

Individual or Group of Two

FINAL INTEGRATED PROJECT (FIP)

Brand Refresh & Marketing Campaign

This document may be revised throughout the term to address changing requirements and assignment criteria. Some of these changes might occur on a single class basis.

- There will be **no presentation for the Midterm or for the Final.**
- Your midterm deliverable (if applicable) will be an individual grade.
- Your final grade (end of term) will be averaged across all of your IDP courses.
- This assignment is worth varying weights for your courses in IDP. *See your individual instructors for the weight values (Midterm and Final) for a specific course.*

Assignment Requirements

Create some UI on the products / promotions page that can be used to load relevant information from an array. Think about interactivity, microinteractions / transactions, user experience, etc.

Your team can use a combination of advertisements or promotions and product features. Create an interactive graphic / icon for each (create at least 3) and load content onto the page when the user requests that information. Consider scalability and responsive design considerations for your graphics, and choose your format(s) accordingly.

Option 1:

Consider a “2 for 1” promo (or any other promotion of your choice). Create a “Click for promo details” button or graphic; clicking on that graphic should retrieve the content for that promo from an array and add or replace existing content on the page using a lightbox, popover, etc.

Option 2:

Create “hot spots” on your product images and reveal exciting information about a given feature on a click. As an example, you could reveal information about the health benefits of Orbitz or Quatro using a series of clickable graphics overlaid on your product image.

For Both Options:

Store the text information for each feature or promo in an array in your JavaScript file. Develop a way to retrieve that information on a user interaction (a hover, a click) and show it somewhere on the page. You can use a lightbox, a popover, a “see more” link... the UI choices are entirely up to you.

All of your JavaScript code should be your own. You are free to re-use any assets from the Authoring class files. If you would like to use a JavaScript library for animation please ask first.

Submission Contents

Each instructor will have specific submission requirements for their course.

If the following list of submission requirements is unclear, please make every effort to request and receive clarity on what you need in order to achieve a successful submission.

MMED-1055:**Authoring 2**

This is the naming convention you must use for your submission / repository:

LastName_FirstName_FIP

e.g. (**Smith_John_King_Sally_FIP**)

SUBMIT WEB READY FILES ONLY - a typical Web structure as outlined in class

DO NOT submit compressed files - JUST the repo link.

Rubric

The following grading criteria is being assessed based on the assignment requirements. If there are any questions or concerns with any part of the rubric or the requirements of the assignment, please email or address concerns in class.

15 points for workflow (Git, Github, readme etc).

- marks will be based on adherence to best practices as demonstrated in class (commits, branches, pull requests, merges, etc).
- Include a well-writted readme file.

15 points for the finished functionality

- Three functional promos or hotspots
- Loading data from an array on a click
- Dynamic content that shows and hides in the UI

Submission Deadlines for the Midterm

Regular Dropbox:

Week 13 (Monday, August 1, 2022) @ 5pm EST (Eastern Time Zone) UTC - 5/GMT

****Late Dropbox:**

Week 13 (Monday, August 1, 2022) @ 7pm EST (Eastern Time Zone) UTC - 5/GMT
(30% grade reduction for all FIP's submitted to this dropbox):

Additional Information: Important - please read

All work submitted throughout the term will be required to adhere to the **Fanshawe Code of Conduct** and additionally maintain the standards of appropriateness as expected with any public forum. These standards of expectation include, but are not limited to, such things as; appropriate

imagery (no explicitly sexual, oppressive or violent imagery will be accepted); expletives, gender, racial slurs or inappropriate communications, written or verbal, where someone might take offense; actions or words that threaten or cause an environment of discord or unease. If you are questioning any work that you feel 'might' be subject to one or more of these terms it is your responsibility to communicate such concerns to your course instructor, or to IDP coordinator Justin Brunner, before proceeding with your work.

Plagiarism (e.g., failure to acknowledge sources used, submitting another student's work under your name, or producing work for another student to submit) is a serious academic offense that shall result in appropriate penalties, to be determined at the discretion of the course professor in consultation with the chairperson of the Communication Arts division. The penalties shall range from failure of an assignment to possible failure of the course. Students shall not make the assumption that any provision will be made by the professor to permit the student to rewrite or redo failed assignments.

Missed tests/exams will not be rescheduled without some valid evidence of some important event over which the student has no control (e.g., Court appearance, death in the family). Missed tests or exams, therefore, can receive a zero. The students are advised to notify the professor prior to missing the test.

Students are expected to hand in all assignments to the course instructor on the due date, and all assignments must be submitted in the format specified by the instructor (e.g., on FOL, in printed form, on a specific lab computer, etc.); assignments will not be accepted in any format other than that specified.

Late assignments will not be accepted, nor will make-up test or assignments be permitted, without some valid evidence of some important event over which the student has no control (e.g., documented illness, death in the family). Missed tests or assignments, therefore, will receive a mark of zero. Late assignments and make-up tests will only be permitted following the submission of adequate documentation acceptable to the instructor (e.g., a doctor's note). Students are advised to notify the instructor prior to missing an assignment due date or a scheduled test.

Immediately upon return from an illness/absence in which a test or assignment has been missed, the student is responsible for contacting the course instructor to discuss the problem. The instructor will make arrangements for any student deemed eligible. The alternative test/assignment will be of equal value to the one missed with no grade penalty. The timeline and due dates will be determined by the course instructor.

At mid-term, any unsatisfactory results will be reported to the student.

This course may be revised by the professor with suitable notification to the students. Students are responsible for making arrangements to pick up missed handouts, assignments and course announcements from classmates.

