

ICOMM 210: Introduction to Social Media

Assignment: Final Project

Point Total: 150

Overview: Students will deliver a 2-part final project that demonstrates a basic understanding of both basic theory and application. Students will deliver an 8-12 minute video presentation overview of their website and a formal presentation deconstructing the evaluation and analytics of the site. Students will also turn in a final post-mortem paper, which deconstructs their creation process.

Objectives:

- Develop a cohesive strategy for building a social media website and community using existing frameworks for application as demonstrated by the final project
- Analyze the project management process for creating an interactive website as demonstrated by the post-mortem report

Requirements:

- **Video Presentation:** This video, delivered in a YouTube friendly format, should contain 3 component parts
 - About the site: A 3-5 minute section that showcases the site
 - Description of the project
 - Major functions of the site (but not a walk-through of every button)
 - Community interaction
 - About the process: A 3-5 minute section that deconstructs the process
 - Evaluation of what you learned from critiques, usability and how the site changed
 - Analytics and what you learned about your community
 - Moving forward: A 2-3 minute section that uses theory to prescribe what fixes or changes are needed on the site
- **Paper:** This post-mortem paper examines the process and production of the site, using theory and outside research to understand what happened. Within each section, there should be either bulleted or table graphs to illustrate what worked and what didn't (along with a solution for how to better approach the ill-fated problems).
 - Introduction: The project description, which should be updated from the 1sheet assignment, and brief overview of the highlights and lowlights from this process.
 - Major Functions: This section should detail both the functions the site allows and the user functions.
 - Community: This section should discuss the types of community activity built into the site and the types of people who are interacting and explore that through the frameworks discussed in class.
 - Evaluation: This section should contain summarized information from the two internal critiques as well as the usability survey. This should include scatter charts (with the proper statistical information) and a brief analysis about what it means.

- Analytics: This should include basic information from Google Analytics, including page views, users, unique viewers, time on site, most popular content, least popular content, exit pages, and other information you find useful. (Interesting is not always useful.)
- Appendices:
 - Critique Sheets
 - Evaluation Data (if necessary)
 - Original 1sheet

Grading: Video (100)

	A	B	C	D	F
Site (40)					
Process (40)					
Future (20)					
Total					

Grading: Paper (50)

	A	B	C	D	F
Intro (10)					
Major Functions (10)					
Community (10)					
Evaluation (10)					
Analytics (10)					
Total					

*Failure to include the Appendix and/or Works Cited sections is an automatic zero on the assignment