

# FRAMEWORK - 2<sup>nd</sup> sem. exam

8th May 2017

Teachers: LIH, KW, TPA and TGT

## Introduktion

This introduction is a description of your second semester project.

You are going to make a report of your project for **AVANTGARDE** covering your process, findings and products.

Use the following model for the structure of your process and make sure to guide the reader through the model and the process in your report:

The following prerequisites are required in order to take the exam (including student activity):

- The student must have passed the self assessment for 2nd semester and the portfolio project to be able to participate in the exam.
- The student must have actively participated in the completion of projects and events.
- The report must fulfill the form requirements described in the "*Guide to report writing*", which can be found in Sharepoint.
- The project must be handed-in and uploaded to Wiseflow on time, as described in the project's basis description. Remember to use the title page as the very first page i your report.

## Minimum requirements

Print: Physical items to the exam.

Web: A responsive web site  
Include a social media as a central point of your concept.  
NB! Do not create a new facebook page in each group just design one.

## Calendar for the project

<b>24th April</b>	Company visit
<b>8th May</b>	The project is handed out on SharePoint in the Exam folder
<b>16th May</b>	Photo and video workshop at the Company 11:00-13:00
<b>17th May</b>	Q&A in Innovatorium 9:30-10:30
<b>30th May</b>	Hand-in digitally via Wiseflow
<b>19th or 20th June</b>	Exam Detailed plan will be available on the SharePoint portal

# FRAMEWORK - 2<sup>nd</sup> sem. project

## Practical information

### Groups

The project is to be solved in teams of 2-4 students based on the requirements in the curriculum.

You must make a contract stating the expectations and work methods for your team. For example stating your level of ambition and who is responsible for which elements, what are your expectations to one another, where do you meet, and when you do meet? It often proves useful if the group agrees on the consequences of underperforming, beforehand, i.e. if someone does not meet the agreed terms, what will happen? Place your agreement in the annex of your report.

### Portal

Keep an eye on the SharePoint Portal, as the teachers may upload corrections, addendums etc. during the project period.

### Teachers

Consider the teachers as consultants, but remember to make an appointment. You can't expect everyone to be available at all times.

## The report

The report must fulfill the form requirements described in the "*Guide to report writing*" - remember references based on the Harvard or APA style.

Your work must be theoretically documented with use of models from all courses.

The report must state which parts of the project each group member is responsible for.

Structure the report by using Kumar' 101 design methods (2012) or another project management tool.

The exam project report must not exceed 15 standard pages of text for one student + 5 standard pages per additional group member. Front page, table of contents, models, literature lists, Illustration lists, and appendices are not included in the maximum number of pages. Appendices are not included in the evaluation. A standard page consists of 2,400 characters including space.

### A few words of advice:

1. Make sure you have addressed the core issues, goals and message for the productions - make a group contract.
2. Ensure that there is a clear coherence between product, report and presentation. Show that you are multimedia designers.
3. Ensure that you have made references to the literature you have used, and make sure that you sustain your design and communication decisions based on theory from the literature.
4. Ensure that all your decisions and contentions are professionally substantiated.
5. This project is open for interpretation and you need to specify the details and specify the scope yourself.
6. It is your responsibility to write a coherent report explaining and arguing your decisions within the core areas of the study program.
7. Choose your theory, tools and models carefully and remember this selection should be based on the scope of your project.

### Business

By Teis

You must choose a project management model for your project management, e.g. Scrum, Kanban, Spiral Model etc. and you should argue why you chose this project model over the other. You must show how you will plan your project with time schedule, work breakdown and milestones.

For your project, you have to display an understanding of the project management process. In order to do this, your business section has to include the following:

1. A project scope statement, including a list of deliverables for your project.
2. A section devoted to your selected, describing how you structure your project. You must define milestones and a schedule that is relevant to the production process.
3. Your report should contain a section on data

# FRAMEWORK - 2<sup>nd</sup> sem. project

analysis, where you display the ability to collect relevant data and reach conclusions based on the datasets in question.

## Communication

By Trine

Show that you can handle communication in relation to multimedia tasks and ensure that you are able to handle communication paths and opportunities in complex organisations and networks, locally as well as globally.

1. Handle communication and marketing across platforms (corporate identity).
2. Show that you actively have used the seven modes in Kurmars 101 Design Methods (2012) - try to use at least one method from each mode.
3. Illustrate the use of marketing communication herein consumer behavior, ideology of communication, stakeholders/shareholders, value star, selecting media, identity/image/reputation, internal and external marketing.
4. Include storytelling as a element in your advertisement.
5. Make a communication strategy for the company using content marketing and relationship marketing.
6. Show your process visually (before and after) in your resport and at your presentation. Let the receiver decode your message with out too much noise.
7. Use relevant communication, marketing and storytelling theories and models to support your decisons and choises.
8. REMEMBER REFERENCES - Harvard or APA Style.
9. Write in a formal and academic language.
10. Obtain photo and video material (workshop the 16th May) for use in marketing contexts.

## Design

By Line

Your design should be based on your preliminary research / findings of your analysis of the company's strategy, values and their need for communication.

You must describe your considerations of choice of Idea generation methods, you must make sure that the overall design supports the concept, choice of colors, choice of pictures / illustrations / graphic design elements, choice of typography, visual hierarchy, composition and visual identity. Don't use 'dummy' text and/ or pictures.

Make sure to make prototypes and test your design on the relevant target group.

Besides the website you need to design at least three different products for the company: Eg. Flyer, beer label, package design, poster, merchandise or something else that's relevant to your concept. Remember to print and bring these to the exam and analyze + show your designs in the report.

Develop a design manual which the company can use for future designs.

## Interaction

By Kristian

We expect you to use gathered knowledge and skill to create a working Webpage. You may feel free to use any means, technologies, tools, and formats you find suitable (HTML, CSS, jQuery, JavaScript, etc.). The important thing is the functionality, the design/look, and the impression your web site generates. You are allowed to use a CMS and encouraged.

Make sure you always use appropriate meaningful text and/or pictures for a page. Don't use 'dummy' text and/or pictures (NO Lorem Ipsum).

Create a website (as a functional prototype), with the following pages:

# FRAMEWORK - 2<sup>nd</sup> sem. project

1. Front page + subpages (unless its a one-page).
2. Main menu with dropdown/sublevels if pages exists.
3. The content of the web-page should reflect the wishes and needs of your chosen project path. Implement the content with focus on semantics (SEO, 2014) NB: If you need more information, you'll find relevant material through other resources.
4. Search Engine Optimization (SEO) is considered a must, and you must.
  - a) in your report discuss the relevant SEO for this site and "how to" (manual for customer).
  - b) in the web site implement the SEO that you discussed in the report.
  - c) Semantics in both content and coding.
5. The webpage must be responsive, and have breakpoints for desktop, tablet and mobile (mobile & tablets can be combined).
6. Google map: Attach the address to a google map and show it on the homepage.
7. Link "Book Appointment" to the online booking: "jegvilbestilletid.dk".

## The exam

The exam is an individual, oral project exam. It is assessed externally according to the 7-point scale.

One individual grade is given based on an overall evaluation of the report, your products and the oral presentation.

30 minutes is allotted to each student, divided into 5 minutes for the presentation, 20 minutes for the exam and 5 minutes for discussion of performance and announcement of grade.

The exam amounts to 60 ECTS credits.

## Final words

This project is very demanding in respect of your abilities to generate concepts as well as your ability to prioritize regarding the products and document your process in the report.

We expect a fully functional product with a thoroughly considered design, and a report that includes all four areas/courses documenting all significant aspects of your project.

*LIH, KW, TPA and TGT*

# TITLE PAGE MULTIMEDIA DESIGN

Topic of report:

Hand in date:

Group number and semester:

Group members:

Characters (with spaces):

Number of pages (characters/2400):

URL:

Server (if relevant):

Log-in (if relevant):