27 th of November 2020
Teachers: TGT, KW, KT, TFL, TBMH & LIH

Introduction

Imagine that you are a newly started consulting company, and you have just now won your first project. The project is to make an interactive teaching/science application about the sea (could be coral reefs, pollution, animals, etc). The project is initiated by the magazine "Illustreret Videnskab" (https://illvid.dk/) who wants to give their customers an online experience with their next issue of the magazine

They have inquired about:
• Interactive web application/site
• Infographics / visual data representation
• Graphics: Logos, infograhics

The application/site you are about to make may appeal to several user groups – it is your job to decide which user group you will aim for and argue how your project was created around your decisions.

This short introduction is not to be considered completely exhaustive. There are shortcomings just as in "the real world" outside the academy. Therefore: If you feel you need information or have doubts on any items or issues, clarifying these will be your responsibility.
In other words: If you need information - find it yourself.

We have chosen a fictional project for you this semester, because you have to focus on using and documenting theory, methods and tools acquired through this semester. This also means a high level of creativity when it comes to defining the goal and scope in this sea case.

Product requirements

Graphics: **at least two** digital productions
fx: Logo, infographics, etc

Report: 15 pages + 5 pages per group member excluding appendices.

Web: a responsive web site built with SASS (as a functional prototype) containing the following:

1. An informative webpage with navigation, subpages/Single Page application, image gallery, content tabs, etc.

2. Interactive infographic, animations, modal-box, etc.

3. The content of the web-page should reflect the wishes and needs of your chosen project path and user groups.

4. You must implement your own design and create a Responsive Web Design

5. Upload your website to a live server and remember to INCLUDE THE LINK in the report!!! + the gitHub link

6. You must use git in your workflow and GitHub to share files, etc

Suggested content outline and project structure:

Introduction
Planning
team contract, project plan, time table
(use Trello/Kanban flow, WBS and Gantt)
Research
SWOT + TOWS
Empathize
user research, segmentation, target group description, personas, user needs, journey map.
Define
scope the project requirements
Ideate
document the creative process, idea and concept description, design decisions and theory.
Prototype
produce and document graphic material/content/website (code)
Test
think aloud

ERHVERVS
AKADEMI
SYDVEST

Practical information

Info and changes on Moodle
Keep an eye on the project folder on Moodle, as the teachers may upload corrections, addendum's etc. during the project period.

Teachers
Consider the teachers as consultants, but remember to make an appointment. You can't expect everyone to be available at all times.

The application/site
It must be uploaded to your own web domain. and to gitHub

The report

It is very important that your report is clear and comprehensive.

Your work must be theoretically documented in the report, and you must make a conclusion and evaluate your work and the process.

The report must state which parts of the project each group member is responsible for.

The report should be consistent with the note 'Guidelines for Report Writing'.
Your report should be no more than 15 pages + 5 pages per group member excluding appendices. Keep in mind that we prefer quality over quantity regarding the written part of the project (the report). Use InDesign for layout.

The maximum number of pages is as follows:

- Groups of 3 persons: 25 pages + enclosures
- Groups of 4 persons: 30 pages + enclosures

Note that a page (a "standard page") contains 2400 keystrokes including spaces. You can have more pages if you have a light weight design.

A few words of advice:
1. Make sure you have addressed the core issues, goals and message for the productions.

2. Ensure that there is a clear coherence between product and report.

3. Ensure that you have made references to the literature you have used, and make sure that you sustain you design and communication decisions based on theory from the literature.

4. This project is open for interpretation and you need to specify the details and specify the scope yourself.

It is your responsibility to write a coherent report explaining and arguing your decisions within the core areas of the study program. Choose your theory, tools and models carefully and remember this selection should be based on the scope of your project.

The exam

It is an internal oral group exam
The exam proceeds as follows:

- 10 minutes group presentation

- 20 minutes group exam dialogues

- 10 minutes evaluation and feedback

The grade is individual per group member, but based on the the entirety of your project.
ie; your products, report, and exam presentation. The grade will be according to the 7-point grading scale.