

The Art Institute of Atlanta

IMD 465 Senior Project Design

Section A Spring 2006
Course Outline

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Please note: The contents of this course outline may be revised by the instructor during the quarter.
The changes may be made to improve and facilitate the students' achievement of the competencies for the course.

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IMD 465 Senior Project Design

Section A
Course Outline, Spring 2006

COURSE DESCRIPTION

Students choose to work on an advanced interactive media project. Students submit a proposal and concept prototype for the project. Emphasis is on content, design and technology research, formal written communication, quality, independent critical analysis, presentation and defense.

Credits

4 Credits, 4 Hours

Prerequisite

IMD 405 Marketing Basics

OBJECTIVES

Upon completion of this course, you should be able to:

- Conceptualize and plan a project based on personal interest and career goal.
- Carry out background research to clearly specify the project.
- Generate a proposed solution that best meets the goals of the project
- Identify the specifications of the solution (identity, branding, content, navigation, visual design, technical, media, marketing, and so on)
- Generate proof of concept (if relevant)
- Develop a concept prototype that illustrates the interface and navigation (solution)
- Plan the project completion (budget, time, effort estimate, resources, assumptions, roles)
- Present and defend the project proposal to a group of professionals
- Generate a formal project proposal document

COURSE INFORMATION

Textbook

None

Supplemental Materials

Back-up storage, CDs, print supplies
Must have a web account (server space) to upload projects

Technology

Mac and/or PC computer, Internet connectivity, Scanner, Printer and other technologies as required by your project

Adobe Acrobat, Adobe Photoshop, Adobe Premiere, Adobe Illustrator, Macromedia Fireworks, Macromedia Dreamweaver, Macromedia Flash, Browsers, FTP applications, and other software applications as required by your project

Course Online

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

Room/time

	Day/Time	Room
Class:	Monday 6 pm – 9:40 pm	416B

Instructor

Name:	Aarron Walter
Phone:	770-689-5006
Email:	aarron@classbot.com
Office hours:	Mondays, 5 - 6 PM Tuesdays, 4 - 6 PM Or By Appointment Room 217

COURSE GRADING

The final grade will be based on the following scheduled activities:

Activity / Assignment	Title	Points	%
1	Jump page and online documentation	50	5
2	Project concept	50	5
3	Class deliverables proposal	50	5
4	Class deliverables	400	40
5	Project branding	50	5
6	Concept prototype beta version	100	10
7	Project presentation & response to questions	150	15
8	Project proposal & final concept prototype	150	15

Grading Scale

%	Grade	%	Grade	%	Grade	%	Grade	%	Grade
96-100	A	88-90	B+	78-80	C+	66-70	D+	=< 60	F
91-95	A-	84-87	B	74-77	C	61-65	D		
		81-83	B-	71-73	C-				

Submitting Assignments

All deliverables need to be posted to your personal course web site. In order to facilitate access to these items, please create a class jump page and create a link to all items associated with the activities of the class. Send the URL to your instructor. The instructor will look for the deliverables on your site on the due date. If the format of the deliverable does not allow you to post it to your site, please contact the instructor and let him/her know how you plan to submit it.

Web Server

Please note that all your assignments need to be submitted online. Please remember that servers can go down. If your primary server goes down, please upload your work to a backup server (you could use one of the free web hosting services for this).

Late Assignments

If an assignment cannot be accessed online on the due date, it will not be graded (resulting in a 0 for the assignment). If an assignment is not received on time, it cannot be resubmitted.

Success in this Course

It is possible that you are a bit apprehensive about what awaits you in this class. The best way to address that apprehension is by directing your attention to the purpose of this class. Senior Project Design has been designed to help you explore your professional strengths and then conceptualize a project that best represents these strengths. This project needs to demonstrate an ability to conceptualize an original and sophisticated communication and technical solution, clear appreciation for project planning and execution, awareness of production requirements and realities, ability to communicate the concept, the research, the solution and the project plan to a group of professionals, and the ability to prepare and present professional project proposal documentation.

Please take the initiative to meet your course instructor as well as your faculty advisor to discuss your progress, get feedback on your work, and seek suggestions on how to succeed. The discussion groups set up on www.classbot.com can help you reach a wider audience and get varied comments on your work.

We hope that the students in the class will support each other by providing feedback, comments and suggestions.

If your attitude in this course is “tell me what to do and I will do the minimum possible to get by”, you are likely to fail. If your attitude is “I am up to facing a challenge and will take the initiative to get feedback, carry out research and find a solution”, you will surely succeed. The important thing is to set your own parameters for quality and then present work that meets these standards. The higher you set your own standards, the greater the likelihood of success.

While the actual time spent on this course will vary greatly from student to student, six to ten hours of work per week outside of the class meeting time is probably a realistic estimate.

AIA ATTENDANCE POLICY

It is the goal of this policy to improve the academic performance of students in the classroom by stressing the importance of course attendance and reinforcing the work-ready expectations of employers for employee attendance.

Students should be prepared to start the quarter the first day of classes and to drop/add courses early in the first week of the quarter to minimize absences.

The following attendance requirements are in addition to and amend those currently published in the AIA Student Handbook and Daily Planner.

Course Attendance Policy

- Students are required to attend all class meetings, to arrive on time, and to stay for the full duration of the class.
- Students arriving 20 minutes after the start of each class will be marked absent. Students who leave class before the class is over and without the approval of the instructor will be marked absent.
- Students who accumulate more than three absences may be dropped from the course and a grade of “FS,” Fail/Suspension, will be recorded for the course. Students who are suspended receive no refund for the course.

There are no excused absences. Students may verify their attendance with the instructor of the course. In the event a student is suspended from a course and believes an error in recording attendance has been made, he or she should first contact the instructor.

Attendance Appeals Process

Students may appeal a course suspension. Such appeals must be made in writing to the Registrar. Appeals will only be considered when the absences were beyond the control of the student and **all** absences are fully documented.

ACADEMIC HONESTY

As a member of the academic community, students are expected to recognize and uphold standards of intellectual and academic integrity. Under all circumstances, students are expected to be honest in their dealings with faculty, administrative staff, and fellow students. In speaking with any member of the college community, students must give an accurate representation of the facts at hand. Students are required to refrain from any and all forms of dishonorable or unethical conduct related to academic work. In class assignments, students must submit work that fairly and accurately reflects their level of accomplishment. Any work that is not the product of the student's own efforts is considered dishonest. Engaging in academic dishonesty can have serious consequences for the students. Academic dishonesty includes, but is not limited to, the following:

- Cheating
- Plagiarism
- Submission of the same work in two or more classes without prior approval of the faculty members of the classes involved.
- Submission of any work (full or partial) not actually produced by the student.
- Submission of any work without clear acknowledgement (reference/credit) of the original author or creator of work.

Students proven to have been dishonest in submitting or presenting their work in this class will receive the F (fail) grade for the class. Record of this incident will also be kept in the student's file. If such an incidence occurs and you would like to file a written appeal, you may do so with the academic director of the department.

To learn how to properly cite sources visit <http://www.studentabc.com>.

DISCLAIMER

All work designed and developed in this class should carry the following statement (typically displayed at the bottom of the page):

This interactive media project was created by students for educational purposes at The Art Institute of Atlanta and is in no way intended for commercial gain or as a source of public information.

SCHEDULE

Date		Assignments Due	Topic/Activity
April 3 (wk 1)	Class		Concepts for senior project. Project processes
April 10 (wk 2)	Class	1. Jump page 2. Project concept 3. Class deliverables proposal	Presentation and discussion of preliminary project concept. One-one meeting with faculty advisor to be set up during the week.
April 17 (wk 3)	Class	4. Class deliverables as per proposal.	Project concept map.
April 24 (wk 4)	Class	4. Class deliverables as per proposal.	No in-class meeting. One-one meeting with faculty advisor.
May 1 (wk 5)	Class	4. Class deliverables as per proposal. 5. Project branding	Presentation and discussion of the class deliverables as per proposal. Presentation and discussion of the project branding.
May 8 (wk 6)	Class	4. Class deliverables as per proposal.	Presentation and discussion of the class deliverables as per proposal.
May 15 (wk 7)	Class	6. Concept prototype beta version	Presentation and discussion of the concept prototype.
May 22 (wk 8)	Class	Dry Run	Dry run – practice presentation (including prototype)
May 29	Class		NO CLASS: MEMORIAL DAY
June 5 (wk 9)	Class	7. Project presentation	Project presentation & response to questions *Meet with instructor some time this week to discuss presentation/project feedback
June 12 (wk 10)	Class	8. Project proposal & final concept prototype	Assignment 8 hand-over and class feedback

ASSIGNMENTS

Assignment 1. Jump Page & Documentation

The jump page is your personal web based portal for this class. It needs to have the following components:

- Number, name and section of the course
- Quarter (Spring 2006)
- Your name
- Link to your email address
- Links to each of the deliverables (with date on which the item was uploaded)
- Branding for your project (to be added in by the 5th week)

Post the URL for your jump page in the Class Bot drop box.

All assignments need to be **presented online** (PDF or HTML, not Word files) in a **new window**. All assignment links should be on the index page and should be labeled with the title of the assignment and the due date. It is imperative that your jump page be kept up to date in order to receive a grade for your work.

Make sure all assignments (deliverables) have the following:

- Your name
- Name of the project
- Date
- Assignment number and name
- Appropriate <title> information (for HTML files)
- Close window option

This assignment is due at the start of the second week but will be graded in the fifth week of the quarter.

Marking Criteria

Total Points: /50

- Inclusion of all requirements on the jump page (20)
- Inclusion of all requirements on the assignment pages (10)
- Branding and design (20)

Assignment 2. Project Concept

Identify a concept that you would like to work on for your senior project. At this point, the concept may not be fully fleshed out but you should indicate your area of interest, why it is appropriate in terms of your career goal, what you currently know about the subject and your assumptions or first thoughts about the solution.

Prepare a report identifying the following:

- **Introduction** to the project concept
- How this project concept relates to your **career goal**?
- The communication, business (or other) **objectives**
- The **target audience**
- What are some sources of **competition** as well as **inspiration**? How do they address the **solution**?
- What **skills** will this project require and where do you stand on these skills?
- What **resources** (human, technical, financial, etc) will this project require and how do you plan to access them?

Marking Criteria

Total Points: /50

- Research (20)
- Conceptual clarity (20)
- Format and presentation (10)

Assignment 3. Class Deliverables Proposal

Each student in this class is likely to have a unique project concept. This assignment gives you an opportunity to identify the deliverables that will help you develop an impressive project concept, presentation and final proposal.

Please write a **brief description** of the deliverables (similar to the assignment descriptions in this document), identify a **due date** and submit it to the instructor. Also indicate how you want 40% of your grade (400 points) distributed between these deliverables (Example: if you had 4 deliverables of equal weight each would be worth 100 points). You may want to discuss the deliverables with your faculty advisor and also course instructor before submitting the list. All deliverables need to have a due date earlier than **week 7 (May 15)**. **Please note:** The course instructor may use his/her discretion to suggest modifications in the deliverables you propose.

Marking Criteria

Total Points: /50

- Logical breakdown of deliverables (10)
- Schedule of deliverables (10)
- Details (descriptions) of deliverables (30)

Assignment 4. Class Deliverables

Each deliverable is due on the date you specified in the earlier assignment. It will be graded in accordance with the description and the instructor's interpretation of the requirements of the deliverables. The following broad criteria will be applied across all deliverables:

Marking Criteria

- Quality assurance
- Completeness
- Research
- Conceptual clarity
- Correlation with description

Assignment 5. Project Branding

Design a logo to represent the product and prepare a concept note and style guide to accompany it. Present the logo in color, B/W and also three sizes.

Marking Criteria

Total Points: /50

- Production values (10)
- Creativity and relevance to product concept (40)

Assignment 6. Concept Prototype Beta Version

Design and develop a fully functional concept prototype. The prototype should represent copy, information and interaction design, critical functionality, navigation, media integration, message, and user experience.

Marking Criteria

Total Points: /100

- Interface design (20)
- Functional design (20)
- Navigation design (20)
- Integration of copy and media elements (20)
- Quality assurance and production values (20)

Assignment 7. Project Presentation & Response to Questions

Prepare a **presentation (fifteen minutes)** on your project. Plan the presentation with the intention of convincing a panel of professionals and financiers about the value of your proposal. You should hope to persuade them about your ability to complete this project as planned. Your presentation should demonstrate depth of thought, attention to detail, effective and strategic communication, confidence, planning, preparation and professionalism. You may choose to prepare an electronic presentation and a brief handout for this purpose.

You must present the **concept prototype** at this presentation.

Your presentation will be followed by about **five minutes of discussion** with the panel. The panel may ask questions and make critical comments. You need to be prepared to answer the questions to the best of your ability and respond to comments in a dignified and professional manner.

The presentation **could** follow this outline:

- Introduction
- Target audience (user profile)
- Project goals
- Competition and inspiration for the project
- Design approach
- Technical feasibility
- Concept prototype
- QA approach
- Measurement of success
- Completion schedule
- Summary

Marking Criteria

Total Points: /150

- Professionalism (30)
- Presentation (speech, handouts, eye contact, etc.) (30)
- Flow of information (30)
- Concept prototype (30)
- Response to questions (30)

Assignment 8. Project Proposal & Final Concept Prototype

The formal proposal captures the concepts, research, planning, design approach, solution, output, feasibility, and scope of the project. This proposal is to be submitted to the professionals and financiers to whom you made the presentation (in reality you submit it to the instructor). **Package the proposal with the concept prototype (on a CD).**

Here is a **suggested** outline for the proposal.

- Cover page
- Table of contents
- Executive summary
- Introduction to the project
- Background research
- Proposed solution
- Brand concept
- Communication design (navigation, interface, media, copy)
- Production notes (technical feasibility)
- Completion schedule
- Summary
- References
- Appendices

Marking Criteria

Total Points: /150

- Format, presentation & packaging (25)
- Logical organization (25)
- Communication and content (75)
- Concept prototype (25)