

*Individual or Group of Two*

# MID TERM FINAL INTEGRATED PROJECT (FIP)

Brand Mashup/Re-Brand  
& Marketing Campaign

There will be a presentation for the mid term.

This assignment is worth varying weights for your courses in IDP.

MMED-1057 = 15%

MMED-1055 = 30%

MMED-3036 = 15%

MMED-3035 = 30%

MMED-1056 = 30%

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## Assignment Overview

The goal of this Mid Term (FIP) is for each student to work collaboratively (GROUPS OF TWO) or individually on the Final Integrated Project with specifically defined deliverables. These deliverables will be based on current industry standards and will also follow an industry-standard workflow.

At this point you are either working alone or with a partner for this project.

The nature of any work within the industry requires full collaboration within teams to generate the best and most effective results for their clients. This expectation will be no less applicable to you and your group partner.

The responsibility to achieve the best 'mash-up' brand style that you can, rests with your group. If you don't know something, research it!

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## Assignment Description

Each group/individual will be assigned two brands in MMED-3035 (D&I 2).

Design an entirely new brand from 'mashing' these two brands together. The brand you create will have a set of branded/advertising/marketing deliverables. See the '**Final Integrated Project - Summer 2020**' assignment brief on FOL for all the details pertaining to this project.

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## Group Personnel

EACH GROUP MUST BE COMPRISED OF **NO MORE THAN TWO MEMBERS**.

Your team should be comprised of members who can fulfill the following criteria for the successful completion of the FIP project:

- Time management and scheduling
- Meeting milestone deadlines and the final deliverable due date

- Creative thinkers and communicators
- 3D/Motion design artist
- Front-end web design / Development (HTML, CSS, JavaScript)
- General project management, maintenance and quality control throughout the FIP project lifespan

Each person has a responsibility to ensure that the project runs smoothly and that all deliverables are completed in their entirety and on time.

Each member of the group is required to work collaboratively on the following:

- writing HTML, CSS, JavaScript code.
- creating and/or update 3D models and/or animated features for video and website
- create layout and design work (XD, InVision, Illustrator, Photoshop, InDesign, etc.).

Have respect for the workflow process and for the efforts of your partner.

If there is an issue within a group it is **your responsibility** to manage or address any concerns as soon as they happen. You can communicate those concerns to the program coordinator (Justin Brunner) in an effort to mitigate any issues.

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## Assignment Requirements

Additional deliverables specific to each course will be provided on a class-by-class basis. Please attend class weekly and ask questions for greater clarity and understanding regarding the FIP.

The onus is on you and your group partner to understand what is being asked of you for this assignment. If anything is unclear do not hesitate to ask your instructor(s).

### **Course Specific Requirements:**

Each course will have specific deliverables for this assignment. If you have any further questions, please email your instructor.

Ask questions in class and/or by email!

## MMED-3035: Design and Image 2

**1 finished beer bottle vector label** (the new brand label for your 'mashed' product/brand). **This content will be delivered during Week 2.** The feedback for this content will occur during class on Week 4.

**1 Style Guide** for your new brand (mashup). **Brand document deliverables are taught during Week 3 'Week 3 - Brochure / Style Guides' on FOL.** Adobe InDesign CC will be used as the program for delivering this content. Examples of style guides/brand documents/brand guidelines will be posted to the 'FIP - Assignment Brief and Assets - Final and Mid Term' area of FOL.

This style guide needs to contain the following;

- Formatted to your finished size (example; 8.5" x 11").
- All the required pages of your finished style guide. This document can, and will likely be, a work in progress and could change by the time you submit it at the end of the term.
  1. Cover Page
  2. Table of Contents
  3. Brand Characteristics (2 to 3 paragraphs)
  4. Completed Logo Design
  5. Logo Clear Space
  6. Logo Sizes (.25", .5", 1" and 2")
  7. Colour Study – with brief descriptions/design rational
  8. Typographic Study – with brief descriptions/design rational
  9. Brand Environment Application of your choice; billboards, posters, bar advertisements, automobile or public transit advertisements, sides of buildings, t-shirts, beach towels, flags, phone case, etc.,)
  10. Closing/back Page

**\*\* You are NOT allowed to use any part of the Fanshawe Style Guide that we built in class, and as part of homework, for the FIP. Your style guide design MUST be an original idea that is specific to your new FIP brand.**

**1 Package Template** that you plan to use for your new brand (with some *design elements applied, logo, colours, typography, etc.,*). **Package Design will be taught during Week 5 'Week 5 - Packaging' on FOL.** We will be using Illustrator and a hand-drawn/paper/fold process for the delivery of this content. Package Design Template & Mock-Up Advertisement with product packaging. Flat template(s) with die-lines, fold lines, all printer marks with finished design/labeling applied MUST be submitted as PDF(s)

with your FIP submission. The design does not need to be completed. The design on the panels of the package only need to be started as a proof of concept for what the end result will look like. A folded mockup – digital or paper/cardstock – would be an *added bonus*.

**All working files (half size)** and saved to a legacy version (Adobe CC 2018) for all design work done to date. Create Outlines if using Illustrator.

### **MMED-1057: Motion Design 1**

Using methods taught in class, each group is required to create 5 promotional product pictures to help set the tone for the brand design. Ideally, these promo pictures will be exceptionally creative and will adhere to the brand specifications you have created for the product. The promo images can have text on them. These images can look like ads you would find in a magazine or on billboards. These images you create are going to be assets that you can use throughout the marketing campaign you are creating.

The bottle product for these pictures needs to be created using Cinema 4D. You are permitted to use multiple stock images to composite graphic embellishments to the background; however, your background must not consist of a single downloaded graphic. Use Adobe Photoshop and/or Adobe Illustrator to make any additional editorial enhancements to make the promo pictures really shine.

Promotional Picture Reference Examples:

<https://drive.google.com/drive/folders/1n3rTFQX9nzoH83SvoNUwfoAr4DsvJctL?usp=sharing>

#### **Promotional Product Pictures:**

Size: 8.5 inches wide x 11 inches high

Aspect ratio: portrait or landscape

Colour mode: cmyk

Resolution: 300 ppi/dpi

Format: .pdf

### **MMED-1055 : Authoring 2**

TBA ...

## MMED-1056 : Web Development 2

Each team is responsible for designing, coding and semantically tagging, a static/fixed width, 5 page, HTML5 website (using Flexbox). CSS3 must also be properly utilized throughout the site. Each team is also responsible for researching and implementing a CSS3 Animation.

Students are strongly encouraged to submit a fully completed design for their website, however placeholder content such as stock photos and roughed out design files are permitted.

The five (5) page website is to be based on the students own original layout (Not the templates provided last semester). Students are required to create the proper markup for the site and must make use of semantic tags. **The site must also include a contact or purchase form.**

### Research:

It is the responsibility of the student to research and use methods taught in class to complete the assignment. Your professor will not provide you with direct code, but will point you in the right direction with examples.

Please note that Transitions and Transforms are not Animations. Your code must make use of the CSS3 Animation Property:

[https://developer.mozilla.org/en-US/docs/Web/CSS/CSS\\_Animations](https://developer.mozilla.org/en-US/docs/Web/CSS/CSS_Animations)

Direct use of a tutorial is not permitted - line for line code will result in a 0. It is acceptable to use a tutorial and modify what you have learned. A link to the tutorial must be provided.

### One page scroll sites are NOT permitted.

Requirements:

- 5 Pages (Home, About, Products/Promotions, Advertisements, Contact/Purchase)
- Semantic tagging and Proper Document Outline
- Static/Fixed width site using flexbox
- Valid HTML5
- Valid CSS
- Browser Compatibility (FF, Chrome)

- Folder structure
- Layered working files
- Link to CSS file, Reset, JS file
- CSS Animation

## MMED-3036 : Digital Media Theory & Project Mgmt 2

### 1. The process to create wireframes, website designs and prototyping in Adobe XD

**will be taught from Week 1 to Week 3.**

Each team is required to create a low fidelity mobile and desktop website prototype in Adobe XD, using all the wireframes they have created for the pre-planning stage of their website design. The low fidelity prototype will aid in working out any 'kinks' in the functionality of the website.

Using the wireframes designed, students will prototype out their website to demonstrate the functionality of their desktop websites. Students will identify and explain in the provided Functionality Discover document any UX (User Experience), UI (User Interface) or general functionality issues they discovered and/or resolved during the prototyping process.

Students will also be required to make sure that every link that is on each wireframe page links somewhere. Meaning, if you have a link in your wireframe's text it needs to link to a 'default' page or somewhere else on the page.

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## Submission Contents

**Each instructor will have specific submission requirements for their course.**

It is very important that you do not include or omit anything from the submission of this assignment. If the following list of submission requirements is unclear, please make every effort to request and receive clarity on what you need for a successful submission for each IDP course.

**MMED-3035:**

**Design & Image 2** ← This is the naming convention you must use for my submission folder.

The following files need to be submitted to my folder.

**1 finished beer bottle label (vector)**

**1 Style Guide for your new brand mashup (pdf).**

1. Cover Page
2. Table of Contents
3. Brand Characteristics (2 to 3 paragraphs)
4. Completed Logo Design
5. Logo Clear Space
6. Logo Sizes (.25", .5", 1" and 2")
7. Colour Study – with brief descriptions/design rationale
8. Typographic Study – with brief descriptions/design rationale
9. Brand Environment Application of your choice; billboards, posters, bar advertisements, automobile or public transit advertisements, sides of buildings, t-shirts, beach towels, flags, phone case, etc.,)
10. Closing/back Page

**1 Package Template (beer case or holder)**

**All working files (half size)** and saved to a legacy version (Adobe CC 2018) for all design work done to date. Create Outlines if using Illustrator.

**MMED-3035:**

**Rubric**

The following grading criteria is being assessed based on the assignment requirements. If there are any questions or concerns with any part of the rubric or the requirements of the assignment, please email me or address these concerns in class.

**5 marks for the new branded label/logo (vector).**

- **3** marks will be based on the overall accuracy and detail of your vector artwork. Realism of the new branded label/logo.
- **1** mark for the outlined, legacy Illustrator file.
- **1** mark for the half size Photoshop working files. If you used XD for your website layout and design please just include artboards as PDF's. I do not need your XD working files.



**5 marks for the completed, static website**

– This grade will be determined on the overall aesthetic and design integrity of finished website, to include the following;

- Page to page consistency of design layout, alignment and design aesthetics.
- User Experience (button styling, header consistency, colouring) considerations.
- Style, alignment and consistency of the contact form.
- Uses of animations and/or transitions. (This might just be suggested at this point, no actual animations/transitions need to be completed for Design & Image II. These can be included as annotations and or similar type notes within the design files for your website).
- Overall interest of the website as a 'virtual advertisement' for the newly branded product.
- Imagery and 3D assets (do they look professional, realistic, and provide interest).

**5 marks for the finished style guide** (work in progress)

- **2** marks for the style guide which must include all sections outlined in the assignment document; 1-10. All pages need to be started but they are not required to be complete for the Mid Term).
- **2** marks for the style guide must have its own style and be uniquely branded to the new, mashed-up/amalgamated product of your two assigned brands.
- **1** mark for the file must be a pdf with printer marks included.

**5 marks total for the finished package and design** (template should be complete, design on template can be a work in progress)

- **3** marks for the complete flat package template completed entirely in Illustrator, with artwork applied to the appropriate panels.
- **1** mark for the overall design of the package must be consistent with the brand aesthetic that you have created for this product? The website and the packaging should be visually unified and consistently treated.
- **1** mark for all required die-lines, fold lines and any other potential packaging visuals (windows, die-cuts, embossing, gold foiling, etc,.) must be included.

**5 marks total for the FIP Deliverables**

- **1** mark for the successful, on-time delivery of the assignment by its due date.
- **1** mark for the proper naming convention of the submitted assignment as stipulated in the documentation.
- **1** mark for any zipped submission file under 200mb.

- **2** marks for the *quality* of photos and 3D work within the design files. Problem images include; Images that are stretched, squished, inappropriately sized, stylistically disjointed, etc.,.

### **5 marks for Presentation**

– The presentation grade is a cumulative, averaged grade from all IDP instructors.

- On time for designated presentation time.
- Professionalism of presentation (articulate, audible, detailed, affable, etc.,.)
- Website being presented is completed to the Mid Term expectations as outlined in the assignment document.
- All instructors submissions were on time and complete to their individual course expectations.
- Proper attire for a formal presentation.

**Total = 30**

**MMED-1057:**

### **Motion Design 1**

This is the naming convention you must use for my submission folder.

*Lastname\_firstinitial\_projectname e.g. (**Bennett\_J\_Kromendi\_J\_Midterm\_FIP**)*

These files need to be submitted for this assignment.

- Cinema 4D file saved with all assets (textures)
- 5 promotional product pictures in one PDF format

**MMED-1055:**

### **Authoring 2**

TBA ...

**MMED-3036:**

### **Digital Media Theory & Project Mgmt 2**

Groups are required to submit the following for the mid-term portion of their final integrated project.

- A shareable link of their low fidelity wireframe prototype created using Adobe XD
- The Adobe XD file

- The completed Functionality Discover document in PDF format

You are encouraged and expected to ask questions if anything is not clear with the assignment deliverables.

### Rubric

Following instructions: 5 marks

Functionality Discover document: 5 marks

Mobile & Desktop wireframes: 10 marks

Menu functionality: 5 marks

Overall prototype: 20 marks

Presentation: 5 marks

**Total: 50 marks**

MMED-1056:

### Web Development 1

The following files need to be submitted for this assignment.

- Link to Github repo: master branch with dev branches as required (don't delete branches).
- Secondary branches should be named appropriately IE dev.tvr.bio, dev.jb.bio
- Project Repo Contents:  
HTML pages, images folder, css folder, js folder, includes folder. You can include the assets folder, but leave it empty (.gitkeep or .keep file).

Submit the repo link and partner names via FOL dropbox. Upload a text file, with the repo link and leave the repo link in the comments as well.

- DO NOT submit actual files. They will be ignored.

LastName\_FirstName\_LastName\_FirstName\_MT-FIP.zip

### **ONLY THE MASTER BRANCH WILL BE GRADED!**

Late submissions or changes to the repo after the due date will penalized by 30%.

# Submission Deadlines for the FIP

**DUE DATE – Extended** (see the new extended due date below)

MMED-3036 (Digital Media Theory), MMED-3035 (Design) and MMED-1057 (Motion 1), MMED-1056 (Web), and MMED-1055 (Authoring).

Regular Dropbox:

**Week 6 (Tuesday, June 9, 2020) @ 5:00pm EST** (Eastern Time Zone) UTC - 5/GMT

**\*\*** Late Dropbox:

**Week 6 (Tuesday, June 9, 2020) @ 7:00pm EST** (Eastern Time Zone) UTC - 5/GMT  
(30% grade reduction for all FIP's submitted to this dropbox):

## **Method of Submission & File Type:**

FIP submission naming convention:

LastName\_FirstName\_LastName\_FirstName\_MT-FIP.zip — **no .rar files**

*\* Naming convention is a graded expectation of this assignment. Failure to adhere to the use of the proper naming convention, in any or all of your classes, will result in a reduction of grades for this assignment.*

## **FIP File Size:**

The final submission **cannot exceed 200mb**.

If you just submit course specific content you can reduce your file size submission for each class.

A 5% penalty will be levied against your group for every additional 50mb file size overage.

## **Grade Value for this assignment:**

1. Each group will receive one group grade for the Mid Term FIP.
2. Each member of the group will receive the same grade for the Mid Term FIP.
3. Presentations will be factored into your grade.
4. The grade earned for the Mid Term FIP will be an averaged grade across all of your integrated IDP courses.

# Mid Term Graded FIP Presentation

**You will be presenting your work during week 6.** A sheet will be provided to you with your day and time for the presentation. Please make sure that you are available during week 6 for the presentations. They will likely occur on Tuesday and Wednesday, 10am to 2pm. Thursday might need to be added depending on the time needed for the presentations.

The presentation will be conducted using Bongo on FOL, or other conference software. A link will be provided to you prior to week 6.

These presentations will be an opportunity to provide feedback about your FIP. Not only are they a graded feature of the Mid Term Project it will also be an opportunity to provide invaluable feedback for the project moving forward.

## Mid Term FIP Grade Total =

MMED-1057 = 15%

MMED-1055 = 30%

MMED-3036 = 15%

MMED-3035 = 30%

MMED-1056 = 30%

### 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 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.

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, 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.

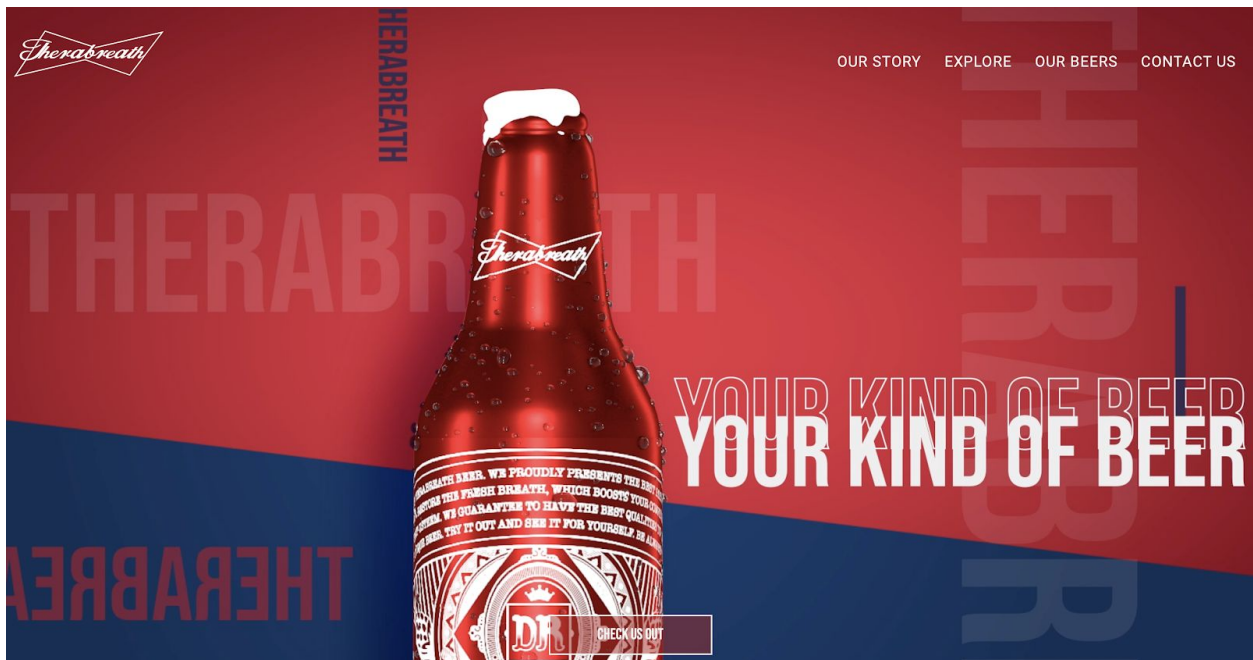
At mid-term, any unsatisfactory results will be reported to the student.

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.

## Student Examples:

**Example #1:** *Budweiser (beer) and Thera Breath (mouth freshner/rinse)*





**Example #2:** Red Stripe (beer) and Tucks (Cooling Cleansing Pads)





*Tucks*

COOLING BEER  
WITH WITCH HAZEL



