

Individual or Group of Two

Midterm (FIP) – Rebrand & Marketing Campaign

See individual courses for Midterm (FIP) grade weight.

- There will be **no presentation for the Midterm**
 - Your midterm deliverable will be an individual grade.
 - This assignment is worth varying weights for your courses in IDP. *See your individual instructors for the weight values (Midterm and Final) for a specific course.*
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Assignment Overview

The Midterm assignment is based on the Final Integrated Project (FIP). Each course this semester will require students to create certain criteria for their FIP and submit it by the midpoint (Midterm) of the semester. The goal of the Midterm is to aid students in creating, developing and finishing a successful FIP project at the end of the semester.

Assignment Requirements

Specific deliverables for each course will be provided on a class-by-class basis. Please attend class weekly and ask questions for greater clarity and understanding regarding the FIP.

The onus is on you and your group partner to understand what is required of you for this assignment. If anything is unclear, please do not hesitate to ask your instructor(s).

Each course will have specific deliverables for the Midterm. If you have any further questions, please email your instructor. **Ask questions in class!**

Group Personnel

EACH GROUP MUST BE COMPRISED OF **NO MORE THAN TWO MEMBERS**.

You are welcome to work with someone from the other section. You are also welcome to work alone – the workload and project deliverables are achievable for a single person.

Each person has a responsibility to ensure that the project runs smoothly. All deliverables **MUST** be completed in their entirety and **on time**.

Have respect for the workflow process and for the efforts of your partner.

If there is an issue within a group it is **your responsibility** to manage or address any concerns as soon as they happen. You can communicate those concerns to the **Program Coordinator** in an effort to mitigate any issues.

Submission Deadlines for the Midterm

All classes require project submission by the following date and time:

PART 1 - Design

Submission:

MMED-3036 (**Digital Media Theory**), MMED-3035 (**Design**) and MMED-1057 (**Motion Design 1**)

Week 6 (June 5 to 9, 2023) in-class deliverable

PART 2 - Web and Authoring

Submission (Via GitHub Repo):

MMED-1055 (**Multimedia Authoring 2**)

Week 5 (June 2, 2023)

MMED-1056 (**Web Development 1**)

Week 7 (June 14, 2023)

Method of Submission & File Type:

Midterm submission naming convention: LastName_FirstName_LastName_FirstName_FIP.zip —
no .rar files

** Naming convention is a graded expectation of this assignment. Failure to adhere to the use of the proper naming convention, in any or all of your classes, will result in a reduction of grades for this assignment.*

Additional Information: Important - please read

All work submitted throughout the term will be required to adhere to the **Fanshawe Code of Conduct** and additionally maintain the standards of appropriateness as expected with any public forum. These standards of expectation include, but are not limited to, such things as; appropriate imagery (no explicitly sexual, oppressive or violent imagery will be accepted); expletives, gender, racial slurs or inappropriate communications, written or verbal, where someone might take offense; actions or words that threaten or cause an environment of discord or unease. If you are questioning any work that you feel 'might' be subject to one or more of these terms it is your responsibility to communicate such concerns to your course instructor, or to IDP coordinator, before proceeding with your work.

Plagiarism (e.g., failure to acknowledge sources used, submitting another student's work under your name, or producing work for another student to submit) is a serious academic offense that shall result in appropriate penalties, to be determined at the discretion of the course professor in consultation with the chairperson of the Communication Arts division. The penalties shall range from failure of an assignment to possible failure of the course. Students shall not make the assumption that any provision will be made by the professor to permit the student to rewrite or redo failed assignments.

Missed tests/exams will not be rescheduled without some valid evidence of some important event over which the student has no control (e.g., Court appearance, death in the family). Missed tests or exams, therefore, can receive a zero. The students are advised to notify the professor prior to missing the test.

Students are expected to hand in all assignments to the course instructor on the due date, and all assignments must be submitted in the format specified by the instructor (e.g., on FOL, in printed form, on a specific lab computer, etc.); assignments will not be accepted in any format other than that specified.

Late assignments will not be accepted, nor will make-up test or assignments be permitted, without some valid evidence of some important event over which the student has no control (e.g., documented illness, death in the family). Missed tests or assignments, therefore, will receive a mark of zero. Late assignments and make-up tests will only be permitted following the submission of adequate documentation acceptable to the instructor (e.g., a doctor's note). Students are advised to notify the instructor prior to missing an assignment due date or a scheduled test.

Immediately upon return from an illness/absence in which a test or assignment has been missed, the student is responsible for contacting the course instructor to discuss the problem. The instructor will make arrangements for any student deemed eligible. The alternative test/assignment

will be of equal value to the one missed with no grade penalty. The timeline and due dates will be determined by the course instructor.

At mid-term, any unsatisfactory results will be reported to the student.

This course may be revised by the professor with suitable notification to the students. Students are responsible for making arrangements to pick up missed handouts, assignments and course announcements from classmates.