

# STARTUP AGENCY Design & Coding

## Group Assignment

This assignment is worth 15%

## Assignment Description

Students in groups of 4 are responsible for designing a professional agency site (mobile, tablet and desktop) with an original logo & tagline.

The groups will also design and animate a video to promote the new startup advertising agency. The startup agency is owned by each group member, so every member has a say in the look and feel of the projects.

Stay consistent in the look of the logo through the website and video. Make all the required elements cohesive in the brand experience.

You will write your own content for each page as well. Come up with headings and body copy that match the tone of your newly created agency's brand.

## Assignment Requirements

### Logo Design & Tagline

Each group is responsible for designing an original logo and come up with a company tagline for their startup agency.

- Use Adobe Illustrator
- 2 to 3 colours
- 1 to 2 font types
- Submit the Illustrator file and a PDF of the logo & tagline
- Export the logo as an SVG for use in your web app

### Website Design

Each group is responsible for designing a responsive website that will be based on their own original web design. Each group needs to design a mobile, tablet and desktop version of the website, and also provide low fidelity wireframes for each design.

- Wireframes should be done with Adobe XD
- The site needs original copy written by the group
- Index, About/Team, Contact, Portfolio main page and 1 Portfolio Feature page needs to be designed
- The About/Team page needs to have original pictures of each group member on it. Stylized portrait shots. You are all part owners of the new startup agency – you all need to be seen on the About/Team page
- Add a control to see more bio information about each team member - responsibilities, interests, etc
- Submit your working files (XD) for the web design  
(do NOT include these in your Github repo!)
- Submit exported JPGs of the design as well
- Submit your wireframes in PDF format  
(do NOT include these in your Github repo!)

### Authoring

Create some custom functionality to show bio information for each team member (read more button, or a lightbox / popover, a slider etc). Your creative coding choices to implement this feature are entirely up to you.

However, you **MAY NOT** use jQuery or a 3rd party library. All code **MUST** be your own, and **MUST** be native JavaScript.

Create some custom video controls for your app. The controls should match the branding of your site; at a minimum, provide controls to toggle pause / play, rewind, and volume.

Your bio information should be stored in a JavaScript Object and be dynamically added to the page on some type of event (click, hover, etc). Each team member is responsible for adding their own bio information via Git workflow - a branch, push, pull request and merge.

Create a Readme doc with agency branding; find / use a readme template and add the appropriate information. This is an opportunity for you to establish your agency's personality - take advantage and do something interesting.

You can reference 1st year assignments to complete the requirements.

## Motion Design

Create a brand consistent video to promote the startup agency to show/tell what the agency does to a viewer. A script (length is up to you) will need to be created and submitted as well.

- Software is your choice - Adobe Premier, Adobe After Effects
- 20 to 30 second video length
- Video size for final render will be 1920 pixels wide by 1080 pixels high
- 16:9 Aspect Ratio, 30 fps
- Audio (stock audio or original score)
- Submit your video in .mp4 format with H.264 compression
- Submit your video's working file – After Effects or Premiere file, **DO NOT submit the assets**
- Submit the video script in PDF format.

## Grading

### Logo Design & Tagline (MMED-3038)

Overall Logo Design: 10 marks

Tagline: 5 marks

Following Requirements: 2.5 marks

### Website Design (MMED-3038)

Overall Web Design & Layout: 10 marks

About Us Original Pictures: 5

Original Writing throughout site: 5

Wireframes: 5 marks

Following Requirements: 2.5 marks

### Motion Design (MMED-1058)

Overall Design & Animation/Editing Style: 10 marks

Script: 2.5 marks

Following Requirements: 2.5 marks

**Total: 60 marks**

### Authoring (MMED-3039)

Github Workflow / Readme: /10

HTML5 markup (semantic tagging, doc outline, responsive build): /10

JavaScript Code (proper syntax, well-formed code with little or no redundancy, ES6 / Next features, no inline JavaScript): /15  
Project Submission: /5

**Total: 40 marks**

## Submission

Project must be submitted by midnight on **Wednesday, September 15**

### Authoring:

Submit a Github repo link to the dropbox. DO NOT include the files that have been marked for exclusion (see above) - web production files only please.

**DO NOT UPLOAD ZIPPED ARCHIVES TO YOUR REPO**

Zip all required files and upload to the appropriate FOL Submission Dropbox before the deadline. Late submissions will have 30% deducted from the final grade.

## Additional Information

Students are expected to hand in all assignments to the course instructor on the due date, and all assignments must be submitted in the format specified by the instructor (e.g., on FOL, in printed form, on a specific lab computer, etc.); assignments will not be accepted in any format other than that specified.

Late assignments will not be accepted, nor will make up test or assignments be permitted, without some valid evidence of some important event over which the student has no control (e.g., documented illness, death in the family). Missed tests or assignments, therefore, will receive a mark of zero. Late assignments and makeup tests will only be permitted following the submission of adequate documentation acceptable to the instructor (e.g., a doctor's note). Students are advised to notify the instructor prior to missing an assignment due date or a scheduled test. Immediately upon return from an illness/absence in which a test or assignment has been missed, the student is responsible for contacting the course instructor to discuss the problem. The instructor will make arrangements for any student deemed eligible. The alternative test/assignment will be of equal value to the one

missed with no grade penalty. The timeline and due dates will be determined by the course instructor.

At mid-term, any unsatisfactory results will be reported to the student.

This course may be revised by the professor with suitable notification to the students. Students are responsible for making arrangements to pick up missed handouts, assignments and course announcements from classmates.

Plagiarism (e.g., failure to acknowledge sources used, submitting another student's work under your name, or producing work for another student to submit) is a serious academic offence that shall result in appropriate penalties, to be determined at the discretion of the course professor in consultation with the chairperson of the Communication Arts division. The penalties shall range from failure of an assignment to possible failure of the course. Students shall not make the assumption that any provision will be made by the professor to permit the student to rewrite or redo failed assignments.