

ICOMM 210: Introduction to Social Media

Assignment: 1sheet

Point Total: 50

Overview: Students will develop a basic project overview for their final social media project. In no less than 1 written page plus sketch prototypes, students will describe their site and explore basic functionalities and ideas.

Objectives:

- Understand the basic interaction design principles through constructivist exercises as demonstrated through basic user requirement development
- Understand basic prototype design principles through constructivist exercises as demonstrated through basic low fidelity prototype development
- Understand basic project management planning through constructivist exercises as demonstrated through scope development

Requirements:

- Project Description: In one paragraph, students will describe the site's mission. The description should include the idea of community and user-interaction.
- User Functions: In a bulleted list, students will describe core user functions. (e.g. Users will upload photos to Flickr, tag them "mysite," enabling me to search for that tag and pull photos for www.mysite.com)
- Emotional Impact: Community sites should elicit some type of emotion. Students will explain, in a bulleted list, the 2-4 emotional values embedded with the site. (e.g. The sharing capability of Post Secret is meant to elicit a sense that we are not alone.)
- Similar sites: Students will find 10 similar sites, and create a matrix of how they are the same. (See the Grading Rubric below for an example of a tabled matrix).
- Sketches: Students will sketch at least three pages (e.g. Main Page, About Page, Terms of Service Page), with consideration to headers, sidebars, footers

Grading:

	A	B	C	D	F
Description (15)					
Function (5)					
Emotion (5)					
Sites (10)					
Sketch (15)					
Total					