Multimedia Subject

(Final Project – End of Semester 20%)

Dear Students,

This semester, you are required to complete the following final project assignments for the subject Multimedia. Each task must be completed carefully, ensuring professional quality and readiness for presentation. Plagiarism is strictly forbidden, and you may not reuse projects from other classes. You will present your project at the end of the semester, and it will account for 20% of your final grade.

Assignments

1. **Brand Identity Design:** Create a logo, business card, ID card, letterhead, and a brand style guide.

2. **Advertising Campaign:** Develop a tri-fold brochure and a company profile (minimum of 6 pages).

3. **Social Media Marketing:** Design 6 creative social media posters along with their story versions.

4. **Video Editing:** Produce a 120-second video project consisting of at least 3 edited clips combined. The video must include lower thirds, color correction, transitions, and effects, ensuring professional quality.

5. **Portfolio Submission:** Each group and student must upload their completed designs on Behance, including mockups for presentation.

6. **Written Assignment (One):**
   1) **The Evolution of Digital Marketing –** Key insights from the past 30 years and predictions for the future.
   2) **SMM for Personal Branding –** Explain how individuals can use social media platforms to build their personal brand and create professional opportunities.
   3) **Company Strategy Evaluation –** Assess your company's digital marketing strategy and suggest improvements. *(Choose any local company of your choice)*

4) **SMM for Small Businesses** – Analyze the benefits of social media marketing for small businesses in Somalia, including cost-effectiveness, customer reach, and brand visibility.

5) **SMM Challenges & Solutions** – Discuss common challenges businesses face in social media marketing (e.g., low engagement, negative feedback) and suggest practical solutions.

6) **Future Trends** – Identify major trends in digital marketing and explain how businesses can stay ahead.

Group Work Guidelines

1. Each group must consist of 6 members and select one leader.
2. Weekly progress updates are required from both groups and individuals.
3. Each group is required to present a single project idea and meet submission deadlines.
4. All members must actively participate in class labs, respond to questions, and be present on the day written assignments and projects (design and video) are presented.

Note: Failure to follow the rules or missing deadlines will affect your final grade. Your work must be original. Plagiarism will result in an "F" grade.