INTRODUCTION TO MULTIMEDIA

Project

GROUP PROJECT: Groups of 2 students MAX.
<u>NOTE:</u> Once your team is set, it should NOT change throughout the semester

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DEADLINE: End of Week 13
PRESENTATION: In Class Week 14
(See Moodle for dates & times)

For the purpose of this project, you are expected to create an innovation / company / product / service and carry out a subsequent promotional digital multimedia campaign.

Your campaign <u>must address the following:</u>

1) A web based presence, that contains at least 2 of the following:
   a) Website
   b) Phone based app
   c) Social media functionality
   d) Interactive animation
2) Fireworks, or comparable image editing programme, must be used to design some of the graphical elements of your marketing campaign
3) At least one OTHER digital element not mentioned above. E.G. Youtube videos, QR codes, Etc.

> **<u>NOTE:</u>** Any of the items from the above list under 1) can either support the product/service, or be the product service itself

<u>EXAMPLE:</u>
You could create a service that allows you to live stream a video feed straight from your eyes. The product may use a Flash based interactive animation to show a step by step process of how the technology works. The technology may also have a website deployed online to give more information/testimonials/host the animations etc. This can in turn link to a social media page to encourage users to interact with/share your content. All logo's/imagery on the website can be created with Fireworks, and these images could then be re-used in a phone based application that users can download by scanning QR codes placed strategically around the city

<u>SUBMISSION:</u>
All projects **must be submitted to Moodle on/before the deadline.** Submissions received after the deadline will be subject to penalties. All relevant files MUST be zipped together and uploaded as one file.

MARKING SCHEME:

Report & Technical Documents – 30%
- This should include your project proposal, details of your market research into existing marketing techniques and campaigns, storyboard/wireframe, development details, any technical details, such as errors or development issues, and references (using Harvard Referencing)

Development & Implementation – 40%
- This is based on the above list under 1), and covers the actual development process of the 2 or more technologies chosen

Presentation – 10%
- This should include an elevator pitch of your product and campaign. A 5 minute demonstration of the campaign and should also be prepared.

Completeness – 5%
- This looks at how close the the original proposed idea the final product is

Innovation – 5%
- How original is your idea/plan to market your product and how well did you implement this

Complexity – 10%
- How well did you demonstrate your knowledge and understanding of the applications and media tools available
- Marks will be awarded for good practices, and appropriately chosen and documented tools/techniques