on a weekly basis.

You must show work during all reviews.

If completed work is handed-in without meeting these criteria, the student will receive an F for the work.

You are required to either write all of the content for your project or work in conjunction with a writer to create the content. You are not allowed to use any content from any other source, unless you are using the text to make a point or provide an explanation. This text should be no more than a short paragraph, in which case a footnote will be required.

You cannot use any drawings from another source.

You cannot use photographs from another source (except from Getty Images) . You should either shoot your own photographs or work in conjunction with a photographer. All photographs must be listed in your credits.

Your credits need to include a Bibliography and Footnotes.

Bibliography

Is a list of the books, articles, web sites and other sources that contributed to the final ideas for your project.

Footnotes

A footnote is a note of text placed at the bottom of a page in a book or document. The note comments on and may cite a reference for part of the main body of text. A footnote is normally flagged by a superscript number following that portion of the text the note is in reference to. If you use any text that needs a Footnote you are required to place the footnote at the bottom of the web page and include a link from the cited text to the Footnote.

MLA

You need to include the Bibliography and Footnotes in the Process Book using the correct MLA style.

RESEARCH GUIDES

<http://www.aresearchguide.com/>

<http://owl.english.purdue.edu/owl/resource/614/01/>

<http://www.liunet.edu/cwis/cwp/library/workshop/citmla.htm>

<http://www.ccc.commnet.edu/mla/index.shtml>

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