Development 2 / Final Presentation

project 4 / worth 30% of your course grade / due week of April 7th

Overview

The second development stage continues the design activities of the first development stage and culminates in the submission of The Final Project (and its various elements listed below). It is to be presented live to the class as a project case study or summary and time should be given for the class to explore the project.

Students past experience in Conceptual Process, Research Methods and all studio courses to date should inform this project. Students will use tools appropriate to the demands of their project to complete this project.

Deliverables

The Development stage should include but not be limited to the following:

- **Final Project**
  The final week of class your finished, completed project deliverables will be due for presenting in the class.

- **Reflection**
  You have been working on your own individual parameters, aims and objectives for your thesis production. You will likely have encountered many situations along the way that have required some critical decisions affecting the success of your project, as such these will have provided learning opportunities that are indispensable to your future career. What did you learn and how did you overcome the situation to produce solutions to your self-defined challenge?

- **Presentation**
  It is a fundamental skill for designers to be able to effectively talk about their projects. Why is this a project? How did this project develop? What is the product, service, or experience? How does it function? Does it address your users needs and benefits sought? These and other questions should be answered in a highly visual, clear, and concise project case study or summary.

- **Video Archive**
  The nature of interaction projects means that the technology that they run on can often become obsolete as servers / firmware / browsers are updated. An important aspect of your project is to demonstrate its purpose, what it does and why it's important for the user. You must prepare a short video that informs people of the projects goal and why these are important. The video will demonstrate the project fully running. For example, if it's a mobile App show the App running on a phone and a use case for it. You can include voice over, annotations, titles and music if necessary. Think of the audience as having no prior knowledge about your project. Be concise, to the point and informative. (https://vimeo.com/73625505 / https://vimeo.com/181533167 / https://vimeo.com/35698948)

How to Use Sourced Materials in this Project

All sourced materials are required to be cited as per our departmental policies.

Evaluation Criteria

Development 2 (project components and reflection) is worth 20% of the course grade.

- **Effectiveness of final project to users needs or benefits sought, 30%**
  Evidence is given or it is otherwise clearly demonstrated that the project deliverables address the users needs or benefits sought.

- **Quality and Refinement of Design Frameworks and Content, 50%**
  Applying knowledge of theories and principles of interaction design through designs that exhibit and understanding of contemporary visual culture.

- **Depth, Breadth and Visual Quality of the Reflection, 10%**
  Exhibit a depth and breadth of reflection on your project. When possible and appropriate—show, don't tell.

- **Clarity & quality of the document format and the writing within, 10%**
  Clarity is exhibited by a document that leaves all questions answered and delineates clearly where to find those answers. Quality writing uses appropriate discipline specific language and lacks spelling and grammar errors.

Presentation and Video Archive are worth 10% of the course grade.

- **Final Presentation, 50%**
  Effectiveness of the final presentation to deliver the exposition of your project, the user, benefit sought, solution, and resolution.

- **Video Archive, 50%**
  Effectiveness of the final video to deliver the exposition of your project, the user, benefit sought, solution, and resolution.

Delivery Format & Instructions

- **Final Project**
  Your final deliverables for the project as set our in your proposal. Submit to SLATE in a format appropriate to the needs of your project.

- **Reflection**
  Write a minimum one page illustrated report. PDF submitted to the Assignment Folder in Slate on the due date. PDF must be named: LastName_FirstName_IXDStudies2_Project4Development2Reflection.pdf

- **Presentation**
  Format is negotiable but the default is a slide presentation. Due in class in week 13.

- **Video Archive**
  There is no set length for the video, because it will be as long or short as required to explain your concept and its use. Upload your video to YouTube/Vimeo and submit the link to SLATE in the appropriate dropbox.

Schedule

week 08: brief
week 13: project due

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Project Learning Outcomes

To achieve the critical performance, students will have demonstrated the ability to:

1. Evaluate the effectiveness of problem solving methods in response to specific client challenges.

2. Create interaction design projects that demonstrate a personal response to subject matter and to the communication needs of the client.

3. Incorporate knowledge of the theories and principles of interaction design in to the conceptualization and development of bodies of personal work.

4. Produce interaction design projects that reflect critical understanding of contemporary visual culture.

5. Integrate a variety of technologies into customized workflows suitable for the production of interaction design projects.

6. Integrate knowledge of innovative production and presentation technologies into project work.

7. Create and manage production plans for interaction design projects.

8. Integrate knowledge of branding principles in the creation of interaction design projects.

9. Exhibit professional behaviours and attitudes including:
   - commitment to a healthy work environment
   - openness to peer critiques
   - acceptance of differing viewpoints
   - willingness to work collaboratively
   - commitment to meeting project due dates
   - willingness to be self directed
   - focus on client business needs

Standardized Grading Scale

100%	**Perfect Work:** Mastery of project learning outcomes. Requirements of assignment are satisfied through artful use of theory/skills to produce an innovative submission at a level that exceeds industry standards.
95-99%	**Rare Work:** Rare comprehension of project learning outcomes. Requirements of assignment are satisfied through expert use of theory/skills to produce a nuanced and original submission that meets industry standards.
90-94%	**Outstanding Work:** Outstanding comprehension of project learning outcomes. Requirements of assignment are satisfied through the use of theory/skills to produce a highly original submission that meets industry standards
85-89%	**Exceptional Work:** Exceptional comprehension of learning outcomes. Requirements of assignment are satisfied through the use of theory/skills to produce an original submission that meets industry standards.
80-84%	**Excellent Work:** Excellent comprehension of project learning outcomes. Requirements of assignment are satisfied through the use of theory/skills to produce a submission with elements of originality that meets industry standards.
75-79%	**Very Good Work:** Thorough comprehension of project learning outcomes. Requirements of assignment are satisfied through the skilled use of theory/techniques to produce high quality student work.
70-74%	**Good Work:** Good comprehension of project learning outcomes. Requirements of assignment are satisfied through the skilled use of theory/techniques to produce quality student work.
65-69%	**Competent Work:** Acceptable comprehension of project learning outcomes. Requirements of the assignment are satisfied with ample skill. Student demonstrates competence at a sufficient level to continue in the program.
60-64%	**Fairly Competent Work:** Moderate comprehension of project learning outcomes. Requirements of the assignment are satisfied with some skill.
55-59%	**Passing Work:** Passable comprehension of project learning outcomes. Requirements of the assignment are satisfied with limited skill.
50-54%	**Borderline Work:** Minimal comprehension of project learning outcomes. Requirements of the assignment are satisfied with marginal skill.
40-49%	**Poor Work:** Insufficient effort and/or minimal comprehension of project learning outcomes. Requirements of the assignment are not satisfied despite the completion all components.
30-39%	**Very Poor Work:** Submission is partial and/or of poor quality. An incomplete comprehension of project learning outcomes is demonstrated.
0%	**No Submission:** No work was submitted for review.