

FIP - FINAL INTEGRATED PROJECT

IDP Winter 2022 • NGO Campaign



The objective of this project is for teams of students to design, develop and pitch a professional marketing, advertising campaign and website for their Final Integrated Project's subject matter.

Teams and team member positions need to be submitted to all professors by the end of Week 1.

GETTING STARTED

Groups will choose 1 of 20 NGO organizations listed here:

<https://www.transparenthands.org/top-20-international-ngos-in-the-world/>

Each group will research their chosen NGO and what they do. Research past campaigns; research possible themes for a spring/summer themed promotion that

addresses that need.

As an example: for MSF (Médecins sans Frontières / Doctors Without Borders) you could create a campaign to raise awareness for the need for donated medical supplies.

Another example: for CERES, research what might be an appropriate campaign for renewables in the summer season – rebates on home improvement packages, philanthropic efforts in the business world centred around environmental issues, etc.

It's up to each group to define the parameters for a possible initiative for their chosen NGO.

TEAM REQUIREMENTS

Each team will consist of three (3) members. These team members will take on roles that pertain to Front-end and Back-end web development, Graphic Design and Motion Design.

The 'Project Manager' will be your teaching team.

PROJECT COMPONENTS

Promotional Micro-Website

Mobile First responsive website – use a library like Vue. You could also explore React, Svelte etc. Please do not purchase any URLs related to this project. This can be a single-page app that uses routes to swap content or a 2-page microsite (main page, call to action / signup page).

You'll also need to include a form of some kind that hits a PHP API to store user information. This could be an input for a mailing list, a signup page for users, etc. You can use basic PHP, or the framework we covered in class, whatever makes the most sense for your use case.

You'll need to build your frontend to accept and handle any errors and success states returned from this API (for example, incorrect username / passwords, invalid emails, etc.,

successful submissions / logins, etc.).

Social Media

Create content for - but not limited to - Facebook, Twitter, TikTok, Instagram, SnapChat and YouTube channel. Your content strategy on social platforms is meant to support your NGO initiative.

The uniqueness of each social channel can be used to run 'mini campaigns' and 'contests' within the team's overall NGO campaign. Review 'ALS Ice Bucket Challenge' – this is one of the most successful social media campaigns in history.

Please do not actually create these pages, but provide us with mock-ups and/or prototypes and show how these social media channels can be used to effectively communicate your NGO message.

Marketing & Advertising Solutions

Promotional materials that include but are not limited to: ads, brochures, billboards, contests, posters, videos, wordmark/logo etc. This is up to each group to utilize the best advertising mediums to promote their NGO messaging.

FIP HOURS

All working hours on the project can be used in your MMED-3048 timesheet and go towards internship hours.

Your group will be judged by a panel that includes your professors and by industry professionals when possible. **Your professors will be the only ones grading you.**

GRADING (This is an averaged grade across your courses)

Groups will be graded with a single grade for all group members. Team members who fail to complete tasks on-time will be asked to leave their groups and will receive a '0' in all classes for the integrated assignment.

- 30% of your final grade for all of your courses.

- Hours put in to the FIP can be used towards your Internship hours

MARK BREAKDOWN

Website: 30 marks

Social Media: 30 marks

Marketing & Advertising Solution(s): 30 marks

Presentation: 10 marks

Total mark: 100 marks

MILESTONES

The following are significant dates as of now. These dates could change; you will be given notice if they do.

Week 1: Project Introduction & Team Member Submission

The students will be introduced to the project and they will have a chance to ask initial questions. Groups are formed.

One person from each team will email all professors, letting them know all members' names and the roles each student is taking on by the **end of Week 1**. Failure to do so will result in a team penalty on the final grade.

Week 2: Git / Github and Readme

Repos and appropriate access / Readme files should be set up.

Shell files / project structure should be set up. All team members should have access / be contributing.

Week 4: Research & Planning Presentation/Meeting (Jan. 31st - Feb. 4th)

In the week 4 milestone each group will initiate ideas and concepts for all portions of their NGO Campaign to be reviewed by professors.

In this stage, teams need to make sure all elements of the project are covered – Website idea(s), Social Media ideas and Marketing & Advertising Solutions.

Website structure (NOT the finished app) should be complete in the repository with some initial commits / layout / functionality.

Requirements:

- Research/rationale must be collected and presented
- Online presentation tools can also be used (research your own)
- Present initial design work (sketches, logo/wordmark treatments, colours, typography, visuals etc),
- These are professional presentations. Prepare accordingly.

Please note - the further along your designs and concepts are, the better/more detailed your feedback will be.

Each group will create and present a **5 minute** presentation of their campaign ideas. This can be in a presentation software of choice – PowerPoint, Keynote, Google Slides etc.

Please provide a PDF of the presentation to each Professor before your presentation time.

GitHub link needs to be submitted on the presentation due date.

Week 7: Alpha Stage Presentation (Feb. 28th - Mar. 4th)

The ideas presented in the previous checkpoint are now taking more shape, the students are encouraged to complete as much as possible. At this stage of the project, team ideas and the campaign design direction need to be solidified. Things don't necessarily have to be fully functioning but they should be very close to completion.

Each group will create and present a **10 minute** presentation of their campaign ideas. This can be in a presentation software of choice – PowerPoint, Keynote, Google Slides etc.

Please provide a PDF of the presentation to each Professor before your presentation time.

Update your repo prior to your presentation.

Week 11: Beta Stage Presentation (Mar. 28th - Apr. 1st)

100% of everything is done and in working order.

Have all of your assets completed and ready to deploy; present your rationale, your creative vision, and your marketing strategy.

Tell the story of why and how you came up with your solution, and what makes it unique and effective.

Each group will create and present a **10 minute** presentation of their campaign ideas. This can be in a presentation software of choice – PowerPoint, Keynote, Google Slides etc. Please provide a PDF of the presentation to each Professor.

Please provide a PDF of the presentation to each Professor before your presentation time.

Update your repo prior to your presentation. .

TARGET AUDIENCE

- Ages 25 to 65

FOCAL AREAS FOR CAMPAIGNS POSSIBILITIES

- Association awareness
- Donation initiative
- Becoming a member/volunteer

SUBMISSION REQUIREMENTS & DUE DATE

Due dates for presentation are listed below. All time is in Eastern Standard Time (EST)

Week 4: Elevator 5 Minute Pitch – Friday, February 4th, 2022 by 9:00 a.m.

Week 7: Alpha Stage – Friday, March 4th, 2022 by 9:00 a.m.

Week 11: Beta Stage – Friday, April 1st, 2022 by 9:00 a.m.

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ADDITIONAL INFORMATION

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 offense that shall result in appropriate penalties, to be determined at the discretion of the course professor in consultation with the chairperson of the School of Digital and Performing Arts. 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.

Missed tests/exams will not be rescheduled without some valid evidence of some important event over which the student has no control (e.g., Court appearance, death in the family). Missed tests or exams, therefore, can receive a zero. The students are advised to notify the professor prior to missing the test.

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 Submission Dropbox, 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 make-up 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.

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.