**👋 Welcome**



New Media Capstone

Welcome to New Media Capstone!

Over the course of the semester, you’ll work together to build new media solutions that address specific client problems, explore and implement emerging technologies, or both. You will call upon all of the skills you have gained throughout your certificate journey to develop, design, and debut their projects at the end of the semester.

It’s going to be an exciting, busy, frustrating, rewarding, unique, and valuable learning experience, so buckle up and let New Media Capstone begin!

## Changelog

* 2025-01-07: Created by [John Weatherford](mailto:jweatherford@gmail.com)

**📚 Syllabus**



Syllabus

## 🌎 Overview

**NMIX 4410 / 6410: New Media Capstone  
Spring 2025**

### Class Time

3:55-5:10pm, Journalism 412

### Instructors

Claire Jordan – claire.jordan25@uga.edu / Journalism 403D

Kyla Sterling - ksterling@uga.edu / Journalism 403E

John Weatherford – johnweatherford@uga.edu / Journalism 403G

### Office Hours

Jordan: TR 2:30-3:30pm and by appointment

Sterling: TR 11am-12pm and by appointment

Weatherford: TR 2:20-3:50pm and by appointment

### Description

Learn to conceptualize, plan, execute, and present new media projects.

Build new media solutions that address specific client needs, explore and implement emerging technologies, or both. Students call upon all of the skills gained throughout New Media Certificate coursework to develop and design projects that are debuted at the end of the semester.

### Prerequisites and Corequisites

#### Undergraduate

(NMIX 4010/6010 or NMIX 4010E/6010E or NMIX 4020/6020 or NMIX 4020E/6020E or NMIX 4030/6030 or NMIX 4030E/6030E) and (NMIX 2010 or NMIX 2010E or CSCI 1301-1301L or MIST 4600 or MIST 4600E) and permission of department.

#### Graduate

(NMIX 4010/6010 or NMIX 4010E/6010E or NMIX 4020/6020 or NMIX 4020E/6020E or NMIX 4030/6030 or NMIX 4030E/6030E) and permission of department.

### Learning Outcomes

By the end of the semester, you’ll be able to:

* Conceptualize and plan a new media project.
* Execute various components of a new media project.
* Present a new media project to a variety of audiences.

### Topical Outline

* Research and planning
* User research and user experience mapping
* Visual design
* Project launch planning
* Website creation
* Digital project development
* Project management
* Copywriting

## 📚 Texts + Tools

### Course Doc

All class content will be posted to the course Google Doc at [bit.ly/newmediacapstone](https://bit.ly/newmediacapstone).

### Class Expenses

Plan to set aside about $25 to cover materials related to course assignments. (Costs vary; please see your instructors if you need financial assistance.)

### Slack

We’re going to use [Slack](https://slack.com/) for all class discussion and communication, including important updates from me. Slack is also where you’ll also take part in group discussions.

You’ll receive an invite via your UGA email address; after you’ve created your account, please complete your profile so that I know who I’m talking to. **After you’ve joined the class Slack, use only Slack—not email—to contact us.**

**Checking Slack regularly (ideally daily) is required for the course, so you must install the Slack** [**app**](https://slack.com/downloads/) **on your phone and on your desktop.**

If you’ve never used Slack before, you can find a good overview of it [here](https://slack.com/is). (And if you’re a real nerd, like me, you can [read this post](http://www.zachwhalen.net/posts/notes-on-teaching-with-slack/) about my thinking on how we’ll use Slack.)

### ELC

[ELC](http://elc.uga.edu/) will be used only to view your grades.

### Summary

* [This doc](http://introtonewmedia.com/) contains all course readings / videos
* Set aside about $25 to cover materials for course assignments.
* [Slack](http://slack.com/) will be our course communication hub
* [ELC](http://elc.uga.edu/) will be used only for posting grades

## 📓 Assignments + Grading

### Assignments

**10 points - NMI Dossier**

**10 points - Team**

2 points - Collector’s card

2 points - Team role contract

2 points - Mid-term peer evaluations I

2 points - Mid-term peer evaluations II

2 points - Final peer evaluations

**10 points - Checkpoint one**

Alpha + project research + project plan

**10 points - Checkpoint two**

Beta + user research + UX map

**10 points - Checkpoint three**

1.0 + finalized visual design document + project website beta

**10 points - Checkpoint four**

1.1 + launch / social deliverables + stage presentation beta + resume

**40 points - Final deliverables**

20 points - Final project

5 points - Stage presentation

5 points - Booth presentation + one-pager

5 points - Project website

5 points - Trailer

**100 points total**

### Grading Scale

| **A** | 95-100 | **C+** | 77-79.99 |
| --- | --- | --- | --- |
| **A-** | 90-94.99 | **C** | 73-76.99 |
| **B+** | 87-89.99 | **C-** | 70-72.99 |
| **B** | 83-86.99 | **D** | 60-69.99 |
| **B-** | 80-82.99 | **F** | 59.99 and Below |

## 🗓️ Schedule

| **1/7 Tues.** | Welcome; course + syllabus overview |
| --- | --- |
| **1/9 Thurs.** | Drop / add deadline; Collector’s cards + Resume Uploaded; group interviews |
| **1/14 Tues.** | Project teams assigned; Checkpoint one kick-off |
| **1/16 Thurs.** | Headshots / team photos |
| **1/21 Tues.** | Team role contracts due |
| **1/23 Thurs.** |  |
| **1/28 Tues.** |  |
| **1/30 Thurs.** | Checkpoint one |
| **2/4 Tues.** | Checkpoint two kick-off |
| **2/6 Thurs.** |  |
| **2/11 Tues.** |  |
| **2/13 Thurs.** |  |
| **2/18 Tues.** |  |
| **2/20 Thurs.** | Certificate on transcript review + certificate name confirmation; Checkpoint two; peer evaluation one due |
| **2/25 Tues.** | Checkpoint three kick-off |
| **2/27 Thurs.** | Midpoint of semester |
| **3/11 Tues.** |  |
| **3/13 Thurs.** |  |
| **3/18 Tues.** |  |
| **3/20 Thurs.** | Checkpoint three; peer evaluation two due; |
| **3/25 Tues.** | Checkpoint four kick-off; final deliverables + portfolio overview |
| **3/27 Thurs.** |  |
| **4/1 Tues.** |  |
| **4/3 Thurs.** | Withdrawal deadline |
| **4/8 Tues.** | Future Fundsters, Shirt Distribution, and SLAM Rundown; SLAM client invite reminder |
| **4/10 Thurs.** | Checkpoint four |
| **4/15 Tues.** |  |
| **4/17 Thurs.** | Booth presentation rehearsal |
| **4/22 Tues.** | Final stage presentations |
| **4/24 Thurs.** | NMI Dossier due; trailers due by 11:59pm on Tuesday 4/29 |
| **5/2 Fri.** | SLAM (time TBA); all final deliverables due |
| **5/6 Tue.** | 3:30-6:30pm Debrief |

## 💁‍♂️ Policies

### Attendance and Class Participation

As you will with much in life, you’ll get out of this class what you put into it. You’re expected to come to class regularly. Life, however, is full, and conflicts, illnesses, and extraordinary opportunities may arise. Therefore, you may miss up to four classes without any direct penalty; we make no distinction between excused and unexcused absences. Because missing class affects your ability to be an effective member of our learning community, if you miss more than four classes, expect to have a meeting with us to discuss your ability to remain enrolled in the class.

Students who miss classes or other assignments due to their religious observance will be provided with a fair opportunity to complete their academic responsibilities. However, students must provide us with notice at the start of the semester of the dates of religious holidays on which they plan to be absent.

We expect you to be present in class both mentally and physically.

Ask questions. Take good notes. Don’t screw around on your devices. When you work in pairs or in groups, work eagerly and enthusiastically. In short, be the sort of person you’d want to be in class with.

### Make-Up Work

You are expected to complete and turn in your work by the due date, and **late work is accepted only at the discretion of the instructor**. If late work is accepted, the **minimum** penalty for the first assignment you turn in late is 10% of its total value per day late (ex: 10-point exam turned in two days late will be penalized a minimum of 2 points). After your first late assignment, each subsequent late assignment will be penalized a minimum of 20% of its total value per day (ex: 10-point exam turned in two days late will be penalized a minimum of 4 points).

### Email / Direct Messages

As I’ve already mentioned, we’re using Slack as the sole tool for our class communication. So, **instead of emailing us, direct message us via Slack.**

So that we can most quickly help those in need of assistance, take the following steps before messaging us:

* Check the syllabus, eLC, previous Slack conversations, the class site, etc. to see if the answer’s posted there
* Spend 5-15 minutes (but not any more time than that) trying to solve the problem on your own (via Google, asking a classmate, etc.)
* Ask yourself if the question might be one other students are having, and if so, post it in #4410 on Slack

If you do all of those and still have a question just for us, then by all means direct message us! We’ll respond to your questions as quickly as possible, but please allow a reasonable amount of time (generally under 24 hours; 2 business days max) for a response.

Slack allows for communication to be informal and fun, which is great! But, don’t forget to communicate professionally, even while having fun.

### NMIXperts

From the NMI:

You know our motto — “Make something work. Then make it work better.” While we’re learning how to make it work on our journey to becoming technowledgeable, there are a select few of us specially equipped to make it work even better. These incredible individuals are NMIXperts. From development to design, NMIXperts have displayed an outstanding aptitude for a specialized skill throughout their NMIX classes. Now, they’re ready to help you make it work even better. Whether you need help troubleshooting your website, debugging an app, navigating Adobe CC, or anything in between, our NMIXperts are ready to help you tackle the challenge! Seeking their assistance is easy:

1. Navigate to [nmi.cool/nmixperts](http://nmi.cool/nmixperts).
2. Find an NMIXpert whose talent(s) align with your needs.
3. Check out their available Xpert Hours and jump in the Xpert Zoom Channel ([932 2797 1374](https://uga.zoom.us/j/93227971374?pwd=enFtaGF5eWNma3dCdGUxUXRNSDdvQT09), password: nmi)
4. Hang out in the Waiting Room, and you’ll be admitted once they become available. Easy as that!

If you need assistance during an Xpert session or have questions about getting ahold of an Xpert, please reference the #xpert channel in the NMI Slack Workspace.

### Office Hours

In addition to the times posted at the top of the syllabus, we’ll frequently (though not always!) be in our offices during regular business hours. You’re welcome to come by and see us with any questions, concerns, or just to say hi. We often work with our doors closed, but you’re always welcome to come in! The best way to meet with us is to make an appointment via Slack.

### Access Policy

If you have a disability and require accommodations, please see me after class or make an appointment during office hours. If you plan to request accommodations for a disability, visit [the Disability Resource Center website](https://drc.uga.edu/students/register-for-services) or call 1 (706) 542-8719.

### Service Animals

Students who train or use service animals should be aware of UGA policy. More info is available [here](https://eoo.uga.edu/ADA-Accessibility/uga-animal-policy/).

### Non-Discrimination Policy

We do not engage in or tolerate discrimination or harassment on the basis of race/ethnicity, religion, national origin, sex/gender, sexual orientation, age, physical or mental disability, or veteran status. In addition, we do not discriminate on the basis of class, income, or political views. If there is something we can do to make the class more hospitable, please let us know.

### Honor Code and Academic Honesty

As a University of Georgia Student, you have agreed to abide by the University’s academic honesty policy, “A Culture of Honesty”, and the UGA Student Honor Code: “*I will be academically honest in all of my academic work and will not tolerate academic dishonesty of others*.” A Culture of Honesty, the University’s policy and procedures for handling cases of suspected dishonesty, can be found at [honesty.uga.edu](https://honesty.uga.edu/). Lack of knowledge of the academic honesty policy is not a reasonable explanation for a violation.

Read the entire policy online, but the short story is: don’t cheat—the punishments for violations of the Academic Honesty Policy are severe. You are expected to do your own work and to report individuals who do not do their own work. As nearly all of the class materials and assignments are online, you may find the temptation to cheat (cheating includes unauthorized sharing of class materials, using unauthorized sources during assessments, and more—seriously, read [this](http://www.uga.edu/honesty) now to get a full sense of what all constitutes academic dishonesty) even greater than usual. Resist that temptation. Questions related to course assignments and the academic honesty policy should be directed to the instructor.

### New Media Institute Policies

New Media Institute students are responsible for knowing and abiding by all NMI policies. You agreed to these policies upon applying to NMIX courses / committing to Emerging Media and will be held accountable for following them. For a refresher on these policies, visit [nmi.cool/nmc](https://nmi.cool/nmc) / [nmi.cool/em](https://nmi.cool/em).

### Project Ownership

By enrolling in this course, and in line with the NMI Project Ownership Policy, you agree to waive all rights, title, and interest in, and to, all materials which are developed directly as a result of the student project for the client and assign all rights, title, and interest in and to such intellectual property to the client.

### NMI Dossier

Throughout your academic journey, you’ll create many things you want to show off to the world. Through your NMI classes, you’ll develop and build on the skills to create a digital dossier to do so.

In this course you are required to submit an [NMI Dossier case study](https://nmi.cool/capstone/portfolio/); if you’re also completing the certificate this semester, you’ll also submit your professional portfolio for evaluation and your professional portfolio.

Additional details and requirements for the NMI Dossier can be found at this link:

* Dossier Details and Submission: [nmi.cool/portfolio](https://nmi.cool/portfolio/)

Some helpful notes:

* Links do not need to be resubmitted or updated each semester unless your information changes. If your information needs to be updated, please resubmit the form. Check that your URLs are up-to-date and functional before submission.
* Not a certificate or masters student? Don’t worry! We have you covered with your course case study. Be sure to use the same criteria outlined at the link above
* Earning both the certificate and masters? Oh, you overachiever you! Check out both dossier details above.

### NMI Resume Requirement

This task is easy. Each and every team member needs to upload their polished resume to this [Google Drive Folder](https://drive.google.com/drive/folders/0B1_RNF7cJY7ofmlsUng2c21kcEpEN0twT3hXTGl0VWR6VmVwZVhrLTUwamVXQk1neWRibWc?resourcekey=0-n7Jw1OPLo2kjzQNNeHLdVw&usp=sharing). There are two important requirements:

* Your uploaded resume MUST be a PDF.
* Your uploaded resume MUST follow this naming convention: LastName\_FirstName\_OptionalMiddleName (e.g. Doe\_John or Doe\_John\_Lee).

Do not include any other words, numbers, or characters. If the “.pdf” extension was added to your file name when uploaded to the Google Drive folder, be sure to remove it from the title as well.

### Slack

The NMI uses Slack for all communication, from courses to events to requirements to everything in between. Students must join the NMI workspace ([bit.ly/uganmi](https://bit.ly/uganmi)) and appropriate channels each semester, before the end of drop/add. You’ll need to check Slack on a regular basis, so be sure to install the Slack app on both your mobile device and computer.

#### NMI-Wide Channels

All NMI students must be in the following channels:

#update

#jopps

#### Program Channels

Students should join all channels that relate to their specific NMI affiliations.

* New Media Certificate: #certificate
* Emerging Media Double Dawgs: #doubledawgs
* Emerging Media Masters (residential): #em
* TEDxUGA Student Council: #tedxuga
* NMIXperts: #xperts

To add a channel, hover over “Channels” in the sidebar, select the plus icon, then browse through channels.

#### Course Channels

For this course, you are required to join #4410.

#### Content Deletion

Content in the NMI Slack workspace is automatically deleted after 90 days. Plan to copy / save elsewhere any content you wish to preserve.

### NMI Social Media

In addition to Slack, the NMI loves to be social. Follow our socials to stay in the know!

• [Follow the NMI](https://www.linkedin.com/company/new-media-institute-at-uga) and join the [New Media Institute Job Board](https://www.linkedin.com/groups/1769167/) on LinkedIn  
• Like the [New Media Institute](https://www.facebook.com/newmediainstitute?fref=ts) on Facebook  
• Follow [@nmiuga](http://twitter.com/nmiuga/) on Twitter  
• Follow [@nmiuga](https://instagram.com/nmiuga) on Instagram  
• Optionally, follow John on [Mastodon](https://mastodon.social/@jweath)

### 🌮 TACO (Technology and Accessory Check Out)

Introducing the Technology and Accessory Check Out (or TACO). New Media Certificate students may check out iMacs, MacBooks, cameras, microphones, and more. To make your request, visit [nmi.cool/taco](https://nmi.cool/taco).

### Reference Webpage

For more information about Advising, accessing the TACO, meeting with our Xperts, making room reservations, and more visit [nmi.cool/resources](https://nmi.cool/resources).

### Student Services

As a student at the University of Georgia, you have access to a wide variety of services to help you succeed. [Click here](http://nmi.cool/intro/student-services/) to view a description of services along with links and contact information if you wish to learn more about these topics. Of course, you’re also welcome to talk with us if we can help in any way, too.

### UGA Well-Being Resources

UGA Well-being Resources promote student success by cultivating a culture that supports a more active, healthy, and engaged student community.

Anyone needing assistance is encouraged to contact Student Care & Outreach (SCO) in the Division of Student Affairs at 706-542-8479 or visit [sco.uga.edu](https://sco.uga.edu/). Student Care & Outreach helps students navigate difficult circumstances by connecting them with the most appropriate resources or services. They also administer the Embark@UGA program which supports students experiencing, or who have experienced, homelessness, foster care, or housing insecurity.

UGA provides both clinical and non-clinical options to support student well-being and mental health, any time, any place. Whether on campus, or studying from home or abroad, UGA Well-being Resources are here to help.

* Well-being Resources: [well-being.uga.edu](https://well-being.uga.edu/)
* Student Care and Outreach: [sco.uga.edu](https://sco.uga.edu/)
* University Health Center: [healthcenter.uga.edu](https://healthcenter.uga.edu/)
* Counseling and Psychiatric Services: [caps.uga.edu](https://caps.uga.edu/) or CAPS 24/7 crisis support at 706-542-2273
* Health Promotion/ Fontaine Center: [healthpromotion.uga.edu](https://healthpromotion.uga.edu/)
* Disability Resource Center and Testing Services [drc.uga.edu](https://drc.uga.edu/)

Additional information, including free digital well-being resources, can be accessed through the UGA app or by visiting [https://well-being.uga.edu](https://well-being.uga.edu/).

### Emergency Preparedness

Verify that your emergency contact information is correct at [ugaalert.uga.edu](http://ugaalert.uga.edu/) and add 706-542-0111 as “UGAAlert” in your contacts. We will discuss emergency exit routes the first day of class.

* If the fire alarm sounds, we will evacuate the building and reassemble outside of the Journalism building on Sanford Drive to make sure that everyone exited safely. Quickly move away from the entrances so as not to hinder first responders.
* If there is a tornado warning, we will move to the first floor and account for everyone.
* In the event of a medical emergency, we will ask one of you to meet EMS responders and bring them to our classroom.

If you have concerns about other emergencies or if you have special circumstances that I need to know about in case of an emergency, please speak to us after class.

### Changes to Course Syllabus

The course syllabus is a general plan; deviations announced to the class by the instructor may be necessary.

### 👋 End-of-Semester Checklist

The following will be covered during the Debrief at the end of the semester. You can ignore it until then!

| **To-Do** | **URL** |
| --- | --- |
| NMC Post-test | [forms.gle/XCCYeQNjhA55ABR48](http://forms.gle/XCCYeQNjhA55ABR48) |
| Capstone Peer Evaluation | [forms.gle/9VwiQfKMRfMD6RARA](http://forms.gle/9VwiQfKMRfMD6RARA) |
| Capstone Client Evaluation | [nmi.cool/capstone/client-feedback](http://nmi.cool/capstone/client-feedback) |
| Capstone Course Evaluation | [eval.franklin.uga.edu](http://eval.franklin.uga.edu/) |
| NMC Exit Survey | [forms.gle/VPVfkSPY2aPTbvey6](http://forms.gle/VPVfkSPY2aPTbvey6) |
| \*Apply to Graduate in Athena | [athena.uga.edu](http://athena.uga.edu/) |
| \*Complete Certificate on  Transcript Form | [nmi.cool/transcript](https://nmi.cool/transcript) |
| \*You may have already completed this prior. Please confirm doing so. |  |

## Changelog

* 2025-01-07: Created by [John Weatherford](mailto:jweatherford@gmail.com)

**🪪 Collector's Card + Group Interviews**



Collector’s Card + Group Interviews

## 🌎 Overview

Tell us about yourself! The Collector’s Card allows us to quickly and effectively sort you all into optimal groups.

## 🧠 Rationale

We want to match you with group members who complement your skills and interests.

## ✅ Requirements

### Dimensions

4 copies (1 printed page) of ¼ sheet of 8.5 x 11 paper (4.25 x 5.5)

### Elements

* Your name
* A clear picture of you
* A list of your skills, strengths, and interests
* Client preference
* Anything else you want

### Additional requirements

Show your personality, and make it look like something you’d be proud to turn in to a supervisor.

## 📓 Grading

### Assignment Weight

2 points

### Rubric

* 2 – Does everything required, plus demonstrates additional effort / polish
* 1.75 – Does everything required
* 1.5 – Omits a key requirement

## 📨 Submission

Submit your card by dropping a PDF in [this Google Drive Folder](https://drive.google.com/drive/folders/18Py-oWX7MiH83FFPz92T_s6HHCY8W1Eq?usp=sharing) with the file named:

**Lastname Firstname.pdf**

### Notes on Assignment Google Drive Folders

## 💬 Group Interviews

### Interview Questions

Groups will be sorted into an odd number of numbered groups. Groups will enter the capstone classroom in numerical order, hand each instructor a card, and then stand at the front of the classroom. Students will have 60 seconds total to share their name and then their responses to the two following prompts:

1. Tell us about a project you’ve worked on within the last year, in any setting, that you’re proud of how it turned out.
2. Tell us about the skills that you:
   1. Have
   2. Want to have
   3. Want to stay away from

After all students in a group have shared their responses, each student will then be offered the chance to add anything they may have forgotten.

### Getting to know your classmates

For each interview rotation during which your group is not being interviewed, pair up with a new group and get to know your classmates. You’re welcome to use [these questions](https://docs.google.com/document/u/0/d/1QdX4_-ekB4H5MS1DK6W0d_WH_bdysdMX-1v0QCc4p3M/edit) if they’re helpful!

## Changelog

* 2025-01-07: Created by [John Weatherford](mailto:jweatherford@gmail.com)

**⚖️ Team Role Contract**

Team Role Contract

## 🌎 Overview

This document will define how you’ll work together as a team. It’ll be revised after your mid-term peer evaluations. It’s definitely subject to change; think of it as a planning document that will guide a series of ongoing conversations amongst your team.

## 🧠 Rationale

-

## ✅ Requirements

### Elements

* List what tasks / areas / deliverables each person is responsible for (be as specific as possible, and make sure to account for every assignment on the syllabus) and each team member’s role title (“Director of…”, “Lead XXXXX”, etc.)
* Write up how you want to communicate as a team and the team culture you want to establish / things you want to avoid
* Write up detailed description of unknowns / items to adjust at mid-term
* Agree upon how much time outside of class each week each team member commits to spend on the project
* Document your team’s file backup process: shared OneDrive folder, cloud storage, Github, etc.

### Getting Started

* Need a nudge? Check out [this example](https://docs.google.com/document/d/1wfZMan9mMZxhIPJMt_k3CkvdaZVNjVbM8C1J5PiZolo/edit?usp=sharing)!
* Here’s a great [list of things to consider](https://nmi.cool/wp-content/uploads/sites/5/2019/10/reflection_teamwork.pdf) as you’re making your contract.

## 📓 Grading

### Assignment Weight

2 points

### Rubric

* 2 – Does everything required, plus demonstrates exceptional effort / polish (especially good writing and clear thinking, nice formatting, etc.)
* 1.75 – Does everything required, plus demonstrates some additional effort / polish
* 1.5 – Does everything required
* 1.25 – Omits a key requirement and / or shows a lack of effort
* 0 – 1 – Needs serious help.

## 📨 Submission

Upload your contracts as a PDF to this [Google Drive folder](https://drive.google.com/drive/folders/0B2Mrbw6_FtFgUUNqaU56VmhkZWc?resourcekey=0-vEWdrwlVcPZWou6uGCcyqQ&usp=sharing).

## Changelog

* 2025-01-14: Created by [John Weatherford](mailto:jweatherford@gmail.com)

**📠 Client Comms**

Client Comms + Client Letter

One of the highlights of New Media Capstone is the opportunity to work with clients in a real-world setting. The following are some best practices + implementation details we recommend for working with your client.

### Choose a capstone team point of contact

* + All team members + instructor will be CC’d on all messages, but simplifies communication for client

### Write a timely introduction email

* + Send within 24 hours of team being assigned
  + Introduce team members w/email addresses
  + Convey excitement
  + Set meeting date as soon as possible
  + Share draft with instructor before sending to client
  + Let client know about below
  + Note: When possible include your faculty mentor for the first client meeting

### Set meeting times for the entire semester during your initial client meeting

* + You can always cancel any unneeded meetings.
  + Class time (outside of checkpoint days / syllabus conflicts) allowed

### Be cognizant of client communication preferences

* + Do they respond better to texts vs. emails? In the morning vs. evening?
  + Start vs. end of the week?
  + Ask the client if they have times they’ll be busy / slower to respond throughout semester

### Prepare and share an agenda for each meeting 24 hours ahead of time

* + Helps everyone feel comfortable coming into meeting
  + Share docs, etc. ahead of time so that clients can gather thoughts

### Send a follow-up email documenting each meeting

* + Always good to document conversations, decisions, items to be resolved, etc.

### Share and review deliverables for feedback after every checkpoint

* + Keeps client in loop
  + Actually go through each doc with client—don’t settle for a “looks good”

### Client communication etiquette

* + Well-formatted emails, opening and closing
  + Start formal, then adjust to match client’s level of formality if needed

### Share outline of handoff materials one month prior to SLAM

* + Helps align final deliverables / pre-flights end of working relationship

### Share Client Feedback form

* + Important NMI documentation

### Always CC instructor on all emails

* + Students should lead comms, but helps keep instructors caught up on what’s going on
  + Always use UGA email for client communication

### Don’t hesitate to seek instructor assistance

* + Sometimes things don’t go well! Seek instructor help sooner rather than later

Unclear note from website: Clarify client perspective on project: other capstone teams from other UGA orgs, external consultants, etc.

## 🌎 Overview

### Overview

A letter describing a shared understanding of the project goals, scope, deliverables, timelines, and other key details, agreed to by both client and student team.

### Process

After your initial meeting with your client, your team will draft a letter describing your team’s understanding of the project goals, scope, deliverables, timelines, and other key details.[[1]](#footnote-0)

After receiving instructor approval on the letter, the letter will be shared as an editable Google Doc with the client. The client can approve the letter, or they can offer comments, suggestions, etc., to which the student team will respond.

Once client and student team both agree on the letter, a final version will be sent as a PDF attachment via email to all students, client contacts, and course instructors.

### Details

During your first meeting with your client, take thorough notes on their expectations, project requirements, and any other critical details discussed. Based on these notes, draft a letter summarizing the following:

* **Project Goals:** Summarize the key outcomes of the project.
* **Scope of Work:** Define the boundaries of what the project will cover, including any limitations or exclusions.
* **Deliverables**: List the specific deliverables your team will provide to the client, including key features.
* **Resources:** List all resources required to complete the project.
  + If any paid resources are needed (software subscriptions, equipment, etc.), identify estimated costs, availability, purchase timelines, and funding sources.
  + If specific assets from client are needed (login credentials, design files, data, etc.), enumerate needs and list timelines for delivery.
* **Timelines:** Provide a proposed timeline, including class checkpoints and key dates from the client.
* **Student Team Roles and Responsibilities:** Identify the members of your team and outline their roles, along with contact info.
* **Client Roles and Commitments:** Identify all individuals affiliated with the project on the client side, including names, titles, responsibilities, and contact info. Also reemphasize in this section the need for timely communication and feedback as well as SLAM attendance.

Non-client projects

Complete all of the above, except setting your own goals, etc.

### Grading

Because this is a pilot assignment this semester, no grade will be assigned.

### Due Date

As soon as possible, no later than Thursday, Jan. 30.

## 🧠 Rationale

-

## ✅ Requirements

### Elements

* List what tasks / areas / deliverables each person is responsible for (be as specific as possible, and make sure to account for every assignment on the syllabus)
* Write up how you want to communicate as a team and the team culture you want to establish / things you want to avoid
* Write up detailed description of unknowns / items to adjust at mid-term
* Agree upon how much time outside of class each week each team member commits to spend on the project

### Getting Started

* Need a nudge? Check out [this example](https://docs.google.com/document/d/1wfZMan9mMZxhIPJMt_k3CkvdaZVNjVbM8C1J5PiZolo/edit?usp=sharing)!
* Here’s a great [list of things to consider](https://nmi.cool/wp-content/uploads/sites/5/2019/10/reflection_teamwork.pdf) as you’re making your contract.

## 📓 Grading

### Assignment Weight

~~2 points~~

### Rubric

* 2 – Does everything required, plus demonstrates exceptional effort / polish (especially good writing and clear thinking, nice formatting, etc.)
* 1.75 – Does everything required, plus demonstrates some additional effort / polish
* 1.5 – Does everything required
* 1.25 – Omits a key requirement and / or shows a lack of effort
* 0 – 1 – Needs serious help.

## 📨 Submission

Upload your contracts as a PDF to this [Google Drive folder](https://drive.google.com/drive/folders/15VEpF4Xp-5SPPbZpnJWBmxuzDCrgIXUJ?usp=drive_link).

## Changelog

* 2025-01-14: Created by [John Weatherford](mailto:jweatherford@gmail.com)
* 2025-01-30: Updated Submission Folder by Kyla Sterling

**✅ Checkpoint 1**



Checkpoint One

**Checkpoint One Assignments** (10 points total / 2 points each)

**Rubric***Each of the four items below will be graded according to the following scale.*

* **2.5 points:** Killed it / crushed it / etc. Truly exceptional work. Exceeded expectations.
* **2 points**: Solid work! You did a good job and should feel good.
* **1.5 points:** Not bad. A bit rough / weak in some key areas, but all the essentials are there.
* **1 point:** Not so hot. You turned it something resembling the assignment, but you should be worried.
* **.5 points:** Oof. You did…something. But barely.
* **0 points:** You didn’t turn in anything at all. Do better.

**0. Presentation**

* 3-5 minutes long
* Each team member must present something
* Focused on providing a concise summary / presentation of each of the other three items below
* You should show off your alpha in working form
* You may use slides if you wish, but they’re not required
* While perfection isn’t the goal here, you should be clearly rehearsed

**1. Alpha**

* Make something—anything—work on the platform you’re developing for— HoloLens, iPhone, Echo Show, web, etc.
* We’re looking for proof that you can make stuff work with the platform you’ve been assigned
* Your alpha will be evaluated during your presentation; no other submission is necessary

**2. Exploratory Research**

* A comprehensive presentation of your group’s learning for this project so far
* It should be 2 things: 1) a primer (introductory reader) about your client/tech and 2) a glimpse into the sources that have informed your thinking about your project
* For 2) above, specifically consider what has informed your thinking or approach with your tech; have you looked at other products? What did you like? Where do you want to improve? Inspiration? Etc?
* For all of this, be sure to cite sources with links and to set off direct quotes with quotation marks
* Your doc should be relatively polished in terms of grammar, formatting, etc.
* Submit your project plan as a single PDF (one per group, not per student) in [this Google Drive Folder](https://drive.google.com/drive/folders/0B2Mrbw6_FtFgRXpxUHZrb0pGR1k?resourcekey=0-s_Su_bX8dZj3VAOv-nBB2w&usp=sharing)
* Use the following naming convention: Project Name\_Deliverable Name
  + Acceptable Example: Travlr\_Exploratory Research
  + Unacceptable Example: Exploratory Research 9.10

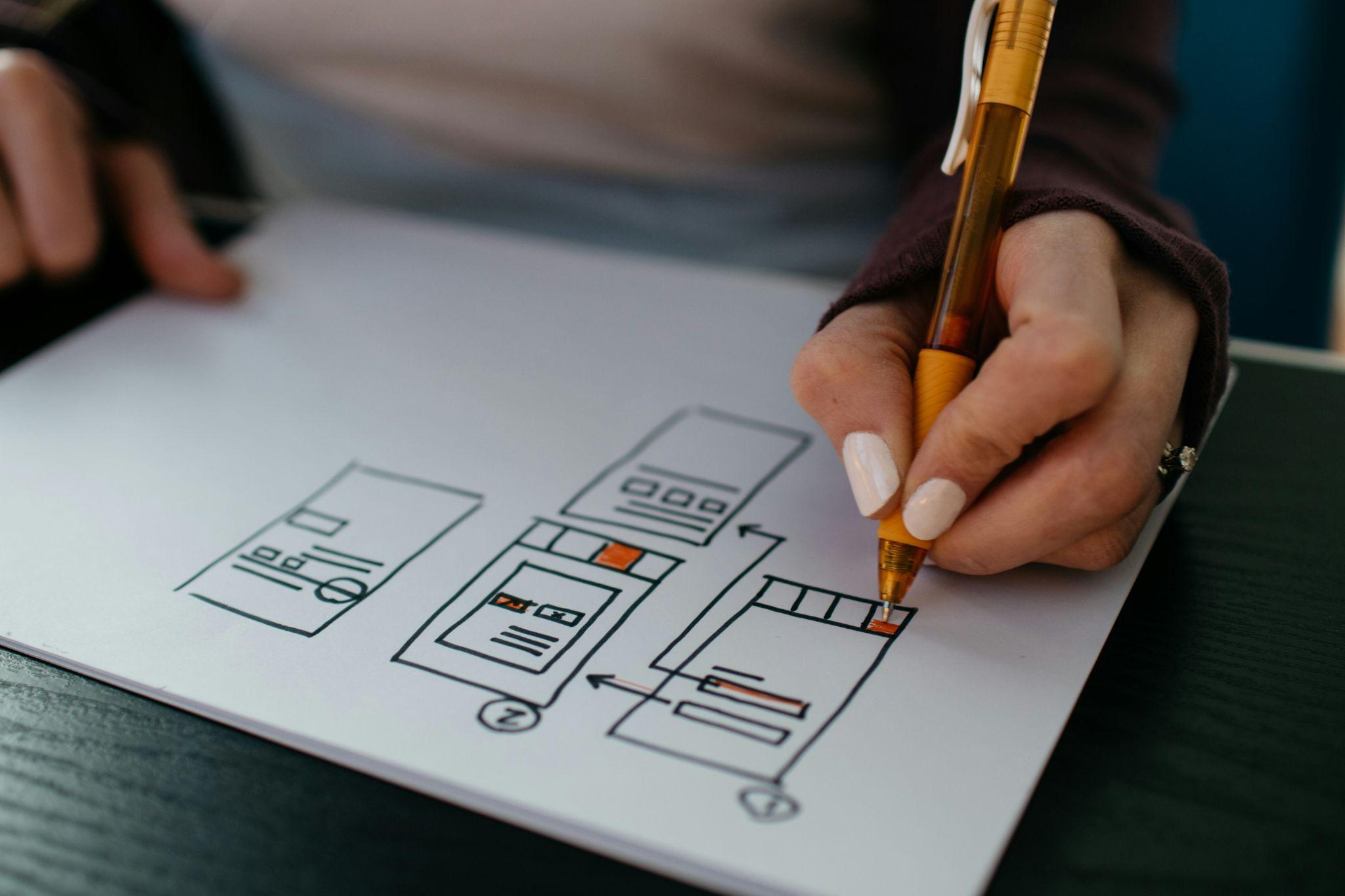
**3. Project Plan**

* Whatever type of document works best for you is great here—Google/Word doc, slides, whatever
* Might be helpful to start with all your final deliverables and work backwards step by step for each one
* We’re looking for evidence that you’ve thought critically about each step of each process
* Think about what your greatest challenges / largest potential roadblocks will be and how you’ll be starting work immediately to tackle them.
* Consider reach / main / safety goals: what happens if everything goes better than expected, where you think you’ll land, and your minimum deliverable if everything hits the fan.
* It’d probably be a great idea to note that each of you has put all of these tasks into your calendar / task management system of choice
* Submit your project plan as a PDF in [this Google Drive Folder](https://drive.google.com/drive/folders/0B2Mrbw6_FtFgVVhHb25zeU5HODg?resourcekey=0-1duI80_un1VW2vi3GnBmuA)
* Use the following naming convention: Project Name\_Deliverable Name
  + Acceptable Example: Travlr\_Exploratory Research
  + Unacceptable Example: Exploratory Research 9.10

**4. PR/FAQ**

* You’ll write a one-page press release and an accompanying FAQ written to be shared a bit after the successful release of your (future) final product.
* For the press release, write “an internal press release announcing [your] finished product… ‘centered around the customer problem, how current solutions (internal or external) fail[ed], and how the new product [blew] away existing solutions.'”
* The following outline might help:
  + Heading — Name the product in a way the reader (i.e. your target customers) will understand.
  + Sub-Heading — Describe who the market for the product is and what benefit they get. One sentence only underneath the title.
  + Summary — Give a summary of the product and the benefit. Assume the reader will not read anything else so make this paragraph good.
  + Problem — Describe the problem your product solves.
  + Solution — Describe how your product elegantly solves the problem.
  + Quote from You — A quote from a spokesperson in your company.
  + How to Get Started — Describe how easy it is to get started.
  + Customer Quote — Provide a quote from a hypothetical customer that describes how they experienced the benefit.
  + Closing and Call to Action — Wrap it up and give pointers where the reader should go next.
* Other guidelines: be concise and avoid jargon.
* For the FAQs, aim for two or more pages of “frequently asked questions that customers can be anticipated to have about the offering, and their straightforward answers.”
  + Read more about Amazon’s PR/FAQs here, here, and here (quotes above sourced from these articles).
* Submit your PR/FAQ as a PDF in this [Google Drive Folder](https://drive.google.com/drive/folders/1JMTX8IojtqsaDPVmfJhgpcQCus-TG77r?usp=sharing)
* Use the following naming convention: Project Name\_Deliverable Name
  + Acceptable Example: Travlr\_Exploratory Research
  + Unacceptable Example: Exploratory Research 9.10

**✅ Checkpoint 2**



Checkpoint 2

**Peer evaluation one** (two points, graded separately, due at end of checkpoint 2)

* [Click here](https://goo.gl/forms/lAecxMiDinU7KcZH2) to complete your peer evaluation
* If you do not complete peer evaluations for your peers, you will receive a zero (even if you receive outstanding reviews)

**Checkpoint Two Assignments** (10 points total / 2.5 points each)

**Rubric***Each of the four items below will be graded according to the following scale.*

* **2.5 points:** Killed it / crushed it / etc. Truly exceptional work. Exceeded expectations.
* **2 points**: Solid work! You did a good job and should feel good.
* **1.5 points:** Not bad. A bit rough / weak in some key areas, but all the essentials are there.
* **1 point:** Not so hot. You turned in something resembling the assignment, but you should be worried.
* **.5 points:** Oof. You did…something. But barely.
* **0 points:** You didn’t turn in anything at all. Do better.

**0. Presentation**

* 3-5 minutes long
* All team members must present
* Slides are required, and their design will influence your grade
* While perfection isn’t the goal here, you should be clearly rehearsed, and we’ll begin to more closely evaluate your presentation skills
* You should update us on how your user research is going, show off your beta in working form, and give us a quick (but not comprehensive) tour of your UX map

**1. User Research**

* This assignment can take the form of a Google Doc, slides, or a PDF, and it shouldn’t be text alone. Images, videos, charts, pull quotes, etc. should help illustrate your work.
* We’re looking for a clear summation of your user research strategies, your findings so far, and your future plans (remember, user research / testing should continue up until SLAM).
* Submit your user research doc in [this Google Drive Folder](https://drive.google.com/drive/folders/0B2Mrbw6_FtFgVUNKU1ZjR3pEMlE?resourcekey=0-P9OCrhwnjhAjqCV0G7NSiA&usp=sharing)
* Use the following naming convention: Project Name\_Deliverable Name
  + Acceptable Example: Travlr\_User Research
  + Unacceptable Example: User Research 9.10
* [Just Enough Research slides](https://docs.google.com/presentation/d/1tH78K_5Q8lVrCMg5Y4Ag34l1v9jBhH9oOdzpEv1ihXo/edit#slide=id.p)

**2. Beta**

* Your beta will be evaluated during your presentation; no other submission is necessary
* We’re looking for clear progress from your alpha; therefore, a quick recap of what you had working in your alpha will be helpful
* We want to see the core functionality of your app / a tech demo of your MVP (minimum viable product) working. After this presentation, we (your instructors) should let out a sigh of relief and think to ourselves, “Okay, they can actually pull this off.”

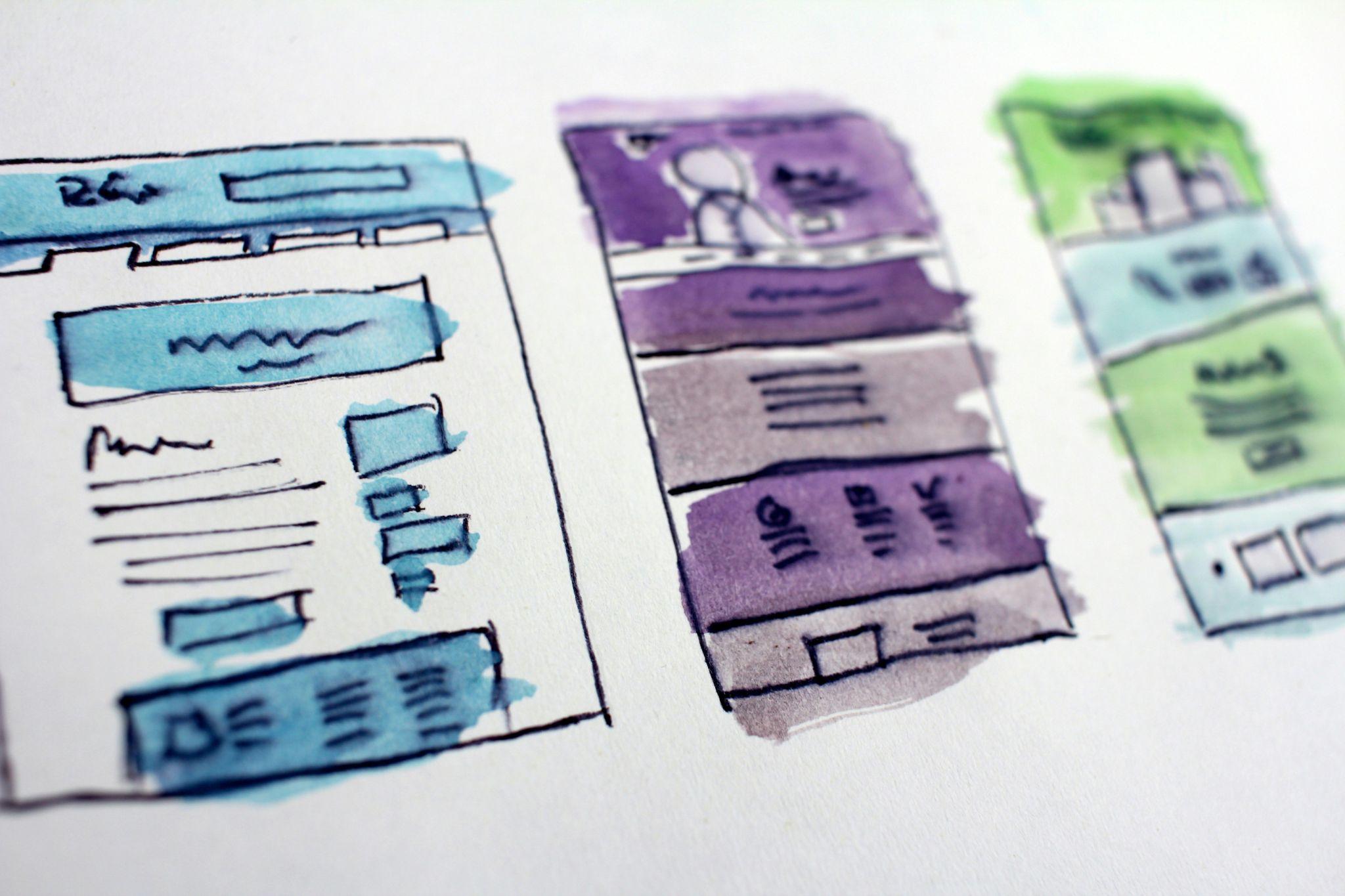
**3. UX Map**

* We’re looking for a hybrid of a persona / contextual user narrative and a wireframe / storyboard. That is, we’re looking for you to communicate both a) who might use your product and in what context and b) the core flows of your product.
* We couldn’t care less what tool you use as long as you use it effectively. Figma and pen and paper are all viable options.
* Thoughtful attention to detail is key. We want to see every detail considered, and we hope to see insights from your user research present themselves in the designs you share.
* We also hope to see you adhering to the idioms of your platform.
* Stay relatively low fidelity here—now’s not the time to emphasize pixel-perfect designs, logo work, or color schemes. Focus on structure, not style.
* Submit your UX map in this [Google Drive Folder](https://drive.google.com/drive/folders/0B2Mrbw6_FtFgTTdkVTBXSFVqczA?resourcekey=0-HGYvrxSTGcFAxt9PZ7ujsQ&usp=sharing)
  + Use the following naming convention: Project Name\_Deliverable Name

‼️ **Last Thing** ‼️

We need your team name and desired website URL. Simply visit and complete [this very brief form](https://forms.gle/76Ftgu58Pqw9PzgJ7) by Checkpoint 2 deadline.

**✅ Checkpoint 3**



Checkpoint 3

**Peer evaluation two** (two points, graded separately, due at end of checkpoint 3)

* [Click here](https://docs.google.com/forms/d/e/1FAIpQLSfffKaWb0j8sjeF4yVJyGRw7qjePb2XHmfn3SzNUY1P3CmbEg/viewform) to complete your peer evaluation
* If you do not complete peer evaluations for your peers, you will receive a zero (even if you receive outstanding reviews)

**Checkpoint Three Assignments** (10 points total / 2.5 points each)

**Rubric**Each of the four items below will be graded according to the following scale.

* **2.5 points:** Killed it / crushed it / etc. Truly exceptional work. Exceeded expectations.
* **2 points**: Solid work! You did a good job and should feel good.
* **1.5 points:** Not bad. A bit rough / weak in some key areas, but all the essentials are there.
* **1 point:** Not so hot. You turned in something resembling the assignment, but you should be worried.
* **.5 points:** Oof. You did…something. But barely.
* **0 points:** You didn’t turn in anything at all. Do better.

**0. Presentation**

* 3-5 minutes long
* Any combination of team members may present
* Slides are required, and their design will influence your grade
* You should be clearly rehearsed, and we’ll closely evaluate your presentation skills
* You should present your app’s visual design, give a live demo of your 1.0, and briefly show off your website beta
* Unless there’s a technical reason not to do so, demo on device, not on simulator
* For demoing your 1.0, use a user story/narrative to guide what and how you demo
* Whenever you show screenshots of your app/website, use device frames for your screenshots to ground the images.

**1. 1.0**

* A rough draft of your complete final project. Every screen / interaction / etc. that you anticipate including in your final build should be present in this build in as complete a form as possible.
  + From this point, the remainder of your project work for the semester should be focused on polishing what’s present in this build, not on adding features / missing elements.
* While your 1.0s will be evaluated during your presentation only, you must also post a copy of your 1.0 to your website to ensure you’re familiar with that process for your final build

**2. Visual Design Guide + Poster**

**VDG**

* Your visual design guide will live as a dedicated page on your project website
* At a minimum, this should include guidelines and reference files for your logo(s), typefaces, and brand colors, but could also include page templates, screenshots, motion graphics, etc.—essentially, everything related to the style of all components of your project
* Include easy download links for all visual assets in the guide.
* In addition to the style guide-like elements above, your guide should also include a concise discussion of why your team made the choices it did
* Be sure to include typographic scale (appropriate font sizes/weights for headers, subheads, body, etc., including as necessary variants for web/mobile/print, etc.)
* Include JPEG/PNG/vector (.eps/.ai) versions of your logos in relevant resolutions (hi-res, low-res, etc.)—make it easy for people who don’t know how to handle images to know which variant to use
* You will submit the VDG by uploading it to your website and can view work from previous semesters [here](https://projects.nmi.cool/2024/nmc/).

**Poster**

Submission:

* You will submit two poster versions: 1) 4K Portrait Orientation Version for Digital Marquee 2) Square Version for Social (see requirements below for specific resolutions)
* Posted to your website AND uploaded as a JPEG to this [Google Drive folder](https://drive.google.com/drive/folders/0B2Mrbw6_FtFgdEQ0ZDU3REtUOWM?resourcekey=0-ManKT83BloL719b466zysw&usp=sharing).

Requirements:

* NMI Logo (https://nmi.cool/styleguide)
* Team member names
* Project name
* Logo
* Semester and Year (Spring 2025)
* Resolutions:
  + 4K Portrait – 2160 x 3840 px
  + Square – 2160 x 2160 px
* A 100px safe zone/bleed area

[Good Examples](https://drive.google.com/drive/folders/1UUbHZVcX1G1aZD7XyM-rjTIvHVaWU6LV?usp=sharing'=) (but not necessarily right resolution)

Optional suggested print dimensions (for booths):

* 11x14in laminated on Gator Board at Kinko’s for about $10
* Cheap large prints w/Costco membership

**3. Website beta**

* A rough draft of your complete website, made using [the template](https://nmi.cool/capstone/wp-content/uploads/sites/5/2021/10/template.zip) from the [Project Website](https://nmi.cool/capstone/project-website/) page
* While not a requirement for the beta, be sure to focus on how your site looks on mobile—this is where the overwhelming share of usage is. You’ll likely need to write/modify media queries to accomplish this.
* To collaboratively work on your project website site, we recommend storing your site files in a shared OneDrive folder and then coordinating over Slack who’s working on what when (so that more than one person isn’t working on the site simultaneously). Then, only once your site is finished, should you bother with uploading it to the NMI server. (If your group’s comfortable with it, GitHub is of course an excellent option, too.)

**4. SLAM Promotion Material**

* Lastly, it’s time to start showing you off! Over the next month, our social team will be communicating your project and team with the world! In order to do this effectively, we need some info from you. Please complete the [SLAM Promotion Form](https://goo.gl/forms/9a8xyzT16SDbWYg82). Take your time with these answers. Each answer should be well thought out and articulated eloquently.
* Preview of form:
* Project Name
* Are you working with a client?
* If so…
* Client Name
* Client Point of Contact Name
* Client point of Contact Email
* Client URL
* Is this an Innovation District Client
* Members of your team
* Team Photo URL
* Website URL
* Logo URL
* Poster URL
* Project Description
* Target User
* Points of Interest (why would people be interested in your project?)
* Challenges
* Anything else you would like to mention
* Project Pitch
* Do you intend for your project to go live?
* Where will your project go live? (App Store, Google Play, etc)

**✅ Checkpoint 4**



Checkpoint 4

**Checkpoint Four Assignments** (10 points total / 2.5 points each)

**Rubric**Each of the four items below will be graded according to the following scale.

* **2.5 points:** Killed it / crushed it / etc. Truly exceptional work. Exceeded expectations.
* **2 points**: Solid work! You did a good job and should feel good.
* **1.5 points:** Not bad. A bit rough/weak in some key areas, but all the essentials are there.
* **1 point:** Not so hot. You turned in something resembling the assignment, but you should be worried.
* **.5 points:** Oof. You did…something. But barely.
* **0 points:** You didn’t turn in anything at all. Do better.

**0. Stage presentation beta**

* An engaging, general-audience-focused overview on the why, what, and how of your project
* You can be as direct or as creative in your presentation as you’d like
* Up to five minutes long
* Any combination of team members may present
* Slides should be polished and leverage a true presentation format (Keynote, Google Slides, etc.)
* Content, delivery, technical transitions, etc. should all be thoroughly rehearsed

**1. 1.1**

* If your 1.0 was a minimum viable product, it’s time to make your product a little less minimum and a little more viable
* Major bug fixes and aesthetic improvements, along with a small (2-4 items) handful of additional features should be your focus
* Again, post your project files to your website in a recreate-able format

**2. Launch / handoff / social deliverables**

* Get everything ready to actually launch or handoff your product (or at least pretend like you are ?)
* If you’re submitting to an App Store, prepare all necessary materials (App Store descriptions, screenshots, support pages, etc.) and coordinate with your mentor to begin this process. (If you’re submitting to the Apple App Store, [check out this guide](https://nmi.cool/capstone/preparing-for-the-app-store/) to get started.)
* If your project is client-based, create all necessary documentation to handoff the project to your client (if passwords/sensitive info need to be included in this doc, consult with your instructor about how best to share with client.)
* If neither of the above, prepare your choice of promo materials—a landing page, a Mailchimp campaign, brief social campaigns, etc.
* Collect all these efforts on your website

**3. Resume**

This one is easy. Each and every team member should have their polished resume uploaded to this [Google Drive Folder](https://drive.google.com/drive/folders/0B1_RNF7cJY7ofmlsUng2c21kcEpEN0twT3hXTGl0VWR6VmVwZVhrLTUwamVXQk1neWRibWc?resourcekey=0-n7Jw1OPLo2kjzQNNeHLdVw&usp=sharing).

**‼️ One More Important Task ‼️**

Just like we gather feedback from you at the end of the semester, we also like to hear from our clients! Go ahead and check out the [Capstone Client Feedback assignment](http://nmi.cool/capstone/client-feedback/). Don’t worry. It’ll only take a minute.

**🏆 Final Deliverables**

**📋 Operational Project**

Operational Project

*20 points*

The project toward which this entire class (and your entire New Media Certificate journey!) has been building.

**Submission:**

* Your project should be clearly linked to from your project website. In particular:
  + If your project is web-based, a link to the site will suffice.
  + If your project is a native app, a screen recording of the app functioning should be posted.
  + If your project is some sort of other experience (voice skill/VisionPro, etc.), include whatever medium you think best to show your project in action.
* Additionally, you must include all the files necessary to recreate the project. In particular:
  + If the project is a native app or something similar, you should upload a zip of all your project files to your project site and link to that.
  + If your project’s code lives primarily in a web editor (like an Alexa skill/Google Action), save as plain text files the code that lives on the web along with instructions for recreation and post those files as a .zip on your site.
  + If your project includes a key data set, an export of that data set must be included.

**Evaluation:**

As has been the case all semester, standards for your final project are high. To earn an A, your project must be truly outstanding in one or more ways. A very good project should earn an A- or B+, and a solid project should earn a B or B-.

Your attitude for the final project (as with everything else for the class) should be “How good can we make it?” not “What’s the least I need to do?”. In particular, we’ll pay attention to:

* Essential functionality: does the project successfully function as intended?
* Technical accomplishment: does the project have a particularly impressive technical feature?
* Visual/aesthetic design: is the project aesthetically pleasing?
* User experience design: does the project show empathy and consideration for its intended users?
* Polish: is the app well-finished, or does it contain many rough edges?

**🎭 Stage Presentation**

Stage Presentation

*5 Points*

An extremely engaging 5-minute presentation of your project to a lay audience.

**Key requirements:**

* Explain your client/technology/project to an audience that knows next to nothing about any of them
* Communicate emotion, not just knowledge. Your primary mission isn’t to tell the audience about your work. It’s to help them understand why they should care about/be interested in:
  + who your client is
  + the problem you were asked to solve
  + why the technology you’re working with is worth learning about
* Your presentation should ooze quality. It should be abundantly clear that you:
  + Sweated the details of your slides.
    - What does this look like? A lot of things: not just using stock templates (especially Google Slides), minimal text per slide, almost always one large image per slide (vs. multiple small images on a single slide), using modern devices for screenshots, etc., following your project’s style guide to a T., etc., etc., etc.
  + Rehearsed this thing within an inch of its life.
    - Specifically: engaging opening, smooth transitions, absolutely zero reading from slides, clear, defined ending, and absolute confidence in your technology (which includes having a backup plan for if your technology fails).

In terms of content, the only requirements are to explain and demonstrate your project. That’s it. The rest is completely up to you.

If you’re feeling stuck, paths taken by previous capstone groups include:

* A super-polished traditional tech keynote.
* Audience interaction (ask questions, ask them to imagine things, ask them to raise hands if they’ve…, etc.)
* Small bits of drama/comedy (if you have the chops to pull this off; if in doubt, err on the side of caution)
* Small bits of bespoke prerecorded video

**🎈 Booth Presentation + One-pager**

Booth Presentation + One-pager

*5 points*

# 💁 Booth presentation

**Purpose:**

To share your work, quickly, visually, and engagingly, with guests at SLAM. It’s about a fun, in-person experience of your project.

Everyone on your team needs to have your basic pitch down, know your area of expertise extremely well, know who to refer questions outside of your area of expertise to, and be prepared to handle the socially awkward moments that will inevitably arise when interacting with a large group of people.

**Grading rubric:**

5 – Excellent booth and preparation.

4 – Excellent booth or preparation.

3 – Solid booth and preparation.

2 – Solid booth or preparation.

1 – There’s a booth and some preparation.

**Photos of booths at previous SLAMs:**

[2016 Spring](https://www.flickr.com/photos/nmiuga/sets/72157668264162405)

[2015 Fall](https://www.flickr.com/photos/nmiuga/sets/72157662301842442)

📝 One-pager

**Submission:**

Posted on your website, and printed for SLAM (around 20 copies), AND uploaded as a JPEG in [this Google Drive folder](https://drive.google.com/drive/folders/0B2Mrbw6_FtFgaTZ5LXFkN213RW8?resourcekey=0-sMzNhqLoCVEEcra9EiwV0Q&usp=sharing).

Create a one-page handout, similar to handouts administered at trade shows, that you can provide to guests who visit your booth at SLAM. This handout should…

* Provide guests with information about your project in a creative fashion.
* Be well-designed for aesthetics and readability.
* Be printed on good quality paper/cardstock.
* Be creative—have fun!
* Be printed at whatever size you think best.

**📽️ Project Trailer**

Project Trailer

*5 points*

Create a 45-90 second video trailer for your project.

**A great movie trailer:**

* provides the audience with the essential details of what the movie will be about
* gets the audience excited to see the movie
* doesn’t give too much away
* entertains the audience

You should aim to accomplish the same goals, but for your app/website/etc. These trailers will be shown at SLAM before the guests visit your booths. Think about the knowledge and mindset you want them to have as they head to your booths and design your trailer accordingly.

**A few details/considerations:**

* This isn’t a film class, but we do expect a certain level of quality. Shots should be in focus and steady; audio should be clear. If you need help with technical issues, talk to us—we’re happy to help!
* You can use any mix you wish of live action, screen captures, animation, etc.
* Be sure that you have the rights to use any video, images, and audio that you did not directly create
* In terms of tone, feel free to choose what best matches your brand (polished/funny/uplifting /etc.), but be sure that your content’s appropriate for a general audience—we’ve had everyone from kids to grandparents attend SLAM.

**Submission:**

Upload your project trailer as a 1080p (or better) .mp4 file to this [Google Drive folder](https://drive.google.com/drive/folders/0B2Mrbw6_FtFgUTEyQzFyc3FuQXc?resourcekey=0-oKAbrci_5GVtN9mmNwQWbg&usp=sharing). You can also view previous semesters’ trailers in that folder.

**💻 Project Website**

Project Website

*5 points*

Your team’s website is your project’s canonical home—long after your semester ends, your project will live on in everlasting glory[[2]](#footnote-1) on the NMI server. Everything related to your project must be contained therein.

Things to think about:

* Your page’s first task is to present a clear, concise overview of your project.
* Be sure to discuss not only what your project is/does but also why it exists.
* All class assignments must be clearly and optimally presented on your page. (What does optimally mean? Embed your project trailer instead of linking to it; display a reasonably-sized thumbnail of your project poster and other visual assets that, when clicked on, link to a full-resolution version; etc.)
* Your page should be well-designed, both in terms of aesthetics and user experience
* Your page must be responsive, displaying well on everything from a 4-inch phone to a 27-inch iMac

You might want to link each team member’s image/bio to their LinkedIn page

**Submission:**

Your website must be on the NMI server at your assigned URL (ex.: projects.nmi.cool/yourproject).

[**Project template (download)**](https://nmi.cool/capstone/wp-content/uploads/sites/5/2021/10/template.zip)

**👏 Final Peer Evaluation**

Final Peer Evaluation

**Final peer evaluation** (three points)

* [Click here](https://forms.gle/XzB34BHZriXhRbyr6) to complete your peer evaluation
* If you do not complete peer evaluations for your peers, you will receive a zero (even if they give you outstanding reviews)

**🎉 Portfolio**

Portfolio

Throughout your academic journey, you’ve designed and developed many digital creations. As you are aware, your [NMI Portfolio](https://nmi.cool/portfolio/) is the mechanic in which you can showcase yourself along with all these fantastic feats. The time has come to submit your final portfolio. At this point, you should be familiar with the NMI Portfolio, but be sure to read over [the full assignment](https://docs.google.com/document/d/1_2A7HwH3zEJzVsUn4Sxj7SMoLT8P3J4hD6vm2UDjUAQ/edit?tab=t.0#heading=h.auelx5qa2cx7) to make sure all is addressed correctly.

**Submission:**

Submit the URL to your portfolio with [this Google Form](https://nmi.cool/dossier/).

**🔧 Administrative**

**🎈 Booth Setup Form**

Booth Setup Form

[Click here](https://docs.google.com/forms/d/e/1FAIpQLScDFl3xyVn_8ho3nKMPN5Z0RlZOaibWKcgcP2xMXm0IWX4YyA/viewform?c=0&w=1) to access the form.

**💼 Upload Your Resume**

Uploading Your Resume

1. Save your resume as a PDF.
2. Title it as firstname\_lastname. E.g. john\_doe.pdf
3. Upload the file to [THIS](https://drive.google.com/drive/folders/0B1_RNF7cJY7ofmlsUng2c21kcEpEN0twT3hXTGl0VWR6VmVwZVhrLTUwamVXQk1neWRibWc?resourcekey=0-n7Jw1OPLo2kjzQNNeHLdVw&usp=sharing) Google Drive folder.
   1. You will need to add the folder to your Google Drive in order to upload your file.

**🖥️ Domain Request Form**

Domain Request Form

Click here to access the [Domain Request Form](https://docs.google.com/forms/d/e/1FAIpQLSdWRcmFDMN9Gb5bvGQ05qqjCGg3luUdyYXKGUH2nYmffeXUgQ/viewform).

**✨ Project Social Form**

Project Social Form

Click here to access the [Project Social Form](https://docs.google.com/forms/d/e/1FAIpQLScHHs-YN6N4_vLeBHBzXHp9zCkshc6Eqksxa-n32U3YNG46Dg/viewform).

**🤩 Capstone Client Feedback**

Capstone Client Feedback

While gathering this feedback is extremely important, you are not graded on this evaluation.

**Submission:**

Send the message below to your client via email or Slack. That’s it!

**Purpose:**

If you are working with a client this semester, we need to hear their thoughts. In fact, the NMI is required to gather feedback for its annual assessment, but we won’t bore you with the details. All you need to know is this is really more of an evaluation on how we did as mentors/instructors, rather than quality checking you. Therefore, evaluations will not impact your grade in any form or fashion, so don’t worry. We’re just looking to see how we can improve the client experience going forward in future semesters.

**Message to Send:**

Hi [Insert Client Name],

Each semester, the New Media Institute sends out this Capstone Client Feedback form to all clients to gather feedback on their overall Capstone Client experience. Therefore, if you could take a few minutes to complete this form, and share your thoughts and feedback, it will drastically help the NMI to continue making things work better and better.

It is worth noting that ONLY the capstone instructors will see this feedback as they look to improve the Capstone experience going forward. In fact, we won’t even see the submitted information, so if there is any feedback or advice you wish to share with us, please let us know in addition to completing this form.

Thank you!

[Insert Team Name]

1. [↑](#footnote-ref-0)
2. Disclaimer: glory not guaranteed to be everlasting, offer invalid in Maine and Rhode Island. [↑](#footnote-ref-1)