**Final Project MMP 200**

The final project is a website that aims at solving the following problem:

**Problem**: Currently there is no one place online where prospective students can find information about design programs in CUNY. Interested prospective students have to search the website of each of the 11 CUNY senior colleges, and 7 CUNY community colleges.

The language used to label the programs can also pose an obstacle to finding the right program. There is no consistent labeling of design programs across the CUNY schools, and some programs names can be confusing. For example, what is the program ‘Computer Graphics and Imaging’ in Lehman College all about?

**Your solution:**A website that provides links to design programs in the different CUNY school and help prospective students sort them out.

**Client:**City University of New York.

**Deliverables:**

**Group/pair submission**

* Personas
* Scenarios

**Individual Submission**

* Style Tile
* Sitemap
* Final site

**First Stage: research and understand content**

* [Research design programs in CUNY](https://docs.google.com/spreadsheets/d/140L7Wd69ADK-erVnJbDAqRB9761SwgeeCX-jRJKv9N8/edit?usp=sharing). Sort them out based on different parameters that are important to target audience. Use the following categories:
  + Topics (some programs may be listed under more than one category):
    - Web design and technologies
    - Digital & graphic design
    - Computer graphics & Animation
    - Game design
    - Industrial design
  + Degrees:
    - Bachelor (all types- no need to differentiate between types)
    - Associate (all types- no need to differentiate between types)
  + Locations.
    - Manhattan
    - Brooklyn
    - Bronx

**Target Audience**

1. Describe **at least three** different target audience groups:
   1. High school graduates looking to study design in CUNY
   2. Community college graduates looking to continue their design studies in a 4-year CUNY school
   3. Adults looking to go back to school to gain skills that will enable then to advance their career.
2. For each, include the following information:
   1. Age range
   2. Gender
   3. Location
   4. Education
   5. Employment
   6. Income
   7. Ethnic background
   8. Marital status
   9. Computer literacy
   10. Interests
   11. Professional Aspirations

Use the information here: [A Profile of Undergraduates at CUNY Senior and Community Colleges: Fall 2014](http://cuny.edu/about/administration/offices/ira/ir/data-book/current/student/ug_student_profile_f14.pdf).

1. Next **construct**[**personas**](http://www.revitalk.com/mmp200/personas/) **and scenarios.**[Use this form.](http://www.revitalk.com/mmp200/wp-content/uploads/2015/11/persona-blank.doc)

**Sitemap**

1. Decide on how to organize the content, based on the ways to anticipate target audiences will be looking for the information.
2. **Draw a sitemap**.

**Build site**

The site should be built in Bootstrap. You will present it in class during Finals Week.

**Deadlines**

* **Personas and User Scenarios**: Tuesday November 29
* **Site map:** Thursday December 1
* **Style tile:** December 1
* **Prototype submitted and progress presentation:** Thursday December 8
* **Project completed and presented in class:** Tuesday December 20