

Boot Camp: Student Showcase

Industry Night Promotional Site

Group assignment and submission. This assignment is worth 15%

Assignment Description

Students, in groups of 4, are responsible for designing and developing a mobile-first, responsive website to showcase student portfolios for the upcoming Industry Night event.

The purpose of the website is to provide a platform for fellow students to display their skills, projects, and achievements to potential employers, industry professionals, and peers attending the event. You will also incorporate information about the Interactive Media Design program, client projects, testimonials, and details about the Industry Night event

This project will be a collaborative effort between all of your IDP classes.

Assignment Requirements

General:

Information about the Industry Night event in April, including its purpose, activities, and opportunities for networking. Include details about its location, date, and time.

Information about the Interactive Media Design program at Fanshawe College.

Link to the Fanshawe College website's Interactive Media Design page.

A video promoting the Interactive Media Program

Level 4 Client Project:

A brief description of the client project occurring in Level 4.

Testimonials:

Display testimonials from previous Level 4 clients, highlighting their positive experiences with the student's work.

Student Portfolios:

A section listing each student's portfolio as a link to their individual website.

Specific Student Work:

A showcase of student work selected by a panel of professors, demonstrating the program's excellence.

Assignment Requirements Per Course

MMED-3038

Each team will develop an effective promotional website design for the Interactive Media Design program to showcase student work. The site should engage your audience and convey the program's values and features. Use Adobe XD to create a layout that best showcases student work. Here are some of the essential sections you must include:

Student Portfolios/Gallery:

Showcase student work: Display a variety of examples, projects, or outcomes from the program.

Interactive elements: If possible, incorporate interactive demos or simulations that showcase the hands-on aspects of the program.

Project Case Studies:

Display an in-depth analysis of the methods used to show the process of a project from inception to final result while providing a comprehensive understanding of its objectives, processes, challenges, solutions, and outcomes.

This is a valuable feature for showcasing your work, problem-solving abilities, and the impact of your efforts.

Promotional Reel:

Use a promotional motion graphics reel to enhance your website by adding a dynamic and visually engaging element that effectively showcases the key features, highlights, and benefits of student work.

Remember, the design and layout should be visually appealing, user-friendly, and responsive across different devices. Prioritize clear and concise content that effectively communicates the value of your work to industry professionals.

MMED-1058

Each team is responsible for the creation of a 10-15-second opening intro for a branded promotional motion graphics reel. The opener should be used to introduce and enhance your website with dynamic and visually captivating content. Through animations, typography, and imagery, the reel should create a powerful visual impact that draws viewers in. Use motion graphics to set the tone and tell a compelling story about the program and students' work. The reel should help demonstrate the program's quality and culture and complement the look and feel of the site.

Here are some examples:

<https://www.artofthetitle.com/title/fitc-toronto-2015/>

<https://www.artofthetitle.com/title/fitc-web-unleashed-2019/>

<https://www.artofthetitle.com/title/fitc-tokyo-2015/>

<https://www.artofthetitle.com/title/camp-festival-2016/>

MMED-3040

Each team will develop a responsive mobile-first website using the CSS Grid Library from level 2. You must follow the best practices taught in levels 1 & 2, which means using semantic tagging, valid HTML and CSS, and a properly structured document outline.

The site should scale effectively from mobile to desktop and all sizes in between. Responsive image strategies must be implemented e.g. using the srcset attribute, picture element, or CSS media queries to swap images at different sizes.

MMED-3039

Each team will develop a responsive mobile-first site using objects and arrays for data.

You must pull a list of student names and link to their portfolio site from an array, object, or combination of both. You must display testimonials pulled from an array or object or a combination of both.

Both the list of student names and testimonials must be dynamically added to the page on some type of event (load, click, hover, etc.).

Implement a mobile-specific menu using CSS and or Javascript. The mobile menu must either have a transition or animation applied.

You **MAY NOT** use jQuery or a 3rd party library. All code **MUST** be your own and **MUST** be native JavaScript. Do not use inline Javascript!

Create a repository on GitHub including a detailed Readme file. Put the appropriate information in the Readme file. Push the finished files to your repo, **CONTINUOUSLY** merge everything to master as you go, and submit the repo link to the FOL Dropbox.

Remember that only the master branch will be graded, so merge everything to that branch before the project deadline.

Use best practices as outlined in both your first and second-year classes: semantic tagging, mobile-first design, document outline, a detailed Readme, build files, etc

Submission

The project must be submitted by 6:00 p.m. EST on **Sunday, September 10th**. **A deduction of 30% will be applied to projects that are submitted late.**

Authoring & Web:

Submit a Github repo link to the Dropbox. **DO NOT** include the files that have been marked for exclusion - web production files only, please. Name your repo teamName_student_showcase. Include all team members in the readme file.

DO NOT UPLOAD ZIPPED ARCHIVES TO YOUR REPO

Motion 2 MMED 1058

Submit a zipped .mp4 file

Submit a text file with the names of all team members

Electronic Image Production MMED 3038

Submit a zipped XD file with assets and a PDF of the final layouts

Submit a text file with the names of all team members

Zip all required files and upload them to the appropriate FOL Submission Dropbox before the deadline. Late submissions will have 30% deducted from the final grade.

Grading

Grade Value for this assignment:

Total = 15% of final grade.

Your grade for this assignment will be based on how closely you follow the requirements listed in this document. Please read each section carefully. Do not hesitate to ask questions.

MMED-3038 25 marks

Visual appeal and creativity: 5 marks

Clear communication of concepts: 10 marks

User experience and interactivity: 10 marks

MMED-1058 25 marks

Brand consistency: 5 marks

Creativity and originality: 10 marks

Typography design and execution: 10 marks

MMED-3040 25 marks

Valid HTML/CSS: 10 marks

Document Outline: 2.5 marks

Semantic Tagging: 2.5 marks

Responsiveness: 5 marks

Contextual considerations (mobile menu, responsive images) 5 marks

MMED-3039 **25 marks**

GitHub Workflow / Readme: 10 marks

JavaScript Code (proper syntax, well-formed code with little or no redundancy, ES6 /
Next features, no inline JavaScript): 15 marks

Total: 100 Marks