

DISCOVERY

WDD481 - WEB PROJECT PREPRODUCTION

DUE THIS WEEK: PROPOSAL, PITCH, FINAL DELIVERABLE

WORTH: 20%

TURN IN: FSO

OUTPUT: PDF

OVERVIEW

The objective for this week is to conduct Final Project Discovery. You will begin with a proposal. This is the initial professional response to the Request for Proposal (RFP). Based on instructor and peer feedback, you will refine your initial proposed concept into a formal Project Pitch. At the end of this week you will deliver all of your finalized work. This final deliverable will show iterative improvement and refinement to this work.

RESEARCH

As part of your assignment work, take some time this week to research and review Discovery methods and deliverables. There are many free templates online that you can download as reference and articles written on the subject matter. In lecture we will always have a general discussion. You may be asked to share your research or findings. In addition to searching online, the Full Sail Library is an excellent resource. Access the library via the student portal or visit here on campus.

BRANDING

Throughout this class you will be developing a personal or company brand. This includes logo work, font usage, and other ways of representing your unique brand in all project work. Begin to include this branding in your work and be prepared to update this based on peer feedback.

INSTRUCTIONS

After discussion, post your initial idea for Final Project to FSO. Then prepare for the end of week review / production check by producing a formal Project Pitch. End this week by uploading all this work, with revision and edits. This one sheet covers basic expectations for the week. To receive full credit for the week, be sure to cover at minimum these essential requirements...

REQUIREMENTS

- Proposal / Discussion Post - Initial proposal of creative Idea(s)
- Project Pitch - Formal presentation with supportive Discovery information
- Final Deliverable - Upload this week's work with final revisions

Additional Detail

- Proposal / Discussion Post - 1-3 Paragraphs. This post should cover: Accomplishments, Challenges, and Goals for the week. Provide an overview of Discovery conducted and general activity. Describe idea(s) for Final Project. Post may include supporting documentation if deemed helpful, but is not required.
- Project Pitch - A formal presentation of your Final Project idea. You may be requested to present this pitch in class. A PDF version this work is due with your Final Deliverable for the week. The presentation should include the following:
 - Conceptual Overview (30 Second Pitch)
 - Target Audience
 - Rationale: Objectives and Benefits
 - Look & Feel (e.g. mood boards/style tiles, examples, UI sketch work)
 - Proposed Technologies / Features & Functionality
 - Estimated Budget and Timeline
 - Organization (i.e. who does what)
- Final Deliverable - Upload final Pitch Presentation (with revision / versioning). Include a "Week in Review" post that summarizes the idea, revisions made, and next steps. Supplemental information can be included with your Final Deliverable.