

*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-3036 = 15%

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## Assignment Requirements

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-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**

# Submission Deadlines for the FIP

## DUE DATE

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

Regular Dropbox:

**Week 6 (Sunday, June 7, 2020) @ 5:00pm EST** (Eastern Time Zone) UTC - 5/GMT

**\*\* Late Dropbox:**

**Week 6 (Monday, June 7, 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.*

## 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-3036 = 15%

## 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)*



DOCTOR. HAROLD KATZ.

*Therabreath*



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





