MMC6936: CAPSTONE

SUMMER 2015   WDOC MASTER'S PROGRAM   3 CREDIT HOURS

COURSE INFORMATION

CLASS MEETING TIME: Monday, 7-10 p.m. EST
OFFICE HOURS: By Appointment
COURSE WEBSITE: http://lss.at.ufl.edu/
CLASSROOM: https://uflcoj.adobeconnect.com/mmc6936_capstone_summer15/

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 on the class Facebook page.

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.

SEMESTER OVERVIEW:

Week 1 – Class Expectations, Project Management, Client Communication
Week 2 – Research and Situation Analysis
Week 3 – Project Timeline and Management
Week 4 – Creative Brief/Branding Guide
Week 5 – Comprehensive Communications Campaign
Week 6 – Wireframe Design and Website Mockups
Weeks 7-9 – Teams Work on Projects
Week 10 – Usability Testing and Edits
Week 11 – Final Presentation Preparation
Week 12 – Compilation of all Campaign Elements
Week 13 – Campaign Presentations

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

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 weeks 7, 9 and 11.

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

GRADING:

Students are evaluated on their adherence to assignment requirements, attention to detail, professionalism, teamwork and timely completion of all assigned projects. Point breakdowns will be posted with project descriptions on E-Learning. Since the team aspect is so important, all team members will evaluate each other to ensure grades match the amount of work contributed. The instructor will collect a document outlining the work contributed by team members for each project.

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

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

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 GRADING POLICIES:
https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx
Additional information about UF's grading policies can be found at: http://www.isis.ufl.edu/minusgrades.html

UNIVERSITY POLICIES

UNIVERSITY POLICY ON ACCOMMODATING STUDENTS WITH DISABILITIES:

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565 or www.dso.ufl.edu/drc) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should complete this process early in the semester.

UNIVERSITY HONESTY POLICY:

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. 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.'" The Honor Code (https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, students are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If students have any questions or concerns, please consult with the instructor of this course.

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

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 technical issue that caused a student to miss a due date MUST be accompanied by the ticket number received from LSS when the problem was reported to them. Students MUST e-mail the instructor within 24 hours of the technical difficulty. The instructor and student will then figure out an alternative way to submit the project.

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.

COURSE SCHEDULE

*all times listed are in EST

1 **5/11-5/17**

Syllabus, Introductions, Class Expectations, Project Overview, Client Communication and Project Management, Announce Client

Objective: To learn professional communications skills

ASSIGNMENTS:

Assign: Personal & Team Profile, Syllabus Quiz and Discussion 1

Due Dates:
Profile & Team Form (5/17 9PM)
Syllabus Quiz (5/17 9PM)
Discussion 1 (5/17 9PM)

Assign: Situation Analysis, Discussion 2

Due Dates:
Situation Analysis (6/7 9PM)
Discussion 2 (5/22 9PM)

ASSIGNMENTS:

Researching and Developing a Situation Analysis for the Client

Objective: To research and devise an overall strategy

2 **5/18-5/24**

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3 **5/25-5/31**

NO LIVE CLASS - Memorial Day

Work on project timeline and situation analysis with teammates

Objective: To understand the importance of planning

ASSIGNMENTS:

Assign: No new assignments

Due Dates:
Situation Analysis (6/7 9PM)

Assign: Creative Brief/Branding Guide, Logo Redesign Proposal, Discussion 3

Due Dates:
Creative & Branding (6/14 9 PM)
Logo Redesign (6/7 9 PM)
Discussion 3 (6/5 9 PM)

ASSIGNMENTS:

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

Objective: To develop branding

4 **6/1-6/7**

5

6/8-6/14

Creating a Comprehensive Communications Campaign, Wireframes and Mockups

Class Presentations: Logo Proposals

Objective: To create an overall communication campaign

ASSIGNMENTS:

Assign: Creative Campaign, Wireframes & Mockups, Discussion 4

Due Dates:
Creative Campaign (6/28 9 PM)
Wireframes & Mockups (6/24 9PM)
Discussion 4 (6/12 9PM)

ASSIGNMENTS:

Assign: Rough Draft of Website, Discussion 5

Due Dates:
Website Rough Draft (7/19 9PM)
Discussion 5 (7/5 9PM)

Developing a Successful Website

Class Presentations of Wireframes & Mockups

Objective: To design a website that meets client needs

6

6/15-6/21

7

6/22-6/28

Team Meetings with Instructor

Discuss Project Progress and Team Dynamics

Objective: To communicate ideas effectively

ASSIGNMENTS:

Assign: Call Report 1

Due Dates:
Call Report 1 (6/28 9 PM)

ASSIGNMENTS:

Assign: Discussion 5

Due Dates:
Discussion 5 (7/5 9PM)

Team Meetings with Instructor

Discuss Project Progress and Team Dynamics

Objective: To manage time and follow deadlines

8

6/29-7/5

9 — 7/6–7/12

Team Meetings with Instructor

Discuss Project Progress and Team Dynamics

Objective: To edit designs based on feedback

ASSIGNMENTS:

Assign: Call Report 2

Due Dates:
Call Report 2 (7/12 9PM)

10 — 7/13–7/19

Pitching Campaign Ideas to the Client, Public Speaking

Present Website to Instructor

Objective: To troubleshoot usability issues

ASSIGNMENTS:

Assign: Final Website, Usability Testing, Discussion 6

Due Dates:
Final Website (8/2 9PM)
Usability Testing (7/22 9PM)
Discussion 6 (7/17 9PM)

11 — 7/20–7/26

Pitching Ideas to the Client, Creating a Campaign Document

Present Overall Campaign to Instructor

Objective: To prepare for final presentations

ASSIGNMENTS:

Assign: Campaign Document, Presentation, Call Report 3

Due Dates:
Campaign Document (8/2 9PM)
Presentation (8/2 9PM)
Call Report 3 (7/26 9PM)

12 13 — 7/27–8/7

No Class 7/27 - Team Work Day

8/3 Students Present Campaign Ideas and Website to Client

Objective: To professionally pitch ideas to a client

ASSIGNMENTS:

Assign: Discussion 7

Due Dates:
Discussion 7 (7/31 9 PM)
Final Website (8/2 9PM)
Campaign Document (8/2 9PM)
Presentation (8/2 9PM)

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.