**Project 1**

**INTERACTIVE WEB USER INTERFACE**

**INTRODUCTION**

This is a project about prototyping an interactive educational web experience for schools of design. Specifically, Adobe has asked CCA to think through what the education experience should be for their new cloud-service called “Adobe Creative Cloud.”

As context:

* Adobe is one of the world’s leaders in digital media tools for the professional community of web designers, professional photographers, animators, video game designers, publishers, and video. Their tools and services are designed to help create groundbreaking digital content, deploy it across media and devices. Last year, Adobe launched a new approach for their customers to get access to these tools, called “Creative Cloud.”
* In addition to providing access to Adobe’s tools, the Creative Cloud will ultimately be a platform for collaboration and publishing/sharing creative work. For example, Adobe recently acquired behance.com, which is a good example of how students and professionals can create and share portfolios of their work.
* Customers of Creative Cloud include commercial professionals as well as colleges/universities, students,and faculty.

Adobe needs to build a version of Creative Cloud that is designed specifically for education. Google has done this with “Google Apps for Education.” And other companies, like Microsoft, have built out similar solutions. For Adobe Creative Cloud, Adobe envisions a solution that looks/feels like part of the college’s internal portal and learning system. So for example, a design school faculty member should be able to create an assignment for his/her students from inside the Creative Cloud; and students should be able to collaborate on teams to complete the assignment. Potential projects would be in the fields of design, photography, interactive design, video and digital storytelling, and more. Faculty will want to be able to track student progress and grade the work of the various students on the team. Students will need a way to collaborate with each other in the cloud on the project, get inspired, prototype, and publish their assignment.

**ASSIGNMENT**

Design a web UI that allows design students to collaborate on a digital media project as part of a third-year school project. Specifically, your interface must deliver workflows that:

1. Makes it easy for a faculty member to post and assign an assignment to small teams of students through the Creative Cloud. Faculty should be able to see both the end-project completed by the team, as well as see the impact of the individual members on the team. Applications like Moodle are super difficult for faculty to use, but they are the standard at many colleges and universities. What should Adobe do to make this kind of workflow experience easy and effective from within the Creative Cloud?
2. Makes it easy for a small team of students to collaborate on an assignment from within the Creative Cloud. Specifically, students should be able to see examples of what other professional/students have done, and be able to use the cloud to share ideas, and check in their respective work on the assignment. Google Docs is a good example of how students can work together on a term-paper together… what should Adobe do with Creative Cloud here?

Some important considerations for you to think about:

* XX
* YY
* ZZ

**PROJECT SCHEDULE & SUBMISSIONS**

You will have XX weeks to complete this assignment, however you will have interim milestones to complete that will count toward your final grade.

The schedule and deliverables are as follows:

To receive a grade for this assignment you must submit your final presentation as a PDF to XXX by YYY

**PERSONAS**

You will be assigned (?) one of the following personas as your design target.

**Rebecca**

Rebecca is a 19-year old junior at a design school in New York City. Three years ago, she enrolled at one of the top design schools in the country, where she is gaining skills across a range of design competencies. She’s passionate about photography, and aspires to work as a professional photographer at a global advertising agency. She’s also a real artist. Rebecca is terrific with a camera, but wants to also grow skills in Photoshop to get the job she wants. Most of her work has been on “personal projects” in digital photography, and she’s done some free-lance work in the summers for wedding shoots. Rebecca knows that in the commercial world, she’ll be collaborating with other designers, copy editors on projects, and that ad companies are moving towards mixed media, interactive experiences.

**Matt**

Matt spent 21 years as a graphic artist, doing professional shows at major galleries in the city as well as working for commercial graphic design firms. He has been published widely and has a great following. He has a deep passion for teaching, and for working with students. He recently joined the faculty at the design school, and is teaching third and fourth year students. He has facebook and twitter, but he’s not an expert at Adobe’s tools. (in fact, he finds them frustrating and difficult to learn.) The school’s learning management system is a pain. He just wishes that it was more intuitive. He’s stared to use his iPad for sketching and photo capture for inspiration, and loves browsing online art communities from around the world.

**LEARNING OBJECTIVES**

The learning objectives for this project are:

* XX
* YY
* ZZ

**RESOURCES**

Designing for Impact: <http://captology.stanford.edu/invisible-resource/design-for-impact.html>

Adobe Creative Cloud overview: <http://www.adobe.com/products/creativecloud>

Adobe’s Education Approach: <http://www.adobe.com/education>

Adobe Behance: <http://www.behance.com>