Individual *or* Group of Two

MID TERM
FINAL INTEGRATED PROJECT (FIP)
Brand Mashup/Re-Brand
& Marketing Campaign

There will be **no presentation for the mid term**.

Your midterm grade will be averaged across all of your IDP courses.

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

MMED-1057 = 15%
MMED-1055 = 15%
MMED-3036 = 15%
MMED-3035 = 25%
MMED-1056 = 30%

Document Contents

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7. **Additional Information** – Policies (plagiarism, late, penalties, etc,.)
8. **Student Examples** – Two separate student exemplars of the FIP

Assignment Overview

The goal of this Final Integrated Project (FIP) is for each student to work individually or collaboratively (GROUPS OF TWO) on specifically defined deliverables. These deliverables will be based on current industry standards and workflow expectations.

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 most optimal brand style for your brand mash-up rests with your group. *If you don't know something, research it!*

Assignment Description

Two brands will be assigned to each group/individual in the MMED-3035 (D&I 2) course.

An entirely new brand must be created by 'mashing' two brands together. The brand you create will have a set of branded/advertising/marketing deliverables. See the section **'FINAL INTEGRATED PROJECT (FIP) – Brand Mashup/Re-Brand & Marketing Campaign',** assignment brief within this document for all the details pertaining to this project.

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
- creating and/or update 3D models and/or animated features for video and website
- create layout and design work (XD, InVison, Illustrator, Photoshop, InDesign, etc,).

Have respect, consideration and understanding 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 course instructors and/or program coordinator (Justin Brunner) in an effort to mitigate any issues.

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 (Mid Term and Final).

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 and/or ask in class.

MMED-3035: **Design and Image 2**

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

1 Style Guide (pdf) 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. There are also many examples available online for almost any brand in existence.

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 for the final submission.

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, examples; 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 (pdf) 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 files submitted for MMED-3035 (Design & Image II) MUST be in PDF format.

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: .jpg

MMED-1055 : **Authoring 2**

Create some UI on the products / promotions page that can be used to load relevant information from an array. Think about interactivity, microinteractions / transactions, user experience, etc.

Your team can use a combination of advertisements or promotions and product features. Create an interactive graphic / icon for each (create at least 3) and load content onto the page when the user requests that information. Consider scalability and responsive design considerations for your graphics, and choose your format(s) accordingly.

As an example, consider a "2 for 1" promo. Create a "Click for promo details" button or graphic; clicking on that graphic should retrieve the content for that promo from an array and add or replace existing content on the page.

Alternatively, create "hot spots" on your product images and reveal exciting information about a given feature on a click. As an example, you could reveal information about the health benefits of beer-scented baby wipes using a clickable graphic overlaid on your product image.

Store the text information for each feature or promo in an array in your JavaScript file. Develop a way to retrieve that information on a user interaction (a hover, a click) and show it somewhere on the page. You can use a lightbox, a popover, a "see more" link… the UI choices are entirely up to you.

All of your JavaScript code should be your own. You are free to re-use any assets from the Authoring class files. If you would like to use a JavaScript library for animation please ask first.

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

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.

Submission Contents

Each instructor will have specific submission requirements for their course.
If the following list of submission requirements is unclear, please make every effort to request and receive clarity on what you need in order to achieve a successful submission.

MMED-3035:
Design & Image 2 ← This is the naming convention you must use for my submission folder.

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LastName_FirstName_MT-FIP
*e.g. (**Smith_John_King_Sally_MidTerm_MT-FIP**)*
-or-
LastName_FirstName_LastName_FirstName_MT-FIP
*e.g. (**Smith_John_MT-FIP**)*

The following files need to be submitted to my folder as pdf's.

1 finished beer bottle label (pdf)

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 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

1 Package Template (beer case or holder) as a pdf

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 or address concerns in class.

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

- **4** marks will be based on the overall accuracy and detail of your vector artwork. Realism of the new branded label/logo.
- **1** successful delivery in pdf format.

5 marks for the completed, static, local 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 and interactive advertisement' for the newly branded product.
- Imagery and 3D assets (do they look professional, realistic, provide interest, etc,.).

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

- **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.

10 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.
- **5** 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.
- **2** 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.
- **3** 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,.

    Total = 30

MMED-1057:
Motion Design 1

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

LastName_FirstName_MT-FIP
*e.g. (**Smith_John_King_Sally_MidTerm_MT-FIP**)*
-or-
LastName_FirstName_LastName_FirstName_MT-FIP
*e.g. (**Smith_John_MT-FIP**)*

These files need to be submitted for this assignment.

- Cinema 4D file saved with all assets (textures)
- 5 promotional product pictures in JPG format
- Inspiration folder with sample work that inspired your creation

MMED-1055:
Authoring 2

You must follow best practices as outlined in class (Git, Github, branching, pull requests etc).

Include a well-written readme with EVERY submission, including this one.

See below for submission requirements

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: 25 marks
Total: 50 marks

MMED-1055 / MMED-1056:
Authoring 2 / 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:
  Readme file with appropriate content / sections
  HTML pages, images folder, css folder, js folder, includes folder. You can include the assets folder, but do not include large design files.

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 project files directly to FOL. Do not submit raw asset/design files to your repo. 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 Mid Term FIP

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, February 14, 2021) @ 5:00pm EST (Eastern Time Zone) UTC - 5/GMT

** Late Dropbox:
Week 6 (Sunday, February 14, 2021) @ 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. The grade earned for the Mid Term FIP will be an averaged grade across all of your integrated IDP courses.

Mid Term FIP Grade Total =

MMED-1057 = 15%

MMED-1055 = 15%

MMED-3036 = 15%

MMED-3035 = 25%

MMED-1056 = 30%

Individual or Group of Two

FINAL INTEGRATED PROJECT (FIP) –
Brand Mashup/Re-Brand & Marketing Campaign

This assignment is worth 30% for all courses in IDP

Document Contents

1. **Assignment Overview** – Goal of the assignment
2. **Assignment Description** – Breakdown of the assignment
3. **Assignment Scenario Examples** – Two separate brand mashup choices
4. **Group Personnel** – Individual or group
5. **Assignment Requirements** – General and course specific requirements
6. **Submission Contents** – Course specific deliverables
7. **Submission Deadlines** – Due date(s) and submission requirements
8. **Additional Information** – Policies (plagiarism, late, penalties, etc,.)
9. **Student Examples** – Exemplars of the FIP from the previous year (*these design examples are from a slightly different and alternate set of assignment requirements. This is done in an effort to keep the assignment fresh and differentiated from the previous term*).

Assignment Overview

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

You are responsible for choosing your own group member if you choose to work with someone 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! This is why you have written two research papers for MMED-3035.

Assignment Description

Each group/individual will be assigned two brands in MMED-3035.

Design an entirely new brand from 'mashing' these two brands together. The brand you create will have a set of branded/advertising/marketing deliverables. These will include the following:

1. A **fully functional responsive website with dynamic content**

2. All **promotional video content and 3D artwork/design assets**

3. A **brand document (PDF)**

4. All **original photography, artwork and graphic design assets**

5. An **infographic commercial (.mp4)**

6. A **mock-up of the packaging and package template (PDF)**

Mash-up Example;
The two brand examples will be '***Red Stripe***' and '**Tucks**'.

Your Task:

Create a marketing campaign that combines both brands into a new, branded product. Two example scenarios are presented below in the 'Assignment Examples'. Discussions will be ongoing in class throughout the term.

You may use some written content from the websites of both products (eg., *Red Stripe* and *Tucks*) to augment your website and promotional materials. Use creative writing and editing to provide a coherent brand position for your new brand redesign.

The development and delivery of this "*new brand*" will be the result of the creative output generated by your group for this assignment.

Whichever scenario you choose the end result will always be displayed on and/or as a part of a 3D bottle. Both scenarios require that you place your '*new brand*' on a bottle.

Assignment Scenario Examples (two different scenarios)

Scenario One(1)

> *The beer name and label information from the first product (ex.**Red Stripe***) to be* **replaced** *by the name and text elements of your second product (ex.**Tucks***). The overall style/branding will be that of 'Red Stripe' beer but will communicate* '***Tucks***'*. information/text.*

Product #1 (Example; *Red Stripe*)
Beer Branding – Red Stripe
Beer flavours – pale lager, lager, pilsner, wheat beer, ale, dark ale, porter, stout, imperial stout, IPA, APA, lite, etc,

What to use:
- Red Stripe beer bottle(s)
- Specific style features of the brand; colour, typography, patterns, styling, gradients, style features, etc). Use your own discretion for what features to use. In the end, will someone see both brands equally in your rebranded identity for this product?

Product #2 (Example; *Tucks*)
Product Branding – Tucks
Product Sub-Brand, tagline, utility – Medicated Pads
What to use:

- The name and text/copy from brand and sub-brand of Tucks.
- Product (parent brand name and usage) The *Tucks* name will go on the *Red Stripe* bottle and will use all(most) the '*Red Stripe*' branding).
- Product sub brand name and text eg.) – '*Tucks*' will also be included on the bottle using the '*Red Stripe*' styling.
- Some minor style features from Product #2 (*Tucks*) can be used for your label if needed, but used sparingly as not to confuse the parent brand - 'Red Stripe'.

Product #3 (your new, final re-branded product for the FIP)
What to achieve:

- Use the name of **Product #2** (*Tucks*).
- Apply it to the unique bottle and label of **Product #1** (*Red Stripe*) using Red Stripe's branded typographic styling and associated brand identity features (fills, strokes, bevels, textures, highlight, offsets, drop shadows, shadowing, patterns, etc).
- You should use the colour and some subtle styling from **Product #2** (*Tucks*) to apply to the labelling of **Product #1** (*Red Stripe*).
- Use what you can from the beer label text/copy from **Product #2** (*Tucks*) on the new beer label for your beer bottle. This should be placed and sized to the original beer label configuration and layout.
- You will need to use Illustrator / other applications to recreate the label of **Product #1** (*Tucks*) in the style of **Product #2** (*Red Stripe*).
- Use your *discretion* when trying to strike a balance between both brands in order to communicate them visually in your new **Product #3** brand amalgam/mash-up.

Scenario Two(2)

*The beer name and label information (ex.**Budweiser**) to be styled in the brand identity features of your second product (ex.**TheraBreath**).*
*The overall style/branding will be that of '**TheraBreath**' but will communicate '**Budweiser**' information/text.*

Product #1 (Example; **Budweiser**)
Beer Branding – Budweiser
Beer flavours – pale lager, lager, pilsner, wheat beer, ale, dark ale, porter, stout, imperial stout, IPA, APA, lite, etc,

What to use:

- Bottle(s)

- The name of **Product #1** (*Budweiser*) and the label copy (volume, alcohol volume, manufacture information, ingredients, alcohol warnings, etc,).

Product #2 (Example; **TheraBreath**)
Product Branding – TheraBreath
Product Sub-Brand – Fresh Breath/Oral Rinse

What to use:

- Use the styling of **Product #2** *TheraBreath* (fills, strokes, bevels, textures, highlight, offsets, drop shadows, shadowing, paternes, etc,) to rework the **Product #1** (Budweiser) name and all other label contents (volume, alcohol volume, manufacture information, ingredients, alcohol warnings, etc,).
- **Product #2** (*TheraBreath*) will be the dominant brand style for the text element used for the new beer label.
- Use your discretion for your design choices. In the end, will someone see both brands equally in your rebranded identity for this product?

Product #3 (your new, final re-branded product for the FIP)
What to achieve:

- The new beer label will have a distinctive '*TheraBreath*' brand styling/appearance but will read Budweiser and contain all the original *Budweiser* label information.
- Use your discretion when striking a balance between both brands in order to communicate both of them visually in your new **Product #3** brand amalgam.
- You will need to use Illustrator (and any other applications) to recreate the label of **Product #2** (*TheraBreath - Fresh Breath/Oral Rinse*) with the name of **Product #1**(*Budweiser*).

Group Personnel

EACH GROUP MUST BE COMPRISED OF **NO MORE THAN TWO MEMBERS**.
You are welcome to work with someone from the other section. You are also welcome to work alone – the workload and project deliverables are achievable for a single person.

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, InVison, 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.

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).

- The bottles you choose to build using 3D will have significance because their very shape, colour and style may help to reflect your brand identity features of your chosen product.
- 3D models of bottles are a required component of this assignment.

- All photographs and/or assets used for any and all visualizations **MUST** be taken by the group. - **Some allowances will be made.** *Please address any questions/concerns toward your MMED-1057 instructor for specific information pertaining to the use of stock imagery/assets for your FIP.*
- The label design(s) and label/logo design(s) for this new brand **MUST** be generated using Illustrator, as this would be the industry standard process. All Illustrator artwork **MUST** be submitted as Outlined Artwork, CMYK and saved as Legacy Illustrator versions prior to CC2017.
- Each video/animated piece submitted **MUST** be less than 100mb.
- All photography needs to be optimized and sized to the final display area it will occupy within the website, video or package design piece.

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!

MMED-3035: **Design and Image 2**

1. The process for delivering the following content will be taught from Week 1 to Week 5. All working design files need to be submitted – .ai (saved as CC-2018 or earlier), .psd. xd (with .pdf copies). Indd (with .pdf copies). These files can be half size iterations of your full scale design files. (see video on FOL '*FIP – Working Files and Assignment Resources*') for 'how to instruction' on this process.

2. Brand document deliverables are taught during Week 3 '*Week 3 - Brochure / Style Guides' on FOL. Adobe InDesign CC is the preferred 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.

Brand document (.pdf) must include:

      I.   Cover Page
     II.   Table of Contents
    III.   Brand Characteristics (2 to 3 paragraphs)
    IV.   Completed Logo Design
     V.   Logo Clear Space
    VI.   Logo Sizes (.25", .5", 1" and 2")
   VII.   Colour Study – with brief descriptions/design rational
  VIII.   Typographic Study – with brief descriptions/design rational

IX.   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,.)

X.   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.***

3. 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, vector 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.

4. The complete and final website design and layout. This will be the working design file(s) of your finished website, in whatever program you have chosen to use for the design process for the FIP.

- **Photoshop** files MUST be saved at half size(s).
- **Illustrator** files MUST be saved as Legacy version CC17.
- **XD** can be the same files you submit to 'MMED-3036-Digital Media Theory & Project Mgmt 2'.
- **Regardless of what program you have used to design your website** with a complete, single document **PDF MUST be submitted** with your work. This is required so that if there is an issue opening any of your working files I still will have a file from which to grade.

MMED-1057: **Motion Design 1**

Building upon techniques taught in class throughout the semester, students will submit a final infomercial video and 5 promotional product pictures to promote their new brand.

The final infomercial video needs to **describe/show key elements of the new brand**, making it as impactful as possible to the viewer. Use **text call-outs** to unique portions of the brand as the video plays along to keep the viewer engaged with the product. For example, a rotating bottle will not be good enough - this video needs to excite the viewer and keep their attention.

Explore different camera angles in different scenes for the video. Then cut the scenes together to tell a visual story. All 3D models and textures need to be created by you. All

final video editing needs to be completed in Adobe After Effects.

The final animation must be 15 seconds in length. **No exceptions**.

Promotional Picture Reference Examples:
https://drive.google.com/drive/folders/1n3rTFQX9nzoH83SvoNUwfoAr4DsvJctL?usp=sharing

Infomercial Render Settings:
Size: 1920 pixel width x 1080 pixel height
Film Aspect ratio: 16:9
Pixel Aspect ratio: Square
Frame rate: 30 fps
Frame Range: From 0 To 450
Music: yes (stock audio or original score only)
Format: .mp4

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: .jpg

MMED-1055 : **Authoring 2**

Create some UI on the products / promotions page that can be used to load relevant information from an array. Think about interactivity, microinteractions / transactions, user experience, etc.

Your team can use a combination of advertisements or promotions and product features. Create an interactive graphic / icon for each (create at least 3) and load content onto the page when the user requests that information. Consider scalability and responsive design considerations for your graphics, and choose your format(s) accordingly.

As an example, consider a "2 for 1" promo. Create a "Click for promo details" button or graphic; clicking on that graphic should retrieve the content for that promo from an array and add or replace existing content on the page.

Alternatively, create "hot spots" on your product images and reveal exciting information about a given feature on a click. As an example, you could reveal information about the health benefits of beer-scented baby wipes using a clickable graphic overlaid on your product image.

Store the text information for each feature or promo in an array in your JavaScript file. Develop a way to retrieve that information on a user interaction (a hover, a click) and show it somewhere on the page. You can use a lightbox, a popover, a "see more" link… the UI choices are entirely up to you.

All of your JavaScript code should be your own. You are free to re-use any assets from the Authoring class files. If you would like to use a JavaScript library for animation please ask first.

LEVEL UP:

Key your promotional material to your videos. Add layovers to your video using HTML, CSS and JavaScript and load your promo content on a click.

For reference, see this link (you'll have to try a couple of the player positions) :
https://dsg-baseball.surge.sh/

MMED-1056 : **Web Development 2**

Each team is responsible for designing, coding and semantically tagging a responsive HTML5 website (using Flexbox and or CSS Grid) to market their new brand. The site must be 5 pages (including a page for contact information / where they could purchase your new product).

One page scroll sites are NOT permitted.

Requirements:

- 5 Pages (Home, About, Products/Promotions, Advertisements, Contact/Purchase)
- Semantic tagging and Proper Document Outline
- Responsive design from mobile to desktop
- Valid HTML5
- Valid CSS
- Browser Compatibility
- Folder structure

- Layered working files

Projects must be submitted at the end of Week 13 (more info will be provided).

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

Each team will be responsible for creating a Low Fidelity Prototype for Mid-Term and a High Fidelity Prototype for the final FIP submission using desktop and mobile designs.

1. The process to create wireframes, website designs and prototyping in Adobe XD will be taught from Week 1 to Week 3.

FIP Mid-Term: Low Fidelity Prototype

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.

FIP: High Fidelity Prototype

Each team is required to create a high fidelity mobile and desktop website prototype in Adobe XD, using the groups static website design and layout.

- This prototype will be created in Adobe XD.
- The prototype's functionality will be as close as possible to the final coded website.

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, as a separate submission from your other IDP courses.

- PDF - Completed vector labels and logo(s).
- PDF for the mock-up of the packaging (packaging templates are allowed)
- PDF of website page designs (XD's, PSD's, AI's, etc, saved as pdf).
- PDF of all other design files specific to the development of your project.
- Final, complete website folder (working, local website downloaded from GitHub)

  * **No files for any other course should be included in the submission for Design & Image 2. No GitHub links. No Motion Design or 3D files or videos. No photography or video apart from the contents of your website images folder.**

MMED-1057:
Motion Design 1

These files need to be submitted for this assignment.

- Cinema 4D file(s) and tex folder
- After Effects file(s) (Do not include your video assets)
- 1 rendered infomercial video in .mp4 format
- 5 promotional product pictures in one PDF format

MMED-1055:
Authoring 2

These files need to be submitted for this assignment:

- Github repo link with a well-written Readme doc - correct folder structure and naming convention (LastName_FirstInital_ProjectName)

● Google Drive roadmap document with synopsis, dev steps, considerations etc

Please **DO NOT** submit design files or video working files - web ready assets only.

MMED-3036:
Digital Media Theory & Project Mgmt 2

These files need to be submitted for this assignment:

FIP Mid-Term: Low Fidelity Prototype

• 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

FIP: High Fidelity Prototype
• A shareable link of their high fidelity prototype created using Adobe XD
• The Adobe XD file

In the comments section of the assigned FOL's Submission dropbox, submit two shareable links (mobile and desktop) from Adobe XD for each prototype on the due date required. Also, upload your Adobe XD file(s) to the FOL's Submission Dropbox.

MMED-1056:
Web Development 1

These 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.
● Submit the repo link and partner names via FOL dropbox - DO NOT submit project
  files directly to FOL. Do not submit raw asset/design files to your repo. They will be
  ignored.
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

PART 1

MMED-3036 (**Digital Media Theory**), MMED-3035 (**Design**) and MMED-1057 (**Motion Design 1**)

Regular Dropbox:
Week 12 (Sunday, April 4th 2021) @ 5pm EST (Eastern Time Zone) UTC - 5/GMT

**Late Dropbox:
Week 12 (Sunday, April 4th 2021) @ 7pm EST (Eastern Time Zone) UTC - 5/GMT
(30% grade reduction for all FIP's submitted to this dropbox):

PART 2

MMED-1056 (**Web**) and MMED-1055 (**Authoring**)

Regular Dropbox:
Week 13 (Sunday, April 11th 2021) @ 5pm EST (Eastern Time Zone) UTC - 5/GMT

**Late Dropbox:
Week 13 (Sunday, April 11th 2021) @ 7pm 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_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 300mb**.
If you just submit course specific content you can reduce your file size by following class submission requirements.

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

Grade Value for this assignment:

1. Each group will receive one group grade for the FIP.
2. Each member of the group will receive the same grade for the FIP.
3. The total grade value will be out of 30%.
4. The grade earned for the FIP will be the same across all of your integrated IDP courses.

FIP Grade Total = 30%

Additional Information: Important - please read

All work submitted throughout the term will be required to adhere to the Fanshawe Code of Conduct and additionally maintain the standards of appropriateness as expected with any public forum. These standards of expectation include, but are not limited to, such things as; appropriate imagery (no explicitly sexual, oppressive or violent imagery will be accepted); expletives, gender, racial slurs or inappropriate communications, written or verbal, where someone might take offense; actions or words that threaten or cause an environment of discord or unease. If you are questioning any work that you feel 'might' be subject to one or more of these terms it is your responsibility to communicate such concerns to your course instructor, or to IDP coordinator Justin Brunner, before proceeding with your work.

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:

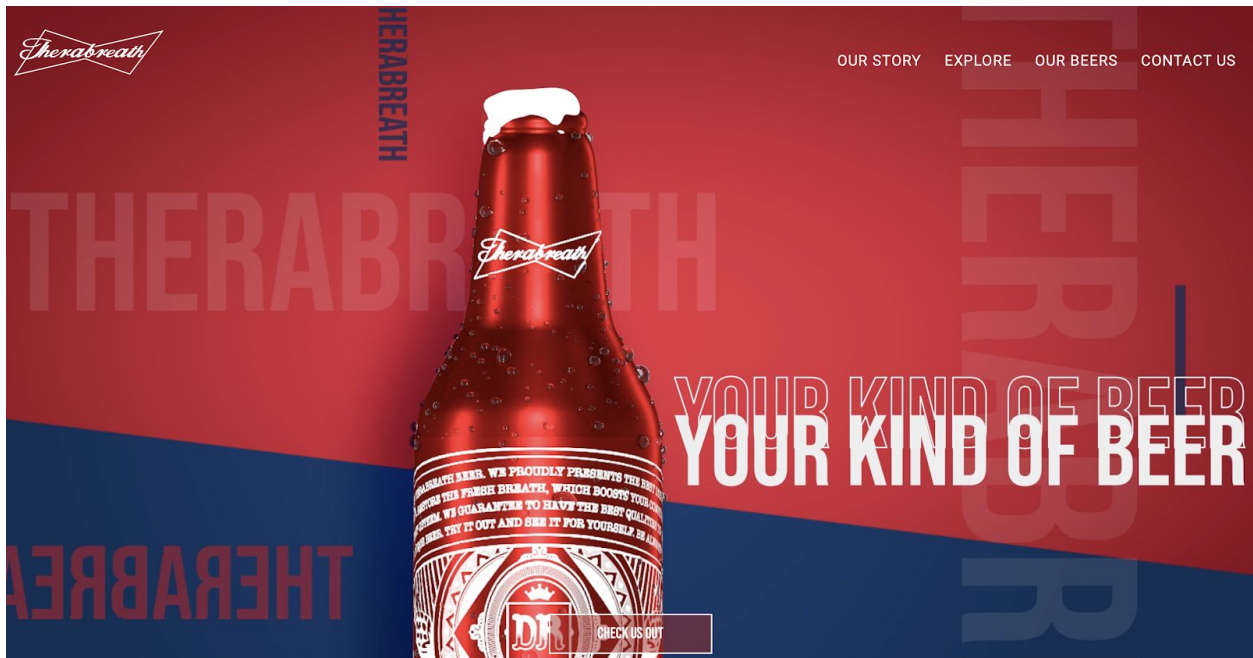**Example #1:** Budweiser (beer) and Thera Breath (mouth freshner/rinse)
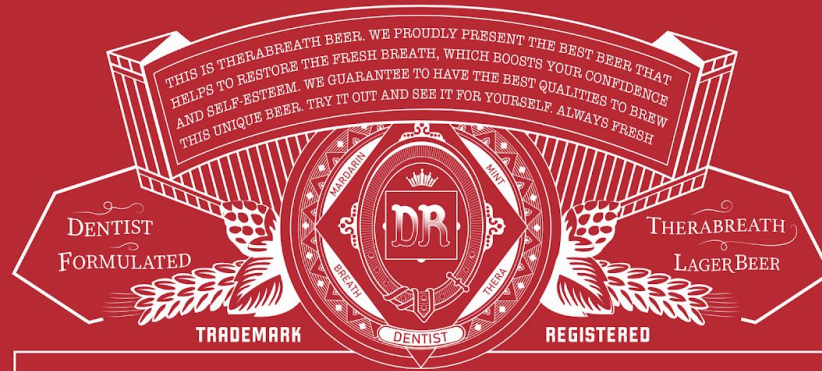
Example #2: Red Stripe (beer) and Tucks (Cooling Cleansing Pads)