Individual or Group of Two

FINAL INTEGRATED PROJECT (FIP) –
Rebrand & Marketing Campaign

See individual courses for FIP grade weight.

Assignment Overview

The goal of this Final Integrated Project (FIP) is for each student to work collaboratively (GROUPS OF TWO) or individually on a project with clearly defined deliverables. These deliverables will be based on current industry standards. The entire project will follow an industry-standard workflow.

You are responsible for selecting a partner if you choose to work with someone for this project.

Any work within the industry requires full collaboration within teams to generate the best / most effective results for a client. This requirement is the same for this FIP and applies equally to you and your group partner.

Achieving the best results always involves self-guided learning and experimentation.

If you don't know something, research it!

Assignment Description

Each group/individual will pick one defunct brand from those listed below. Rebrand it to modern day design standards; relaunch the brand as part of a new marketing campaign.

The brand you create will have a set of branded/advertising/marketing deliverables.
These will include the following:

1. A **fully functional responsive website with some dynamic content (HTML/CSS/JS/Image files, etc,).** This will need to be maintained using Git for version control and uploaded to GitHub by you.

   Include the **web-ready assets** via Github link as part of your submission for this course.

2. A **fully functional prototype of your mobile, tablet and desktop Adobe XD wireframes and designs.** Optimized images **MUST** be used within the submitted XD file. Large sized Adobe XD file submissions will be a graded feature of this FIP assignment.

3. A **brand document /style guide (PDF only)**

4. An **infographic commercial (.mp4)**

5. A **mock-up of the packaging and package template (PDF only)**

6. All **original photography, artwork and graphic design assets**

Defunct brand List to choose from:
- Swerve
- Billy Beer
- Zima
- Burple
- Dr. Nut
- Orbitz
- Quatro
- Squeezit

Your Task:
Create a rebrand and marketing campaign to relaunch your product to the world. Use creative writing and editing to provide a coherent brand strategy for your redesign.

The development and delivery of the rebrand will be the result of the creative output generated by you / your group for this assignment.

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.

Your team should be comprised of members who can fulfill the following criteria for the successful completion of the FIP project:

- Time management and scheduling
- Meeting milestone deadlines and the final due date
- Creative thinkers and communicators
- 3D/Motion design artist
- Front-end web design / development (HTML, CSS, JavaScript)
- General project management, maintenance and quality control throughout the FIP project lifespan

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

Each member of the group is required to work collaboratively on the following:
- HTML (3 pages, contact form/page must be present, no splash pages), CSS, JavaScript
- One of those pages **MUST** be index.html
- creating and/or update 3D models and/or animated features for video and website
- create layout and design work (Adobe XD, Illustrator, Photoshop, InDesign, etc,).
- A strategy to show more content (promotions, brand "special features") on a user interaction - a click, hover, keypress etc

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.

Assignment Requirements

Additional deliverables specific to 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 this assignment. If you have any further questions, please email your instructor.

Ask questions in class! In all of your courses.

Submission Deadlines for the FIP

PART 1 - Design

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

Submission:
Week 14 - Monday, August 7th, by 5pm EST (Eastern Time Zone) UTC - 5/GMT

PART 2 - Coding

MMED-1056 (**Web Development 1**) and MMED-1055 (**Multimedia Authoring 2**)

Submission (Via GitHub Repo):
Week 14 - Monday, August 7th, by 5pm EST (Eastern Time Zone) UTC - 5/GMT

Method of Submission & File Type:

FIP 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*.

Grade Value for this assignment:

1. Each group will receive one group grade for the FIP.
2. Each member of the group will receive the same grade for the FIP.
3. The grade earned for the FIP will be an averaged grade across all of your IDP courses.

FIP Grade Total = 30%

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.