Individual or Group of Two

MID TERM
FINAL INTEGRATED PROJECT (FIP)
Brand Mashup/Re-Brand
& Marketing Campaign

There will be a presentation for the mid term.
This assignment is worth varying weights for your courses in IDP.

MMED-1057 = 15%
MMED-1055 = 30%
MMED-3036 = 15%
MMED-3035 = 30%
MMED-1056 = 30%

Assignment Overview

The goal of this Mid Term (FIP) is for each student to work collaboratively (GROUPS OF TWO) or individually on the Final Integrated Project with specifically defined deliverables. These deliverables will be based on current industry standards and will also follow an industry-standard workflow.

At this point you are either working alone or with a partner for this project.

The nature of any work within the industry requires full collaboration within teams to generate the best and most effective results for their clients. This expectation will be no less applicable to you and your group partner.

The responsibility to achieve the best 'mash-up' brand style that you can, rests with your group. If you don't know something, research it!

Assignment Description

Each group/individual will be assigned two brands in MMED-3035 (D&I 2).

Design an entirely new brand from 'mashing' these two brands together. The brand you create will have a set of branded/advertising/marketing deliverables. See the '***Final Integrated Project - Summer 2020***' assignment brief on FOL for all the details pertaining to this project.

Group Personnel

EACH GROUP MUST BE COMPRISED OF **NO MORE THAN TWO MEMBERS**.

Your team should be comprised of members who can fulfill the following criteria for the successful completion of the FIP project:

- Time management and scheduling
- Meeting milestone deadlines and the final deliverable due date
- Creative thinkers and communicators
- 3D/Motion design artist
- Front-end web design / Development (HTML, CSS, JavaScript)
- General project management, maintenance and quality control throughout the FIP project lifespan

Each person has a responsibility to ensure that the project runs smoothly and that all deliverables are completed in their entirety and on time.

Each member of the group is required to work collaboratively on the following:
- writing HTML, CSS, JavaScript code.
- creating and/or update 3D models and/or animated features for video and website
- create layout and design work (XD, InVison, Illustrator, Photoshop, InDesign, etc,).

Have respect for the workflow process and for the efforts of your partner.

If there is an issue within a group it is **your responsibility** to manage or address any concerns as soon as they happen. You can communicate those concerns to the program coordinator (Justin Brunner) in an effort to mitigate any issues.

Assignment Requirements

Additional deliverables specific to each course will be provided on a class-by-class basis. Please attend class weekly and ask questions for greater clarity and understanding regarding the FIP.

The onus is on you and your group partner to understand what is being asked of you for this assignment. If anything is unclear do not hesitate to ask your instructor(s).

Course Specific Requirements:
Each course will have specific deliverables for this assignment. If you have any further questions, please email your instructor.

Ask questions in class and/or by email!

MMED-3035: **Design and Image 2**

1 finished beer bottle vector label (the new brand label for your 'mashed' product/brand).

1 Style Guide for your new brand (mashup). This style guide needs to contain the following;
- Formatted to your finished size (ex. 8.5" x 11").
- All the required pages of your finished style guide. This document can, and will likely be, a work in progress and could change by the time you submit it at the end of the term.
  1. Cover Page
  2. Table of Contents
  3. Brand Characteristics (2 to 3 paragraphs)
  4. Completed Logo Design
  5. Logo Clear Space
  6. Logo Sizes (.25", .5", 1" and 2")

7. Colour Study – with brief descriptions/design rational
8. Typographic Study – with brief descriptions/design rational
9. Brand Environment Application of your choice; billboards, posters, bar advertisements, automobile or public transit advertisements, sides of buildings, t-shirts, beach towels, flags, phone case, etc,.)
10. Closing/back Page

1 Package Template that you plan to use for your new brand (with some *design elements applied, logo, colours, typography, etc,*).

All working files (<u>half size</u>) and saved to a legacy version (Adobe CC 2018) for all design work done to date. Create Outlines if using Illustrator.

MMED-1057: **Motion Design 1**

Using methods taught in class, each group is required to create 5 promotional product pictures to help set the tone for the brand design. Ideally, these promo pictures will be exceptionally creative and will adhere to the brand specifications you have created for the product. The promo images can have text on them. These images can look like ads you would find in a magazine or on billboards. These images you create are going to be assets that you can use throughout the marketing campaign you are creating.

The bottle product for these pictures needs to be created using Cinema 4D. You are permitted to use multiple stock images to composite graphic embellishments to the background; however, your background must not consist of a single downloaded graphic. Use Adobe Photoshop and/or Adobe Illustrator to make any additional editorial enhancements to make the promo pictures really shine.

Promotional Picture Reference Examples:
https://drive.google.com/drive/folders/1n3rTFQX9nzoH83SvoNUwfoAr4DsvJctL?usp=sharing

Promotional Product Pictures:
Size: 8.5 inches wide x 11 inches high
Aspect ratio: portrait or landscape
Colour mode: cmyk
Resolution: 300 ppi/dpi
Format: .pdf

MMED-1055 : **Authoring 2**

TBA ...

MMED-1056 : **Web Development 2**

Each team is responsible for designing, coding and semantically tagging, a static/fixed width, 5 page, HTML5 website (using Flexbox). CSS3 must also be properly utilized throughout the site. Each team is also responsible for researching and implementing a CSS3 Animation.

Students are strongly encouraged to submit a fully completed design for their website, however placeholder content such as stock photos and roughed out design files are permitted.

The five (5) page website is to be based on the students own original layout   (Not the templates provided last semester). Students are required to create the proper markup for the site and must make use of semantic tags. **The site must   also include a contact or purchase form.**

Research:
It is the responsibility of the student to research and use methods taught in class to complete the assignment.   Your professor will not provide you with direct code, but will point you in the right direction with examples.

Please note that Transitions and Transforms are not Animations. Your code must make use of the CSS3 Animation Property:

https://developer.mozilla.org/en-US/docs/Web/CSS/CSS_Animations

Direct use of a tutorial is not permitted - line for line code will result in a 0. It is acceptable to use a tutorial and modify what you have learned. A link to the tutorial must be provided.

One page scroll sites are NOT permitted.

Requirements:

- 5 Pages (Home, About, Products/Promotions, Advertisements, Contact/Purchase)
- Semantic tagging and Proper Document Outline

- Static/Fixed width site using flexbox
- Valid HTML5
- Valid CSS
- Browser Compatibility (FF, Chrome)
- Folder structure
- Layered working files
- Link to CSS file, Reset, JS file
- CSS Animation

MMED-3036 : **Digital Media Theory & Project Mgmt 2**

Each team is required to create a low fidelity website prototype in Adobe XD, using all the wireframes they have created for the pre-planning stage of their website design. The low fidelity prototype will aid in working out any 'kinks' in the functionality of the website.

Using the wireframes designed, students will prototype out their website to demonstrate the functionality of their desktop websites. Students will identify and explain in the provided Functionality Discover document any UX (User Experience), UI (User Interface) or general functionality issues they discovered and/or resolved during the prototyping process.

Students will also be required to make sure that every link that is on each wireframe page links somewhere. Meaning, if you have a link in your wireframe's text it needs to link to a 'default' page or somewhere else on the page.

Submission Contents

Each instructor will have specific submission requirements for their course.
It is very important that you do not include or omit anything from the submission of this assignment. If the following list of submission requirements is unclear, please make every effort to request and receive clarity on what you need for a successful submission for each IDP course.

MMED-3035:

Design & Image 2 ← This is the naming convention you must use for my submission folder.

<u>The following files need to be submitted to my folder</u>.

1 finished beer bottle label

1 Style Guide for your new brand (mashup).

1. Cover Page
2. Table of Contents
3. Brand Characteristics (2 to 3 paragraphs)
4. Completed Logo Design
5. Logo Clear Space
6. Logo Sizes (.25", .5", 1" and 2")
7. Colour Study – with brief descriptions/design rational
8. Typographic Study – with brief descriptions/design rational
9. Brand Environment Application of your choice; billboards, posters, bar advertisements, automobile or public transit advertisements, sides of buildings, t-shirts, beach towels, flags, phone case, etc,.)
10. Closing/back Page

1 Package Template (beer case or holder)

All working files (half size) and saved to a legacy version (Adobe CC 2018) for all design work done to date. Create Outlines if using Illustrator.

MMED-1057:
Motion Design 1

This is the naming convention you must use for my submission folder.

*Lastname_firstinitial_projectname e.g. (**Bennett_J_Kromendi_J_Midterm_FIP**)*
These files need to be submitted for this assignment.

- Cinema 4D file saved with all assets (textures)
- 5 promotional product pictures in one PDF format

MMED-1055:
Authoring 2

TBA ...

MMED-3036:

Digital Media Theory & Project Mgmt 2

Groups are required to submit the following for the mid-term portion of their final integrated project.

• A shareable link of their low fidelity wireframe prototype created using Adobe XD
• The Adobe XD file
• The completed Functionality Discover document in PDF format

You are encouraged and expected to ask questions if anything is not clear with the assignment deliverables.

MMED-1056:

Web Development 1

TBA ...

ONLY THE MASTER BRANCH WILL BE GRADED!
Late submissions or changes to the repo after the due date will penalized by 30%.

Submission Deadlines for the FIP

DUE DATE

MMED-3036 (**Digital Media Theory**), MMED-3035 (**Design**) and MMED-1057 (**Motion 1**), MMED-1056 (**Web**), and MMED-1055 (**Authoring**).

Regular Dropbox:
Week 6 (Sunday, June 7, 2020) @ 5:00pm EST (Eastern Time Zone) UTC - 5/GMT

** Late Dropbox:
Week 6 (Monday, June 7, 2020) @ 7:00pm EST (Eastern Time Zone) UTC - 5/GMT
(30% grade reduction for all FIP's submitted to this dropbox):

Method of Submission & File Type:

FIP submission naming convention:
LastName_FirstName_LastName_FirstName_MT-FIP.zip — **no .rar files**

> ** Naming convention is a graded expectation of this assignment. Failure to adhere to the use of the proper naming convention, in any or all of your classes, will result in a reduction of grades for this assignment.*

FIP File Size:

The final submission **cannot exceed 200mb**.
If you just submit course specific content you can reduce your file size submission for each class.

A 5% penalty will be levied against your group for every additional 50mb file size overage.

Grade Value for this assignment:

1. Each group will receive one group grade for the Mid Term FIP.
2. Each member of the group will receive the same grade for the Mid Term FIP.
3. Presentations will be factored into your grade.
4. The grade earned for the Mid Term FIP will be an averaged grade across all of your integrated IDP courses.

Mid Term Graded FIP Presentation

You will be presenting your work during week 6. A sheet will be provided to you with your day and time for the presentation. Please make sure that you are available during week 6 for the presentations. They will likely occur on Tuesday and Wednesday, 10am to 2pm. Thursday might need to be added depending on the time needed for the presentations.

The presentation will be conducted using Bongo on FOL, or other conference software. A link will be provided to you prior to week 6.

These presentations will be an opportunity to provide feedback about your FIP. Not only are they a graded feature of the Mid Term Project it will also be an opportunity to provide invaluable feedback for the project moving forward.

Mid Term FIP Grade Total

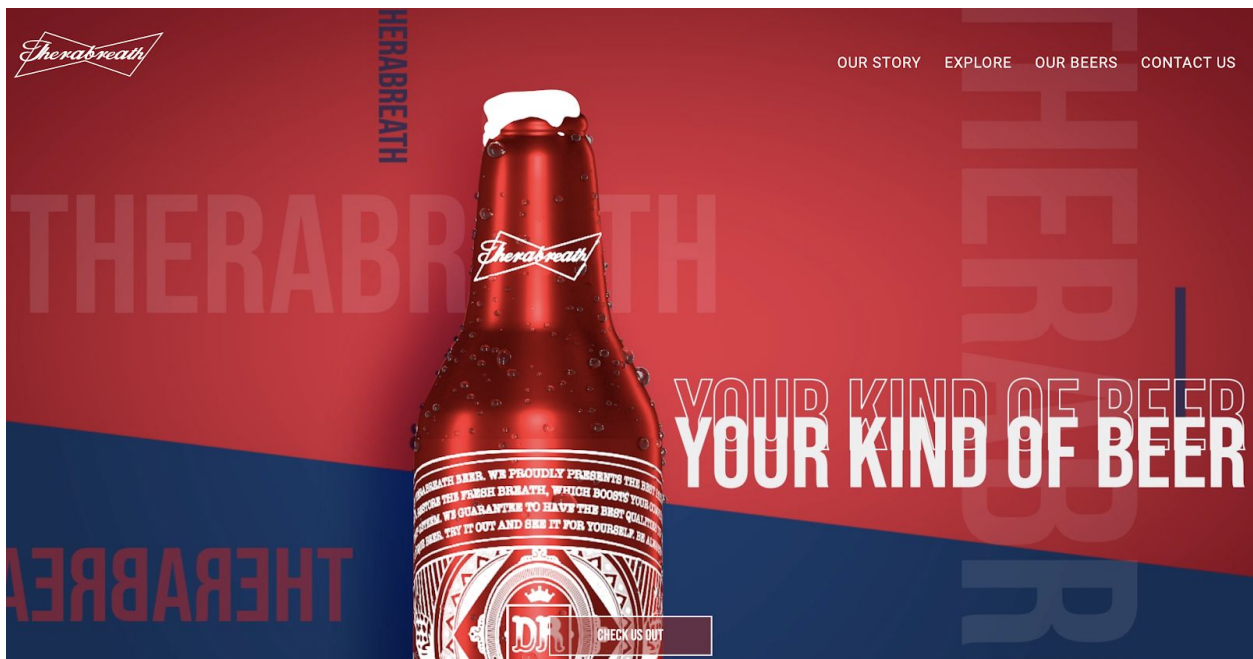MMED-1057 = 15%

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Student Examples:

Example #1: *Budweiser (beer) and Thera Breath (mouth freshner/rinse)*

Example #2: *Red Stripe (beer) and Tucks (Cooling Cleansing Pads)*