

# ICOM 495 Assignments

Creative Project

The Creative Project should be a demonstration of your acumen using digital software tools, social media, interactivity, and evaluation methods to tell a digital story.

As such, consider the core courses: communication theory, storytelling, and the capstone. Your Creative Project should have communicating a story – either fiction or non-fiction – to a specific audience.

Your project will include an evaluation on both the process of your design and the product of your design. Your thesis will extract an idea from your Creative Project and explore it through an Analytic Research Paper.

Objectives:

- Understand and apply basic interaction design methodologies
- Apply design, prototyping, and evaluation methodologies to a project
- Create a designed product using formal project management

# Requirements

- The project will use the Lifecycle Design project management, which includes a Requirements List, Design Alternatives, Prototypes, and Evaluations
- The project will include a Pre- and Post-Report. The Post-Report is an updated version of the Pre-Report with evaluations and a post-mortem
- The project will include a two formal evaluative methodologies
- The project will include a 5-minute screencast presentation of the product

# Timeline

- **Week 4:** Requirements List/Design: 25
- **Week 5:** Prototypes/Sketches: 25
- **Week 7:** Prototypes/Sketches: 50

- **Week 9: Pre-Report Project Document: 100**
  - Title Page
  - Table of Contents
  - Project Description
  - Project Requirements List with Design Alternatives
  - Project Prototypes of Chosen Design Alternatives
  - Project Deliverables/Media Asset List
  - Project Timeline

- **Week 11: Benchmark/Working Prototype: 50**
  - Students should conduct their first formal evaluative feedback with other members of the class before Week 13. Students will need to submit evaluative questions (Likert, Ranking, Open-Ended questions) at least one week before administering evaluations.

- **Week 13: Evaluation Meeting: 50**
  - Students should submit the working prototype and a 1-2 page summary of evaluative findings/forthcoming changes at least 1 day before scheduled evaluation meeting.

- **Week 15: Final: 200**
  - Updated Pre-Report: 25
  - Evaluation Documents: 25
  - Post-Mortem: 100
    - The post-mortem should be no less than a 3-page analysis section. In particular you should focus on:
      - Overall Process
  - 5-minute screencast: 25