

# MMC6936: CAPSTONE

FALL 2017

WDOC MASTER'S PROGRAM

3 CREDIT HOURS

## COURSE INFORMATION

**CLASS MEETING TIME:** Monday, 7-10 p.m. EST

**OFFICE HOURS:** Evenings by appointment.

**COURSE WEBSITE:** <http://elearning.ufl.edu/>

**CLASSROOM:** [https://uflcoj.adobeconnect.com/mmc6936\\_capstone\\_fall17/](https://uflcoj.adobeconnect.com/mmc6936_capstone_fall17/)

**INSTRUCTOR:** Kara Lowe Page

M.A. Web Design & Online Communication

B.S. Advertising, B.S. Recreation, Parks & Tourism

[kara.page@jou.ufl.edu](mailto:kara.page@jou.ufl.edu) (772) 475-9639

## COURSE COMMUNICATION

The instructor is available via e-mail at [kara.page@jou.ufl.edu](mailto: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 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.

Kara is the Associate Director of Distance Education at the University of Florida College of Journalism and Communications. As Associate Director, Kara helps manage 10 online master's specializations and works with a team to deliver high quality content to students. In addition to her management role, Kara is also a graphic designer and enjoys all things creative.

## 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.

## COURSE OBJECTIVES

By the end of this course, students will:

- Be able to successfully work as a team to develop a comprehensive and thoughtful communications campaign
- Design a fully functioning website that meets client needs
- Use research to develop realistic communications goals
- Practice a professional pitch to the client

## COURSE GOAL

The overall goal of MMC6936 is to challenge students to work on teams and utilize all skills and knowledge acquired during the master's program to develop a comprehensive communications campaign and website.

## EXPECTATIONS

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.

**OWNERSHIP EDUCATION:** As graduate students, you are not passive participants in this course. This class allows you to not only take ownership of your educational experience, but to also provide your expertise and knowledge in helping your fellow classmates. E-Learning will have an open Q&A thread where you can pose questions to your classmates when you have a question as it relates to an assignment or an issue. Your classmates along with your instructor will be able to respond.

## RESOURCES:

### Required Text:

None

### Recommended Text for Inspiration:

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

**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.

## 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.

## INSTRUCTIONAL METHODS

Students will be required to work on a team throughout the semester to fulfill project requirements. In addition to projects, students will be required to complete call reports to practice project management and planning skills. Unless otherwise noted, students will attend a live lecture Monday evenings to review important concepts related to projects and client interactions. At the midpoint in the semester, teams will meet with the instructor during lecture time to review project progress and troubleshoot any issues. All deadlines, project descriptions, reading assignments and links to lectures can be found on the corresponding week pages in E-Learning.

# COURSE POLICIES

## ATTENDANCE POLICY

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.

## LATE WORK AND MAKE-UP POLICY

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 after the deadline will result in a reduction of points for each day late beyond the original deadline. Issues with uploading work for a grade is not an excuse. If students have issues uploading work to E-Learning, please e-mail the instructor immediately. To minimize upload issues, try zipping your documents. 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. Students should not wait until the last minute to submit work to avoid technical issues.

With this in mind there will be penalties for late work:

- |   |                     |
|---|---------------------|
| • Less than an hour late                              | 05 points off       |
| • More than an hour late but less than 24 hours late  | 10 points off       |
| • More than 24 hours late but less than 48 hours late | 15 points off       |
| • More than 48 hours late                             | 25 points off       |
| • A week or more late                                 | Not accepted at all |

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalogue at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

## COURSEWORK SUBMISSIONS

All call reports and projects should be submitted through E-Learning. All response papers are to be submitted via e-mail to the instructor.

## DEADLINES

This course has many deadlines. Please see below for standard deadlines by assignment type. Note: Lecture weeks begin on Mondays.

Call Reports	9 PM EST Fridays of the week assigned
Reply to Classmate's Posts	9 PM EST Sundays of the week assigned
Projects	Vary – refer to E-Learning for exact dates
Response Papers for Missed Lecture	7 PM EST on Monday within a week of missed class

## EMERGENCY AND EXTENUATING CIRCUMSTANCES POLICY

Students who face emergencies, such as a major personal medical issue, a death in the family, serious illness of a family member, or other situations beyond their control should notify their instructors immediately. Students are also advised to contact the Dean of Students Office if they would like more information on the medical withdrawal or drop process: <https://www.dso.ufl.edu/care/medical-withdrawal-process/>.

## DROP POLICY

Students MUST inform their academic advisor before dropping a course, whether for medical or non-medical reasons. Your advisor will assist with notifying professors and go over options for how to proceed with their classes. Your academic advisor is Tiffany Robbert, and she may be reached at [trobber@jou.ufl.edu](mailto:trobber@jou.ufl.edu).

## 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.

Your work will be evaluated according to this distribution:

- Attendance and Participation 5% of grade or 75 Points
- Call Reports 5% of grade or 75 Points
- Team Projects (9 during the semester) 90% of grade or 1,350 Points

## POINT BREAKDOWN:

Project 1 - Situation Analysis: 5% or 75 points  
Project 2 - Logo Design 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  
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)=60-62	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.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalogue at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

# WEEKLY LECTURES

The instructor will meet with students for live lectures on Mondays at 7 p.m. unless otherwise noted in the syllabus. At the midpoint of the semester, teams will meet with the instructor during assigned time slots to review project progress. These team meetings will be in place of lecture.

# ASSIGNMENTS

## CALL REPORTS

There will be several call reports required during the semester. The call reports serve as a way to measure group work and project progress. The call report will require you to list the upcoming projects your team is working along, what resources are required, how work will be divided and due dates. Both team members can submit the same report, but all members of the group must submit the document for points. The call report rubric is below.

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	

## 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.

Project 1: Situation Analysis  
Project 2: Logo Design Proposal  
Project 3: Creative Brief/Branding Guide  
Project 4: Website Wireframes & Mockups  
Project 5: Campaign Strategy & Design Pieces

Project 6: Website Rough Draft  
Project 7: Usability & User Experience Testing  
Project 8: Final Website  
Project 9: Campaign Document & Presentation

All rubrics are located on each individual assignment page in Canvas. Every project requires students to submit peer evaluations of their group project members. These evaluation scores will be calculated to determine team participation points for each project. It is important to pay attention to each project's instructions and rubrics to determine how the projects will be graded.

# PROJECT RUBRICS

The following rubric is an example of how projects will be graded throughout the semester. Each project rubric can be found under the associated project page in E-Learning.

Project 5 - Campaign   						
Criteria	Ratings					Pts
Completion of Requirements	All design pieces are compiled into one PDF. Design pieces are appropriate dimensions. All requirements were met. 20.0 pts	Design pieces are compiled into one PDF. Design pieces are appropriate dimensions aside from one or two issues. All but one or two requirements were met. 15.0 pts	Design pieces are compiled into one PDF, but there are more than three issues. Design pieces are somewhat appropriate dimensions aside from three to five issues. All but three or four requirements were met. 10.0 pts	Design pieces are compiled into one PDF, but there are more than five issues. Design pieces are somewhat inappropriate dimensions with five or more issues. Five or more requirements were not met. 5.0 pts	No PDF submitted or more than five design pieces were missing. 0.0 pts	20.0 pts
Branding	All design pieces match the brand's overall aesthetic. Logos are appropriate sizes for each design piece. Consistent colors, fonts and imagery were used throughout. 50.0 pts	Design pieces match the brand's overall aesthetic with one or two minor issues. Logos are mostly appropriate sizes for each design piece. Consistent colors, fonts and imagery were used throughout with one or two issues. 40.0 pts	Design pieces somewhat match the brand's overall aesthetic with three or four minor issues. Logos are generally appropriate sizes for each design piece. Mostly consistent colors, fonts and imagery were used throughout with three or four issues. 30.0 pts	Design pieces do not match the brand's overall aesthetic or include five or more issues. Logos are inappropriate sizes for each design piece. Inconsistent colors, fonts and imagery were used throughout with five or more issues. 15.0 pts	Branding is completely lacking. Inconsistency throughout. No effort made. 0.0 pts	50.0 pts
Composition	All pieces are organized and labeled in the PDF document. Designs all work together to create a cohesive brand. 50.0 pts	All pieces are organized and labeled in the PDF document aside from one or two minor issues. Designs mostly work together to create a cohesive brand. 40.0 pts	All pieces are organized and labeled in the PDF document aside from three or four minor issues. Designs somewhat work together to create a cohesive brand. 30.0 pts	All pieces are organized and labeled in the PDF document, but has major issues. Designs do not work together to create a cohesive brand. There are five or more issues present. 15.0 pts	PDF was not submitted or lacked serious professionalism. 0.0 pts	50.0 pts
Teamwork	A maximum of 30 teamwork points is allocated for this project. Teamwork scores are determined based on an average of peer evaluation scores. 30.0 pts			Teamwork scores can range between 1-29 points depending on average peer evaluation scores. 0.0 pts		30.0 pts
<b>Total Points: 150.0</b>						

Note: Every project has a teamwork component of the grade. Teamwork scores are determined based on averaging the peer evaluation scores. If less than the full teamwork point amount, the instructor will manually insert the point total into the rubric matrix.

# 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.

## 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.

# 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 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](mailto: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> or [distancesupport@jou.ufl.edu](mailto:distancesupport@jou.ufl.edu) to submit a complaint.

# STUDENT CAPSTONE PARTICIPATION AGREEMENT

Students agree to work on teams to design a creative & strategic campaign for a real client.

## **The client agrees to:**

1. Provide background information and brief students on the client's challenges
2. Respond to questions via e-mail once per week
3. Attend live online classes via webcam and stable Internet connection
4. View the student's presentations and review campaigns books
5. Select a winner within two weeks of presentation date

## **The students agree to provide:**

1. An Online Communication Campaign Book
  - a. Teams will compile all of their communication ideas into a digital document for the client to review
  - b. The Campaign Book will contain:
    - i. A Situation Analysis including research and a SWOT analysis
    - ii. Logo Design Proposal featuring a new logo design that fits the company
    - iii. Campaign Strategy explaining objectives, tactics & examples of proposed communication pieces
2. A Website
  - a. Students will design a fully functioning and responsive website for the client
  - b. The website will contain information specified by the client
3. An Oral Presentation of the Campaign
  - a. Students will present all ideas in a polished and professional live presentation to the client during the online class meeting time

## **Post Presentation Expectations:**

If the client decides to use the winning team's work, the client must notify the instructor within three weeks of selecting the winner. The instructor will then initiate communication between the client and winning team to implement components of the communications campaign.

The winning team will then provide the client with the following:

Compressed folder of the website including stylesheets, plugin information, customized theme and website coding as of project completion on December 4, 2016

Information about how the interactive elements can be updated and maintained on the website

Scaleable vector version of the logo in EPS format

Note: If the client would like additional materials such as native design files, the instructor must be contacted within five weeks of the presentation date. The instructor will then contact the winning team for file access.

After the deadline, the client relinquishes the right to access project materials that were not previously provided. At this time, the students, instructor, department and university are no longer obligated to assist the client.

Students are not responsible for maintaining, updating or editing the website. If the client desires to work with the students beyond the two week period, the client will establish a relationship where the students act as individual contractors. Students reserve the right to refuse assistance beyond the two week period.

The client agrees to allow students to use design and website work created during the semester in their portfolios. Students agree to allow the client to use their design work and website without attribution to individual students or the team.

# COURSE SCHEDULE

\*all times listed are in EST

<b>1</b> 8/21-8/27	Syllabus and Course Overview Recorded Lecture due to starting semester on a Wednesday  Objective: To learn professional communications skills	<b>ASSIGNMENTS:</b> <b>Assign:</b> Personal Profile & Team Form <b>Due Dates:</b> Personal Profile (8/27) Team Matching Form (8/27)
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<b>Assign:</b> Team Contract, Project 1: Situation Analysis <b>Due Dates:</b> Team Contract (9/3) Project 1: Situation Analysis (9/10)	<b>ASSIGNMENTS:</b> Researching and Developing a Situation Analysis for the Client  Objective: To research and devise an overall strategy	<b>2</b> 8/28-9/3
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<b>3</b> 9/4-9/10	No Class - Labor Day  Objective: To research and devise an overall strategy	<b>ASSIGNMENTS:</b> <b>Assign:</b> Team Name & Logo <b>Due Dates:</b> Team Name & Logo (9/10) Situation Analysis (9/10)
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<b>Assign:</b> Project 2: Logo Redesign Proposal, Call Report 1 <b>Due Dates:</b> Project 2: Logo Redesign Proposal (9/17) Call Report 1 (9/17)	<b>ASSIGNMENTS:</b> Developing a Creative Brief/Branding Guide for the Client and the Pros and Cons of Logo Redesigns  Objective: To understand the importance of branding	<b>4</b> 9/11-9/17
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<b>5</b> 9/18-9/24	Creating a Comprehensive Communications Campaign	<b>ASSIGNMENTS:</b>	<b>Assign:</b> Project 3: Creative Brief/ Branding Guide  <b>Due Dates:</b> Project 3: Creative Brief/Branding Guide (9/24)
Objective: To create an overall communication campaign			

<b>Assign:</b> Project 4: Wireframes & Mockups  <b>Due Dates:</b> Project 4: Wireframes & Mockups (10/1)	<b>ASSIGNMENTS:</b>	Wireframes and Mockups	<b>6</b> 9/25-10/1
Objective: To design a website that meets client needs			

<b>7</b> 10/2-10/8	Team Meetings With Instructor	<b>ASSIGNMENTS:</b>	<b>Assign:</b> Project 5: Campaign Strategy & Design Pieces, Project 6: Website Rough Draft  <b>Due Dates:</b> Project 5: Campaign Strategy & Design Pieces (10/15) Project 6: Website Rough Draft (11/5)
Objective: To communicate ideas effectively			

<b>Assign:</b> Call Report 2  <b>Due Dates:</b> Project 5: Campaign Strategy & Design Pieces (10/15) Project 6: Website Rough Draft (11/5) Call Report 2 (10/15)	<b>ASSIGNMENTS:</b>	Team Meetings with Instructor	<b>8</b> 10/9-10/15
Objective: To manage time and follow deadlines			

<b>9</b> 10/16-10/22	Team Meetings With Instructor	<b>ASSIGNMENTS:</b>	<b>Assign:</b>  <b>Due Dates:</b> Project 6: Website Rough Draft (11/5)
Objective: To evaluate campaign strategy			

<p><b>Assign:</b></p> <p><b>Due Dates:</b> Project 6: Website Rough Draft (11/5)</p>	<p><b>ASSIGNMENTS:</b></p>	<p>No Class - Spring Break!</p> <p>Objective: To troubleshoot usability issues</p>	<p>10</p>
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10/23-10/29

<p>11</p> <p>Usability Testing</p> <p>Objective: To troubleshoot any issues</p>	<p><b>ASSIGNMENTS:</b></p>	<p><b>Assign:</b> Project 7: Usability Testing Call Report 3</p> <p><b>Due Dates:</b> Project 6: Rough Draft (11/5) Project 7: Usability Testing (11/12) Call Report 3 (11/5)</p>	<p>11</p>
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10/30-11/5

<p><b>Assign:</b> Project 7: Usability Testing</p> <p><b>Due Dates:</b> Project 7: Usability Testing (11/12)</p>	<p><b>ASSIGNMENTS:</b></p>	<p>Pitching Ideas to a Client</p> <p>Objective: To determine how to communicate ideas to clients</p>	<p>12</p>
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11/6-11/12

<p>13</p> <p>Teams meet with Instructor to practice website presentations</p> <p>Objective: To demonstrate how the website fits the client's needs</p>	<p><b>ASSIGNMENTS:</b></p>	<p><b>Assign:</b> Project 8: Final Website</p> <p><b>Due Dates:</b> Project 8: Final Website (11/26)</p>	<p>13</p>
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11/13-11/19

<p><b>Assign:</b> Project 9: Campaign Document and Presentation</p> <p><b>Due Dates:</b> Project 8: Final Website (11/26) Project 9: Campaign Document and Presentation (12/3)</p>	<p><b>ASSIGNMENTS:</b></p>	<p>Team Work Day - No Class or Meeting</p> <p>Objective: To respond to website edits and suggestions</p>	<p>14</p>
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11/20-11/26

<p><b>15</b> 11/27-12/3</p>	<p>Teams Schedule Presentation Practice Times</p> <p>Objective: To prepare for presentations</p>	<p><b>ASSIGNMENTS:</b></p>	<p><b>Assign:</b></p> <p><b>Due Dates:</b> Project 8: Final Website (11/26) Project 9: Campaign Document and Presentation (12/3)</p>
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<p><b>Assign:</b> Instructor Evaluations, Graduation</p> <p><b>Due Dates:</b> Instructor Evaluations Graduate!</p>	<p><b>ASSIGNMENTS:</b></p>	<p>Final Presentations to Client</p> <p>Congratulations!!!!</p> <p>Objective: To conduct a professional presentation to the client</p>	<p><b>16</b> 12/4-12/10</p>
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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.