

Projectplan UCD

Fontia – Creative Design

Iris, Ranim, Agata, Melita, Moussa and Thimo

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Team mission statement

Recruiting students far and wide to help pursue education and careers in ICT Media .

Project details

TITLE

Fontia

DESCRIPTION

Is a website to reach future (intentional) students who want to study ICT media or any other related ICT course

NAME OF THE STAKEHOLDERS

Frank and Micheal

MISSION STATEMENT

Recruiting students far and wide to help them pursue education and careers in ICT Media.

IMPACT ASSESSMENT

The website will open doors for students who have yet to find a school or profile.

WHAT'S THE POINT?

the point of the project is to attract more (international) students to choose ICT media and design course based course.

WHY ARE YOU BUILDING IT?

Through the year(s) there are less and less people choosing media in semester 1. However these students end up switching courses after their first or second semester. But why is this happening? We hope to prevent this by showing the insides of Media and Design and inform new possibilities as it may not be well known.

WHO WILL THE APPLICATION SERVE?

For pupils who just graduated from high school and is searching for a university. Or for (international) students who wants to find their course based on their interest or change of heart.

HOW WILL IT PROVIDE VALUE?

It will give future students a new view of ICT media. After all, most students outside the course thinks that it only focuses on making things look pretty and the design. You learn to build useful applications and develop your technical skills.

User requirements

- 1- As a student I want to know more about the specialisations so that I can choose the best specialisations for me
- 2- As a student I want to have freedom of creativity and thought so that I can bring own contribution to the projects
- 3- As a media student I want to create a design so that I can have impact on people/users.
- 4- Good explanation of the media design profile
- 5- What students will be learning in the different semester (course content and information)
- 6- Good, designed website
- 7- Short Video explanation of the program or course
- 8- Having some graduate or experienced student in the profile to explain or provide you more information
- 9- Pictures that draw your attention and helps explaining parts of the website

Functional requirements

1. The user should see a page about what the ICT&Media study is.

- 1.1 The page has the admission requirements displayed.
- 1.2 The page has some pictures of the building, so people can see what the campus looks like.
- 1.3 The page has an address section, with where the campus is located, socials, and phone numbers (from desk).
- 1.4 The page has a button with navigation to the semester overview.
- 1.5 The page has a short video explanation of the course.

2. The website should have a home page.

- 2.1 The home page has an attractive and interactive design.
- 2.2 The home page has a navigation bar, to all the other pages.
- 2.3 The page shows pictures of the Media Design course.
- 2.4 The page makes clear it's about Fonty's Media Design course.
- 2.5 The page has some big quotes, about what students think of the Media Design course.

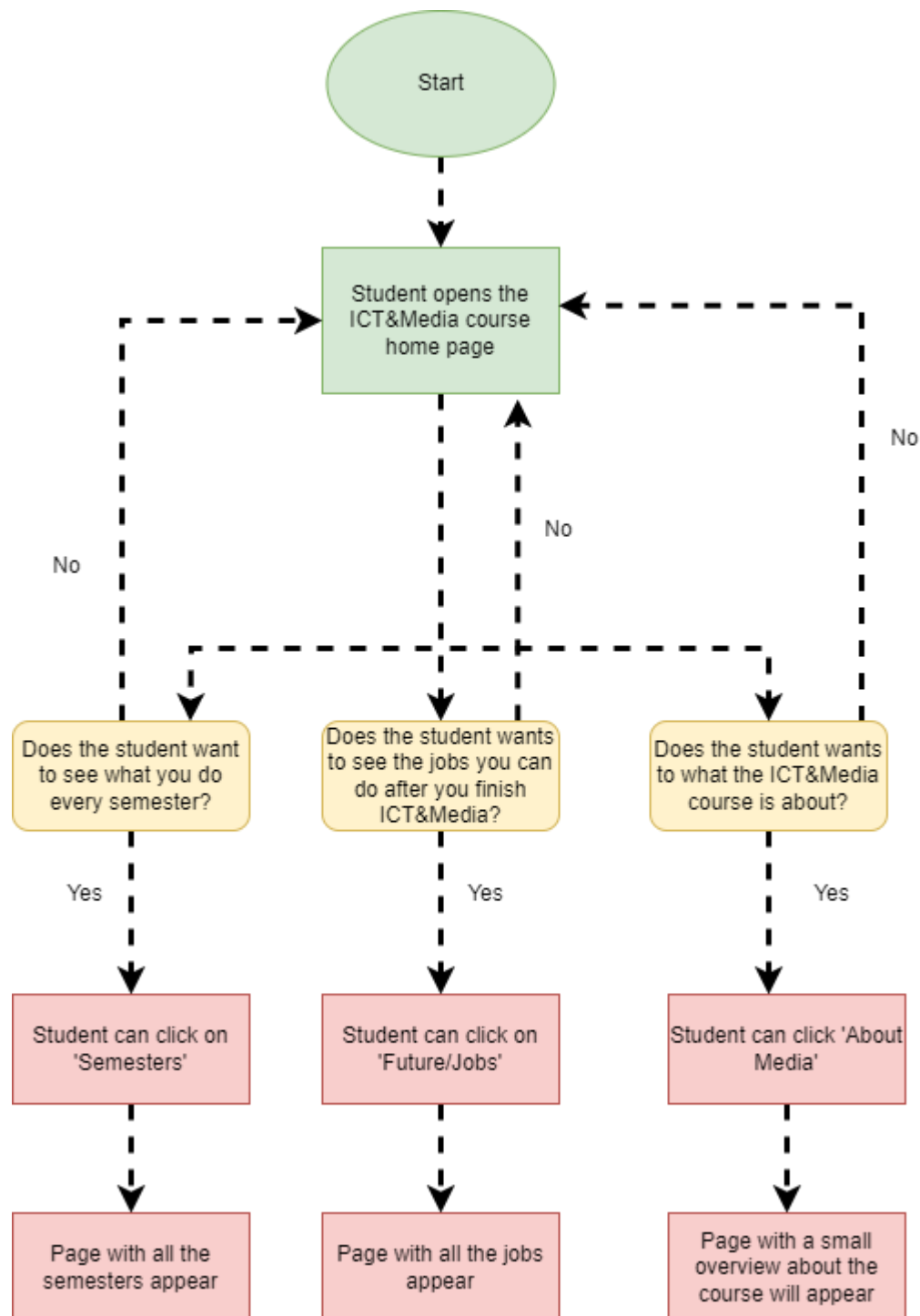
3. The user should see a page with all the jobs you can get in the future.

- 3.1 The page displays jobs, with some information about what the job is.
- 3.2 The page has pictures that match the information on the page.
- 3.3 Job overview contains name of the job, information about the job and why it matches the Media profile.

4. The user sees a page with an overview from all the semesters.

- 4.1. The page has information about what you do in all the semesters.
- 4.2 The page is ordered from semester 1 till 7.
- 4.3 The page has some pictures which match the information on the page.
- 4.4 The page shows information about what specialisations match the Media profile.
- 4.5 The semester sections have a title of the semester, description of what you do every semester and how a week or a day looks like in that semester.

Dataflow diagram



Empathy map

SEMESTER 1

VICTOR

Says	Thinks
<ul style="list-style-type: none"> -Media design is interesting and is looking forward to choosing the profile -it's good to know that Media Design is not all about designing it also includes other things 	<ul style="list-style-type: none"> -there shouldn't be anything more specific on the website -it's important to understand how to influence people
Does	Feels
<ul style="list-style-type: none"> -experienced in HTML & CSS - researched about the course by himself 	<ul style="list-style-type: none"> -Really likes the ICT course -Unsure about choosing which profile and some answers to the questions

Dilyan

Says	Thinks
<ul style="list-style-type: none"> - He said that media design is interesting when he started taking some course rather than his expectation of the program before coming to Fontys 	<ul style="list-style-type: none"> - Think that design of the website will attract more student - Creating design and website is very interesting
Does	Feels
<ul style="list-style-type: none"> - Enjoy coding in HTML/CSS - Making decision based on others' opinions and influences 	<ul style="list-style-type: none"> - Hesitant to answer some question - Feel confident to not choose the profile - Entertained to make some design and code

JAKUB

<p>Says</p> <p>Interested in creative work</p> <p>Wants a better overview of the schedule</p>	<p>Thinks</p> <p>It is easier than doing backend/software</p> <p>There are good job prospects</p> <p>Front end is most interesting</p>
<p>Does</p> <p>Enjoys front end development</p>	<p>Feels</p> <p>Disappointed with the descriptions on the website</p> <p>Happy about the portfolio</p>

NIGEL

Says	Thinks
Likes diversity, creativity, independence There are a lot of possibilities	Software not for him, prefers more creative work

Colorful designs represent media well

Important to know what languages you will learn, user research etc (not just design)

Does

Did not look into media as was focused on software in sem1

Feels

Likes the portfolio
Exercises for front end development are good

IRIS

Says

Likes creativity and design
Portfolio was not described in website

Thinks

Media has more frontend than software
The job prospects are good
Not enough descriptions of learning languages/programs
Students should know what the schedule looks like and the content of the classes

Does

Enjoy front end and design
Likes research and UCD
Likes media production and working with adobe
Enjoys reasoning behind why a layout should look a certain way

Feels

Media was not well described initially, advertised as a drawing class and was not aware of any development/coding in the course

SEMESTER 3

Alexandra

Says

- It would be good to say what its specializations has to offer exactly
- Looking forward to do internships

Thinks

- There should be more programming in the course

Does

- a very creative person
- choose media because she wanted more freedom in her choices and more capability to expand her abilities in the creative sector while also combining it with programming

Feels

- Enjoys the Media Design course
- Excited to work with real life clients

Mihnea

Says

- Feel confident and proud to study the profile

Thinks

- He thinks getting orientation or guidance from graduate or experienced students will help much more
- Think of job opportunities

DOES

- INFLUENCE BY THE OPPORTUNITIES TO BE CREATIVE
- LIKE DOING ALL ABOUT MEDIA PRODUCTION PHOTOGRAPHY, POSTERS, AND LOGOS

Feels

- Frustrate about the grading system
- Excited about the improvement of the course in advanced level

SEMESTER 7

RACHEL

Says	Thinks
<p>Wants a more board view on the specialisations/minors;</p> <p>Freedom of thought/creativity is important for the course</p>	<p>Technical ICT is not her thing;</p> <p>Regrets choosing a technical course rather than a media or creative.</p>
Does	Feels
<p>Enjoys the creativity inside the media course;</p> <p>Thinking about what the user wants and needs;</p>	<p>Continuing making illustrations is just as important as being an ux designer.</p>

ELIN

Says	Thinks
<p>Other students do not enjoy technology or software because it is very strict and boring</p> <p>You can express yourself and create an impact on others by studying media</p>	<p>Media is a creative choice of course</p> <p>Course content was not clearly explained</p> <p>Creativity is important to have if you want to study media</p>
Does	Feels
<p>Wants to make impactful work</p> <p>Wants to create things for people, not for company use</p>	<p>Coding is boring</p> <p>Proud of using their UX research to create a product</p>