Digital Media Senior Projects
Overview & Guidelines

Course Description:

Senior Projects is a two-semester capstone experience for Digital Media students. It usually starts fall semester and wraps up spring semester. Students apply their digital media skills by addressing the need of a community partner.

Goals

We want students to

- Gain experience working on a significant real-world project that meets a community need
- Interact and work effectively with a community partner or client
- Work effectively as a team to complete a high-quality project
- Apply skills, practices, and strategies learned in digital media courses
- Create quality projects and materials that enhance students' professional work portfolios
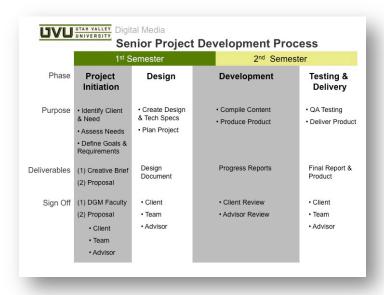- Develop an appreciation of civic needs and engagement

Project Guidelines

The project should

- Meet a real, justifiable need defined by a university, local, national, or international non-profit organization outside the DGM department
- Require a significant investment of effort in terms of design and production commensurate with students completing from 6-10 hours a week per semester
- Have a designated community partner or client who is willing and able to invest the time and resources necessary to support the team in its design and production efforts (in terms of meetings, reviews, feedback, sign-offs, resources, and implementation)
- Allow students to apply skills in their areas of expertise

Process

- **1st Semester:** Students spend time understanding the problem, the target audience(s) and the requirements and summarizing the project requirements in a proposal. Then students create a design document to outline the design and project plan for completing the project.
- **2nd Semester** students complete production tasks by gathering and creating assets and then finish all post-production tasks needed to release and test the project.

Digital Media
Senior Project Development Process

Phase	1st Semester		2nd Semester	
	Project Initiation	**Design**	**Development**	**Testing & Delivery**
Purpose	• Identify Client & Need • Assess Needs • Define Goals & Requirements	• Create Design & Tech Specs • Plan Project	• Compile Content • Produce Product	• QA Testing • Deliver Product
Deliverables	(1) Creative Brief (2) Proposal	Design Document	Progress Reports	Final Report & Product

Sign Off	(1) DGM Faculty
	(2) Proposal
	  • Client
	  • Team
	  • Advisor
		• Client
		• Team
		• Advisor
			• Client Review
			• Advisor Review
				• Client
				• Team
				• Advisor

Digital Media Senior Projects
Project Initiation Agreement

The students listed below have my permission to conduct a *Community Service-Learning Project* for the following organization:

_____
(Name of Organization)

I have read the attached *Senior Projects Overview and Guidelines* for the UVU Digital Media Department. I agree to work with these students on a project that will benefit my organization. I understand that I will need to commit to provide the following support for this project

- **Kick-Off Meeting**: Meet with students and provide them with access to appropriate and necessary people and resources to understand the need for the project, organizational goals, target audiences and requirements for the project.
- **Proposal Review/Approval**: Review and provide timely feedback to students concerning the requirements outlined in the project proposal and agree to project requirements summarized in the final proposal.
- **Provide Assets**: Provide assets (such as photos, video footage, etc.), as necessary, in order to allow students to complete the project.
- **Design Input/Brainstorming:** Meet with students, once the requirements are agreed upon, to brainstorm potential designs, rough sketches, wireframes, or outlines for scripts.
- **Design Document Review/Approval:** Review and agree to the proposed design, scripts, or storyboards and project plan and timelines.
- **Draft Review:** Review and provide timely feedback about drafts submitted by students.
- **Final Product Review/Approval:** Review the final product and sign-off on final release.
- **Performance Feedback:** Provide feedback on student work and working relationships, if solicited by course instructor.

I understand this is a student project and, although course instructors and mentors will do their best to guide and support students in their projects, final products will and must reflect student work. Course instructors, UVU, and the Digital Media Department cannot be expected to fix, redo, or provide ongoing maintenance or support for any student projects.

Student Name

_____

_____

_____

_____

Phone Number/e-mail

_____

_____

_____

_____

Community Partner Signature

_____
(Signature)

_____
(Organization)

_____
(email)

_____
(Title)

_____
(Date)