MMC6936: CAPSTONE

COURSE INFORMATION

CLASS MEETING TIME: Monday, 7-10 p.m. EST
OFFICE HOURS: By Appointment
COURSE WEBSITE: http://elearning.ufl.edu/
CLASSROOM: https://uflcoj.adobeconnect.com/mmc6936_capstone_summer16/

INSTRUCTOR:
Kara Lowe Page
M.A. Web Design & Online Communication
B.S. Advertising, B.S. Recreation, Parks & Tourism
kara.page@jou.ufl.edu (772) 475-9639

COURSE COMMUNICATION

The instructor is available via e-mail at kara.page@jou.ufl.edu for personal questions. Please allow up to 24 hours for a response. In case of emergency, a student is welcome to contact the instructor via text message or phone call at (772) 475-9639. For general course questions, students may post on a discussion board in Canvas or e-mail the instructor for assistance.

RESOURCES:

Required Text:
Above the Fold, Revised Edition
By: Brian D. Miller, 2014

Recommended Text for Inspiration:
The Web Designer's Idea Book, Volume 4
By: Patrick McNeil, 2014

Additional Resources:
Online articles may be required as weekly reading assignments throughout the semester in addition to the textbook readings. Students are expected to have access to Photoshop, InDesign, Illustrator, Text Editor of the student's choice, a domain and server to host the website.

COURSE DESCRIPTION

The goal of the capstone course is to combine all of the skills learned throughout the Web Design master's program into a final semester-long project, which will test the student's mastery of learned concepts. The course is designed to incorporate acquired design and communication skills into a real world website and communications pitch to a client.

The capstone course project will incorporate skills such as branding, layouts, strategic communication, research methods, coding and web design. Students will develop a comprehensive communication campaign based on research and client needs. The completed campaign will be presented to the client at the end of the course. All students compete in teams and the client will determine an overall team winner who best captured the client's vision.

Prerequisites: Students are in their final semester of the master's program. Students should be able to use Photoshop, InDesign, Illustrator, and coding techniques to design professional communications pieces. Students must be able to videochat with teammates.

COURSE DESIGN

TEACHING PHILOSOPHY: The instructor's role is to help students reach their full creative potential in designing a final project that incorporates a wide variety of skills. The hands-on approach allows for personalized attention and promotes an interactive dialogue.

LECTURES: Students are required to attend live lectures several times throughout the semester. For weeks when the class does not meet, students are expected to engage with classmates on the E-Learning discussion boards. Students will have one-on-one meetings with the instructor a few times during the semester to discuss project progress and design ideas. For meeting dates, please refer to the course calendar.

DISCUSSIONS: Students will be required to write thoughtful discussion posts about class topics throughout the semester. For full points, students must answer all questions presented and reply to at least one classmate's post. Complete sentences and thorough answers are required for full points. In addition to discussion posts, there will be three call reports required during the semester. The call reports serve as a way to measure group work and project progress. The call reports are worth the same amount of points as the discussion posts.

COURSE OBJECTIVES

During the course, students will...

1. Work as teams to create a campaign
2. Learn how to communicate with clients in a professional manner
3. Research the client, competitors, current industry environment, etc. and translate findings into a situation analysis with SWOT analysis
4. Develop a creative brief/branding guide for the client
5. Design examples of print, social media, blog posts, etc. that could be used in a communications campaign for the client
6. Create a new logo for the client if the student feels there is a justifiable need for rebranding
7. Weigh the pros and cons of redesigning the client's logo
8. Code a comprehensive and fully functioning website for the client based on client needs and design principles
9. Conduct usability testing with classmates' websites and apply feedback as website edits
10. Pitch the overall communications campaign to the client in an organized and professional presentation

SEMESTER OVERVIEW:

Week 1 – Course Overview, Syllabus Review
Week 2 – Research and Situation Analysis
Week 3 – Creativity
Week 4 – Memorial Day (No Class)
Week 5 – Branding
Week 6 – Campaigns
Week 7 – Optional Pre-recorded Guest Lecture
Week 8 - Website Overview
Week 9 - Fourth of July (No Class)
Week 10 - Team Meetings
Week 11 – Presentation Overview
Week 12 – Team Meetings
Week 13 – Presentation to Client

PROJECTS: There will be nine projects during the semester. The projects will build upon each other and culminate in a final presentation and campaign book. Each project is designed to test the student's ability to apply skills learned in previous classes to help a real world client. All project work should be professional, original, detailed and submitted on time.

TEAMWORK: At the beginning of the semester, students will submit a profile document with team preferences, skillsets, etc. The instructor will then divide students into teams who will work together throughout the semester to complete all projects and develop a comprehensive communications campaign for the client.

COURSE POLICIES

ATTENDANCE: Students are required to attend the in-person classes as well as the team project meetings with the instructor. Class participation is strongly encouraged and expected. Please be respectful and considerate of others when providing feedback. If a student must miss a class, he or she will be required to watch the recorded lecture and submit a response paper within one week of the missed class (before 7 p.m. EST on the following Monday). Students are expected to e-mail the instructor if running late to class. Students are also expected and required to meet with their teams on a weekly basis.

READING: The course will utilize a combination of textbook readings and online resources. For additional help, students are encouraged to research on their own or ask classmates for assistance.

DISCUSSION BOARDS: Students are required to post in discussion boards throughout the semester. The discussion topics will vary each week and students are expected to reply to at least one classmate's post. Students must edit posts for grammar and spelling before submitting each week. Initial discussion posts are due on Fridays at 9 p.m. EST and replies to classmates are due on Sundays at 9 p.m. EST. Three call reports will replace discussion board posts during the semester. Check Canvas for due dates.

PROJECTS: There will be nine projects throughout the semester. Each project will have specific requirements that relate to class topics. Project descriptions and instructions will be posted on E-Learning.

EVALUATIONS: Students are expected to evaluate the course and instructor by completing online evaluations at https://evaluations.ufl.edu/results. Students may also be required to submit a mid-semester evaluation, which will be administered by the college.

MISSED CLASS RESPONSE PAPER – CAPSTONE

Student Name:
Date of Missed Class:
Reason for Absence:
Topics Presented in Class:

- Topics listed here

Comments on Class:
Provide comments on what was learned from class.

Update on Team Project Progress:

**All papers are due within a week of the missed class.

LATE WORK: All work is due on or before the due date listed in the course calendar. Deadline extensions will only be given on a case-by-case basis as determined by the instructor. Conflicts such as minor illnesses or vacations are not valid reasons for extensions. Unless excused by the instructor, work submitted within 24 hours after the due date will automatically receive a 20% deduction in points. No work will be accepted for a grade beyond the 48-hour time frame unless prior approval is given. Students should treat this course as if they are employees and all projects are due to the client by the due date. Technical difficulties are not a valid excuse. If students have issues uploading work to E-Learning, please let the instructor know immediately. The instructor strongly encourages students to maintain backup copies of all work on an external hard drive or cloud-based system in case of a computer crash.

UNIVERSITY ATTENDANCE POLICIES:
Requirements for class attendance and make-up assignments are consistent with university policies as listed at the following link: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

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PROJECTS: Situation Analysis, Logo Redesign Proposal, Creative Brief/Branding Guide, Campaign Strategy and Design Pieces, Wireframes and Mockups, Rough Draft of Website, Usability Testing, Final Website, Campaign Document and Client Presentation

GRADING

POINT BREAKDOWN:

Project 1 - Situation Analysis: 5% or 75 points
Project 2 - Logo Redesign Proposal: 5% or 75 points
Project 3 - Creative Brief/Branding Guide: 5% or 75 points
Project 4 - Website Wireframes and Mockups: 5% or 75 points
Project 5 - Campaign Strategy & Design Pieces: 10% or 150 points
Project 6 - Website Rough Draft: 15% or 225 points
Project 7 - Usability and User Experience Testing: 5% or 75 points
Project 8 - Final Website: 20% or 300 points
Project 9 - Campaign Document & Client Presentation: 20% or 300 points
Class Attendance and Participation: 5% or 75 points
Discussion Posts and Call Reports: 5% or 75 points

*The class is out of a total of 1,500 points

A(4.0)=93-100	A-(3.67)=90-92	B+(3.33)=87-89	B(3.0)=83-86	B-(3.0)=80-82	C+(2.33)=77-79
C(2.0)=73-76	C-(1.67)=70-72	D+(1.0)=67-69	D(1.0)=63-66	D-(.67)=60-63	E(0.0)=0-59

Note: The instructor will round a student's final course grade if the decimal is a .5 or higher.
For example, a grade of 92.62 will be rounded up to a 93.

WEEKLY DISCUSSION POST RUBRIC

Points	Description
0 Points	No Post Received
1-2 Points	Poorly Developed Ideas
3-4 Points	Grammar/Spelling Issues
5-6 Points	Thoughtful, Answers Questions
+1.5 Points	Replied to Classmate
-1 Point Per Day Late	

CALL REPORT RUBRIC

Points	Description
0 Points	No Report Received
1-2 Points	Very Little Information
3-4 Points	Doesn't Answer All Areas
5-6 Points	Lacks Details About Tasks
6-7.5 Points	Professional & Detailed Report
-1 Point Per Day Late	

UNIVERSITY POLICIES

UNIVERSITY POLICY ON ACCOMMODATING STUDENTS WITH DISABILITIES:
Students requesting accommodation for disabilities must first register with the Dean of Students Office (http://www.dso.ufl.edu/drc/). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations. Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact the Disability Resource Center (DRC) so that reasonable accommodations may be implemented. DRC is located in room 001 in Reid Hall or you can contact them by phone at 352-392-8565.

NETIQUETTE COMMUNICATION COURTESY:
All participants in the course are expected to follow rules of common courtesy in all e-mail messages, threaded discussions and chats. Please see the following document for more information: http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf

CLASS DEMEANOR
Mastery in this class requires preparation, passion, and professionalism. Students are expected, within the requirements allowed by university policy, to attend class, be on time, and meet all deadlines. Work assigned in advance of class should be completed as directed. Full participation in online and live discussions, group projects, and small group activities is expected.

My role as instructor is to identify critical issues related to the course, direct you to and teach relevant information, assign appropriate learning activities, create opportunities for assessing your performance, and communicate the outcomes of such assessments in a timely, informative, and professional way. Feedback is essential for you to have confidence that you have mastered the material and for me to determine that you are meeting all course requirements.

At all times it is expected that you will welcome and respond professionally to assessment feedback, that you will treat your fellow students and me with respect, and that you will contribute to the success of the class as best as you can.

COURSE EVALUATION
Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at https://evaluations.ufl.edu.

Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu/results.

UNIVERSITY POLICIES

UNIVERSITY POLICY ON ACADEMIC MISCONDUCT

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at http://www.dso.ufl.edu/students.php

The University of Florida Honor Code was voted on and passed by the Student Body in the Fall 1995 semester. The Honor Code reads as follows:

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

The Honor Code: "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity."

On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied:

"On my honor, I have neither given nor received unauthorized aid in doing this assignment."

For more information about academic honesty, contact Student Judicial Affairs, P202 Peabody Hall, 352-392-1261.

ACADEMIC HONESTY

All graduate students in the College of Journalism and Communications are expected to conduct themselves with the highest degree of integrity. It is the students' responsibility to ensure that they know and understand the requirements of every assignment. At a minimum, this includes avoiding the following:

Plagiarism: Plagiarism occurs when an individual presents the ideas or expressions of another as his or her own. Students must always credit others' ideas with accurate citations and must use quotation marks and citations when presenting the words of others. A thorough understanding of plagiarism is a precondition for admittance to graduate studies in the college.

Cheating: Cheating occurs when a student circumvents or ignores the rules that govern an academic assignment such as an exam or class paper. It can include using notes, in physical or electronic form, in an exam, submitting the work of another as one's own, or reusing a paper a student has composed for one class in another class. If a student is not sure about the rules that govern an assignment, it is the student's responsibility to ask for clarification from his instructor.

UNIVERSITY POLICIES

Misrepresenting Research Data: The integrity of data in mass communication research is a paramount issue for advancing knowledge and the credibility of our professions. For this reason any intentional 14 misrepresentation of data, or misrepresentation of the conditions or circumstances of data collection, is considered a violation of academic integrity. Misrepresenting data is a clear violation of the rules and requirements of academic integrity and honesty.

Any violation of the above stated conditions is grounds for immediate dismissal from the program and will result in revocation of the degree if the degree previously has been awarded.

Students are expected to adhere to the University of Florida Code of Conduct
https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code

If you have additional questions, please refer to the Online Graduate Program Student Handbook you received when you were admitted into the Program.

GETTING HELP:

For issues with technical difficulties for E-Learning, please contact the UF Computing Help Desk at:
learning-support@ufl.edu
(352) 392-HELP, select option 2
https://lss.at.ufl.edu/help.shtml

Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

Other resources are available at: http://www.distance.ufl.edu/getting-help
Counseling and Wellness http://www.counseling.ufl.edu/cwc/Default.aspx or (352) 392-1575
Disability Resources
Resources for Handling Student Concerns and Complaints
Library Help Desk Support
University Police Department
(352) 392-1111 or 911 for emergencies

Should a student have any complaints with his or her experience in this course, please visit http://www.distance.ufl.edu/student-complaint-process to submit a complaint.

WORKING AS A TEAM

TEAM OVERVIEW:

All group members are expected to be respectful and considerate of others. Each team member is expected to contribute to every project during the semester. Figure out the strengths of each member and plan your task delegation accordingly. If there are major issues, let the instructor know.

PROCESS FOR REMOVING A NON-PRODUCTIVE TEAM MEMBER:

The following procedure is only to be utilized in extreme situations. If you are considering removing a team member, you must first speak with the instructor about the issue. The instructor will then act as group mediator to help the team members resolve the issue in a professional manner. If there is absolutely no way to rectify the situation, then the team members would complete the procedure below.

A non-productive team member is defined as a member of the team who does not contribute to projects and/or fails to communicate with team members on a regular basis. In order to document issues, teams are encouraged to keep note logs of issues and explain any problems on the project peer evaluation forms. The instructor should be made aware of any concerns as early as possible in case intervention is needed.

A member on any team may be removed from the team either -
- by unanimous vote of the team, OR
- at the discretion of the instructor

A vote by the team must occur at least one week before the official university course drop date and be reported in writing to the instructor and the affected student. The affected student must then either -
- find another student group to accept him or her, OR
- complete the project on their own, OR
- remove themselves from the course

TEAM CONTRACT:

All students must complete a team contract with fellow members of their assigned team. The contract is designed to be a binding agreement of how the team plans to communicate and treat each other during the semester. The contract will be housed on E-Learning. All team members are expected to sign the document once terms are agreed upon.

COURSE SCHEDULE

*all times listed are in EST

1

5/9-5/15

Syllabus and Course Overview

Objective: To learn professional communications skills

ASSIGNMENTS:

Assign: Personal Profile & Team Form

Due Dates:
Personal Profile (5/13 9 PM)
Team Form (5/13 9 PM)

Assign: Situation Analysis, Team Contract, Discussion 1

Due Dates:
Discussion 1 (5/20 9 PM)
Team Contract (5/22 9 PM)
Situation Analysis (6/5 9 PM)

ASSIGNMENTS:

Introductions, Announce Client, Researching and Developing a Situation Analysis for the Client

Objective: To research and devise an overall strategy

2

5/16-5/22

3

5/23-5/29

Developing a Creative Brief/Branding Guide for the Client and the Pros and Cons of Logo Redesigns

Objective: To understand the importance of planning

ASSIGNMENTS:

Assign: Discussion 2

Due Dates:
Discussion 2 (5/27 9 PM)
Situation Analysis (6/5 9 PM)

Due Dates:
Situation Analysis (6/5 9 PM)

ASSIGNMENTS:

NO CLASS - MEMORIAL DAY

Objective: To develop branding

4

5/30-6/5

5 | 6/6-6/12

Wireframes and Mockups

Objective: To create an overall communication campaign

Assign: Discussion 3, Logo Design

Due Dates:
Discussion 3 (6/10 9 PM)
Logo Design (6/12 9 PM)

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6 | 6/13-6/19

Assign: Discussion 4, Creative Brief, Branding Guide, Mood Board, Wireframes & Mockups
Due Dates:
Discussion 4 (6/17 9 PM)
Brief & Branding (6/19 9 PM)
Wireframes & Mockups (6/19 9 PM)

Creating a Comprehensive Communications Campaign

Objective: To design a website that meets client needs

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7 | 6/20-6/26

Optional Guest Lecture or Team Work Day

Objective: To communicate ideas effectively

Assign: Rough Draft of Website

Due Dates:
Rough Draft Website (7/17 9 PM)

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8 | 6/27-7/3

Assign: Call Report 1, Rough Draft of Website

Due Dates:
Call Report 1 (7/3 9 PM)
Rough Draft Website (7/17 9 PM)

Team Meetings with Instructor

Objective: To manage time and follow deadlines

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9 | 7/4-7/10

NO CLASS - FOURTH OF JULY

Objective: To edit designs based on feedback

Assign: Campaign, Discussion 5

Due Dates:
Discussion 5 (7/8 9 PM)
Campaign (7/10 9 PM)

Assign: Call Report 2, Rough Draft Website

Due Dates:
Call Report 2 (7/17 9 PM)
Rough Draft Website (7/17 9 PM)

ASSIGNMENTS:

Team Meetings - Present Website to Instructor

10

7/11-7/17

Objective: To troubleshoot usability issues

11

7/18-7/24

Presenting to a Client and Overview of Final Book

Objective: To prepare for final presentations

ASSIGNMENTS:

Assign: Discussion 6, Usability Testing

Due Dates:
Discussion 6 (7/22 9 PM)
Usability Testing (7/20 9 PM)
Call Report 3 (7/24 9 PM)

Assign: Discussion 7, Final Website, Final Book and Presentation

Due Dates:
Discussion 7 (7/29 9 PM)
Final Website (7/31 9 PM)
Book & Presentation (7/31 9 PM)

ASSIGNMENTS:

Team Meetings - Practice Presentations

12

7/25-7/31

Objective: To professionally pitch ideas to a client

13

8/1-8/5

Present to Campaign to Client

Objective: To create a cohesive presentation

ASSIGNMENTS:

Congratulations on Graduation!

Disclaimer: This syllabus represents the instructor's current plans and objectives. During the course of the semester, changes may be made to the assignments or due dates. Such changes, communicated clearly, are not unusual. Please keep track of due dates on Canvas.