

Graduation Project-Based Multi-platform Proposal

Dr. Ahmed, FATHI¹
AL. Maram, RAGAB²
TA. Sherif, RASHWAN³

ahmed.fathi@acu.edu.eg, sherif.mohamed@acu.edu.eg, sherif.moh.rashwan@gmail.com,
maramrelkhalifa@gmail.com, maram.khalifa@acu.edu.eg

1 General Overview

Fundamentally, the multi-platform acts as a central location for students to turn in, revise, and display their graduation projects, and for professors to offer guidance, criticism, and assessments. The platform promotes an atmosphere of openness, innovation, and academic responsibility by combining essential academic tasks into a single, easily accessible area. The platform is designed to be flexible, providing web and mobile access to guarantee user-friendliness and device availability. one of the most important aspects that such a platform offer is the **usage of our internal Mass Communication Labs with no initial cost at all.**

Important characteristics include: 1) User Roles and Permissions: Personalized access for administrators, instructors, and students. 2) Project Upload and Management: Well structured tools for submitting designs, documents, videos, and other project files. 3) Feedback and Review System: Organized avenues for evaluations, comments, and recommendations. 4) Progress Tracking: Tools based on timelines to assist students in managing milestones and deadlines 5) Collaboration Tools: chat, and file sharing for intra-team and professor-student communication. 6) Showcase Gallery: A curated public or private space where finalized projects can be viewed by peers or external stakeholders.

2 Background and Motivation

One of the main requirements for an Integrated Media graduation projects is the ability to design, create and manipulate a dedicated platform for their own projects, in which every group should use the CRUD Operations (Create, Read, Update, Delete) any media type on such a platform. It should include audiovisual material that can be previewed internally throughout the academic year or externally with the rest of the world for sharing and review.

Based on that vision, many features and unique points should prevail, such as, for example, the use of the Mass Communication Labs as a tool and a medium for collaboration between professor, TAs and students.

3 Platform Features

An Integrated Multi-platform should include the following aspects: 1) Each Professor should be able to handle the project plan for guidance and check-listing. 2) The project TA and Students are able to follow such a plan with feedback for each milestone and progress handling.

The platform allows students to work on their graduation projects over two consecutive academic semesters. In the first semester, they register for the course “Graduation Project Preparation”, during which they work under full academic supervision to develop the framework and research foundation for their project. In the second semester, students proceed with the “Graduation Project” course, where they complete the implementation and documentation of their work.

Students are required to choose a graduation project within the scope of their academic specialization—whether scientific, informational, or even recreational in nature—ensuring relevance and depth in their area of study. The group of students must agree collectively on the project topic. Each group must select at least one comprehensive project idea from a list of curated suggestions, and at least one must focus on creating content for digital platforms, especially social media platforms, where the project will ultimately be showcased in a rich media format.

4 Group Management

Group (1) 1. Documentary Film 2. Television Program 3. Radio Program 4. Podcast 5. Docu-drama 6. Radio Magazine.

This will be included in a dedicated section on the multi-platform structure with the hyperlinks and embedded video material, including raw material, first cut, and finished output.

Group (2) 1. Electronic website 2. Mobile application.

One of the main issues that relate to creating a website from scratch is the initial cost of hiring a developer with no standard theme involved and loss of coordination with the other departments. Another aspect of the issue is the same for mobile apps and the possible problems that arise from the process of wireframing a whole app from scratch. We proposed a whole so-

lution for that include using the dedicated servers in our labs to publish and serve for our accomplished students where they learn simple tools to create several screens that should be available on AppD (A total dedicated App Directory specifically created for that purpose)

Group (3) 1. Youtube 2. Instagram 3. Facebook 4. Tiktok 5. Threads 6. X.com

Each project should create one of the social media platforms above according to the project requirements with active hyperlinks from these platforms.

5 Expected Results and Impact

We should expect the following impact regarding the above process that includes the following: Higher Quality of Academic Work where Projects become more outcome-driven, structured, research-based, Improved version control and documentation at every stage of the development process, Improved Feedback Loops and Communication where professors are able to give prompt, well-organized, and measurable feedback. Also, Students maintain adherence to project due dates and academic standards with effective Project Administration.

A centralized platform lessens file dispersal, email chains, and confusion with real-time visibility and manageability are provided for tasks, milestones, and revisions. Projects Are Professionally Presented with multimedia-rich (websites, apps, videos, etc.) and prepared for public display. In order to replicate industry conditions, each group's project may be presented either publicly or semi-publicly. Knowledge Sharing and Academic Archiving and Finalized projects are added to a permanent, searchable university archive.

Students in the future can get ideas or knowledge from reviewing previous projects. **Promotion of Multidisciplinary Work where Students are able to incorporate all types of design and media.**

5.1 Broader Impacts

1. Closing the Distance Between Industry and Academics By the time they graduate, their portfolios look like they were created by professionals. **2. Companies and recruiters can use the platform to directly explore projects.** 3. Developing Media Production and Digital Literacy Skills 4. Students get hands-on experience with YouTube, podcasts, mobile apps, and other platforms. promotes innovation and creativity with the use of modern digital tools. 5. Improving the Institution's Image The university presents top-notch student work to stakeholders, employers, and the general public. based on student outputs, the ability to draw sponsors, grants, and partnerships. 6. Promoting an Innovative and Collaborative Culture promotes real-world problem-solving, project-based learning, and teamwork. fosters peer support and a sense of community between teachers and students.

6 Data policy

To ensure privacy, security, and ethical use of all data managed within the graduation project platform, this Data Policy outlines the core principles and practices regarding data collection, usage, storage, and sharing. The policy is designed to align with institutional standards, digital rights laws, and best practices in educational data management.

1. Information Gathering The following types of data are gathered by the platform: User data includes names, academic department, contact details, roles (student, professor, administrator), and university IDs. Project materials include research data, presentations, code files, text documents, videos, pictures, and final project media. Interaction logs include user activity timestamps, comments, feedback, and revision history. Usage Analytics: Data on platform usage (such as task completion rates, file uploads, and login frequency) that can be used to enhance user experience.

2. Use of Data Data will only be utilized for administrative, scholarly, and assessment purposes: to oversee the processes for graduation projects and keep an eye on students' progress. to help students and instructors collaborate and provide feedback. to create transcripts or reports and evaluate academic performance. to display a few chosen student projects for instructional or marketing purposes (with prior consent).

3. Ownership of Data and Intellectual Property Unless otherwise specified in writing, all graduation project materials submitted by students remain their intellectual property. Academic advice, reviews, and teaching materials are still the property of professors. For scholarly and non-commercial purposes, the organization may continue to have the non-exclusive right to archive and display project results.

4. Security and Storage of Data All information is safely kept on cloud servers that are either institutionally approved or run by the university. Roles and permissions govern access. Both at rest and during transmission (SSL/TLS), data is encrypted. Cybersecurity procedures are followed, and regular backups are kept up to date.

5. User Rights and Responsibilities Users have the right to access, update, or request deletion of their data (except academic records required for institutional purposes). Students are responsible for ensuring that their uploaded content respects copyright, ethical standards, and privacy regulations. Misuse of the platform or violation of the data policy may result in disciplinary action.

7 Platform Requirements

In order to create such a platform, a group of requirements should be met as follows:

7.1 Internet Domain Name

To ensure the platform's accessibility, professionalism, and credibility, it will operate under an officially registered Internet Domain Name affiliated with the academic institution (e.g.,

projects.universityname.edu or gradplatform.university.edu). This domain will serve as the central access point for all users, students, professors, and administrators—across web and mobile interfaces. The domain name will be secured with HTTPS encryption, managed by the institution's IT department, and integrated with institutional authentication systems (such as Single Sign-On or university emails).

Additionally, subdomains or dedicated URLs may be assigned for public project showcases, archives, or departmental portals. All content hosted under the domain will be governed by the platform's Data Policy, ensuring that the digital presence of student work is protected, ethically presented, and properly attributed.

7.2 Team Hierarchy and Personas

The various roles in a project group are represented by team personas. These roles aid in defining patterns of content contribution, platform user behavior, and responsibility distribution.

The Team Lead/Project Manager

Qualities: well-organized, communicative, and focused on deadlines Task coordination, meeting deadlines, and communicating with the supervisor are among the responsibilities. Platform requirements include file version control, group messaging, and a dashboard showing task progress.

The Analyst/Researcher

Qualities: inquisitive, meticulous, and methodical Data collection, theoretical framework preparation, and referencing scholarly sources are among the responsibilities. Platform requirements include citation assistance, a research repository, and document collaboration tools.

The Designer/Creative

Qualities: creative, user-focused, visual thinker Designing media, layouts, UX/UI, and visual components are among the duties. Platform requirements include design asset storage, preview support for images and videos, and media upload tools.

The technical lead or developer

Qualities: Reasonable, methodical, and adept at solving problems

7.3 Spiral Development Approach

7.4 Dedicated Hardware and Servers in Our Labs

For the Domain Name, It should be named according to the alignment meetings in the beginning and be appealing to what's expected from it. It also should be rented on a yearly-basis in the range of 10-14\$

8 Project Milestones

This is a huge project with several milestones that includes the following:

8.1 Structure Brainstorming and Alignment

In this phase, a set of recurrent meetings are required from all the involved team and stakeholders in order to get a good picture of what should be the appropriate design and structure of such a platform, keeping in mind that this stage is crucial for the whole project.

8.2 Management Team and Persona Selection

Multiple personas are required for such a platform to be managed correctly as follows : **1) Great Presenter and Communicator 2) Feedback Specialist and Collaborator 3) Artistic Personality with a keen eye on details 4) Full-stack Developer with Media Innovation Practices**

8.3 Time-frame and Spirals handling

One of the most important aspects of such a team is the ability to work in spirals, where each task should be iterative to an extent of the least possible viable solution that is easy to use and user-friendly enough to handle. In this process, a logical time-frame should be proposed by all the team members that is realistic and possibly manageable.