

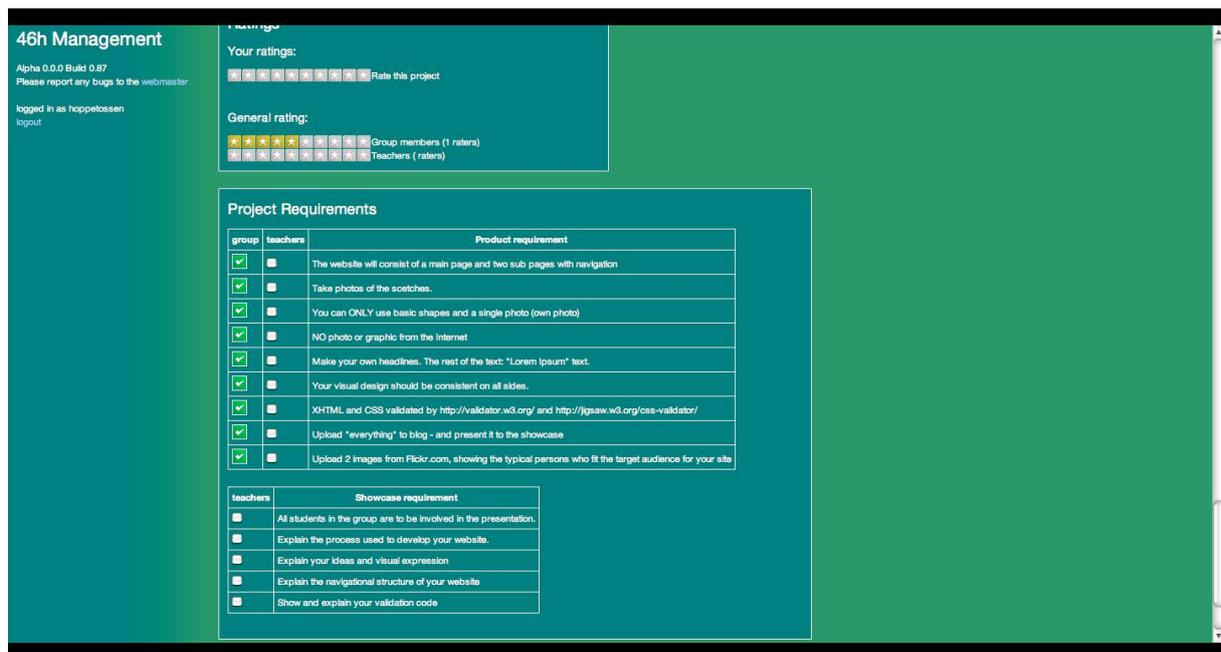
Cases

Below you will find 4 cases which are examples of how the approach is implemented in the multimedia design program.

Case 1 – First Semester

This is the first assignment given to the students. All assignments are published on the school's website (www.46h.dk).

On our group work support site (<http://groups.46hope.dk/>) the students get their own project site as soon as they register their groups. On this site all requirements are set up with checkboxes which are to be used both by the students and the teachers (the example will only be shown for this first case. The approach is similar for all cases. They can be seen on the above mentioned address.



The screenshot shows a web interface for '46h Management'. It includes a header with version information (Alpha 0.0.0 Build 0.67) and a user login status (logged in as hoppetoesen). The main content area is divided into two sections: 'Your ratings' and 'Project Requirements'.

Your ratings:

Rate this project: [1-5 star icons]

General rating:

Group members (1 raters): [1-5 star icons]

Teachers (1 raters): [1-5 star icons]

Project Requirements

group	teachers	Product requirement
<input checked="" type="checkbox"/>	<input type="checkbox"/>	The website will consist of a main page and two sub pages with navigation
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Take photos of the sketches.
<input checked="" type="checkbox"/>	<input type="checkbox"/>	You can ONLY use basic shapes and a single photo (own photo)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	NO photo or graphic from the Internet
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Make your own headlines. The rest of the text: "Lorem ipsum" text.
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Your visual design should be consistent on all sides.
<input checked="" type="checkbox"/>	<input type="checkbox"/>	XHTML and CSS validated by http://validator.w3.org/ and http://jigsaw.w3.org/css-validator/
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Upload "everything" to blog - and present it to the showcase
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Upload 2 images from Flickr.com, showing the typical persons who fit the target audience for your site

Showcase requirement

teachers	Showcase requirement
<input type="checkbox"/>	All students in the group are to be involved in the presentation.
<input type="checkbox"/>	Explain the process used to develop your website.
<input type="checkbox"/>	Explain your ideas and visual expression
<input type="checkbox"/>	Explain the navigational structure of your website
<input type="checkbox"/>	Show and explain your validation code

Case 1: Theme 1 - Web-Basic

Description

It's time to make your first website. We will develop better basic skills in Photoshop, XHTML, CSS and teach you how to design a simple website.

Product

Make a simple 3-page website about houses; a main page, a sub site about city houses and a sub site about country houses. All pages must have a consistent visual design, so you can see that they belong together.

Make sketches (on paper) of all sides before you start coding. Coding is individual; all group members must code all sites individually.

Product Requirements

- The website will consist of a main page and two sub pages with navigation.
- Take photos of the sketches.
- You can ONLY use basic shapes and a single photo (own photo).
- NO photo or graphic from the Internet.
- Make your own headlines. The rest of the text: "Lorem Ipsum" text.
- Your visual design should be consistent on all sides.
- XHTML and CSS validated by <http://validator.w3.org/> and <http://jigsaw.w3.org/css-validator/>
- Upload "everything" to blog - and present it to the showcase
- Upload 2 images from Flickr.com, showing the typical persons who fit the target audience for your site.

Showcase

Time: 10 September, time: 8.30.

Location: 615A

1. All students in the group are to be involved in the presentation.
2. Explain the process used to develop your website.
3. Explain your ideas and visual expression
4. Explain the navigational structure of your website
5. Show and explain your validation code

Presentation Length: 5 minutes

Learning goals

- You will learn to work with basic shapes, colors and fonts in Photoshop
- You will learn to create simple web pages with XHTML
- You will learn how to manage colors and sizes using CSS
- You will learn teamwork and get acquainted with project

Case 2: Theme 3 - Web Content

Description

Develop a website to communicate about the product that is described in the text you find here:

https://docs.google.com/document/pub?id=1_kjSzrz1Cs_GxqZcwrSAi1xBippPNRWKwFLLgBMysWg

(Do not use the existing market communication about the product)

Client

Customer is Metabo Denmark, which promotes and sells power tools for the professional market and the ambitious do-it-yourself handymen.

Product

The site must at least consist of a front page that presents the message / theme and five subpages where the information from the main page is unfolded/supported. All badges should be bind together by a strong concept.

Product Requirements

It is important with a strong concept and visual idea. In general you must meet the same basic requirements as in the previous projects:

1. Write down you considerations about your target group: you should even define the target group by your self (the blog).
2. Develop a core message to be translated into slogans, text and a supporting design that binds together text and images.
3. You must develop a mood board / with colors / atmosphere / values. You must explain your ideas behind the mood board since it should support the core message (everything must be uploaded on the blog):
4. Make both: Inspirations mood board and
5. Presentations mood board
6. You must implement prototype test (by interview) with the target group based on your mood board.
7. The design must be grid-based and made in Photoshop (upload to your blog).
8. Must be made one front and one css, and 5 subpages. Each student must html code at least one subpage, using the Common CSS. It is permitted to make additional link CSS for each subpage.
9. The pages must be tested in both Internet Explorer, Firefox, Chrome and Safari, and with screen resolutions 1024 and 1280th Documented with screenshots on the blog.
10. XHTML must validate ERROR-FREE at <http://validator.w3.org/> (upload results (screenshot) to your blog).
11. CSS must validate ERROR-FREE at <http://jigsaw.w3.org/css-validator/> (upload results (screenshot) to your blog).
12. Code must be search engine optimized.

Showcase

Time: Starting 8.30 am.

Presentation: 10 minutes.

1. All students in the group are to be involved in the presentation.
2. Explain the gestalt principles used in your website.
3. Explain how your website expresses the different target groups.
4. Explain how you accommodate your target group.
5. Show and explain validation results.

Learning goals

You should be able to:

- develop messages and identify the core messages of different texts
- see the relationship between payoffs/slogans, headlines, etc. and the message behind
- write text for websites and understand the rules behind web-based texts
- develop a design that supports different messages
- understand the relations between text and images.
- use mood boards in the development of design
- use test in the development of design

Group work and blog

Make groups of 3-5 students.

Start a blog group (<http://blogger.com> is an excellent and free blogging tool).

Write a blog post for each step in your design process (at least two per day) and explain your design choices.

Case 3: Theme 2 (2nd sem.): Information Architecture

Description

On this project you should make a re-design of the Information Architecture of the website for ZIBAT Campus Køge. You must explain your planning including content, hierarchy, navigation structure. The theme's focus is to manage and organize large amounts of information in the form of a website.

Customer

ZIBAT Campus Køge: <http://www.campuskoge.com/>

Product

Produce a main page (XHTML and CSS) and at least 2 of the pages that each is the main page for a specific section of the website. Make a visual sitemap that explains the hierarchy, content sharing and navigation structure.

Product Requirements

- Make personas and scenarios. Describe them on your blog.
- Make a visual sitemap explaining the hierarchy of content partitioning (classification scheme) and the navigation structure.
- Define the layout for all types of main-/subpages and make them as wireframes.
- Explain the content hierarchy for each type of page (on your blog) .
- Website with a main page and at least two sub-main pages from two different sections of the website.
- Use the [960.gs](#) framework.
- do usability testing
- present wireframes of the important pages

Showcase

- Explain your hierarchy, content sharing and navigation structure and how it is improvements to the original website.
- Describe the layout through your wireframes and how they support content and communications.
- Explain your navigation: labels, location, menu type (s), etc. and how it is an improvement.
- Explain how the new website structure meet the users needs by using personas and scenarios.

Learning Goals

- Structure large amounts of information in a website at through information architecture.
- Optimize usability for the target audience of a website.

Teamwork and blog

- Make groups of 3-5 students.
- Start a blog group(<http://blogger.com> is an excellent and free blogging tool.)
- Write a blog mail to each stage of your design process (at least two per day) and explain your design choices.

- All material (wireframes, personas, scenarios, sketches, etc.) must be uploaded to the blog.
- You work in groups, but you must code the website individually

Case 4: Online Marketing

Description

Online marketing is a theme that is very wide and can span across various marketing analysis, country analysis, branding of the company and the product, storytelling, SEO (search engine optimization), customer segmentation, target group understanding and much more...

In this theme we will focus on online marketing redesign of a website optimized for an international target group with focus on selling a professional printing solution.



Client

The client is the international graphic sales company called Grafitronic with accompanying website: <http://cronctp.mono.net/8806/Forside>

Director and owner of the company is Anders Josephsen. You will meet him twice: First time for a briefing, where he will explain in detail about the company background, target groups, statistics from the website and which markets he would like you to have focus on.

The second time where you meet Anders will be to the showcase where he will look at your products and give feedback.

Product

What do you have to deliver to the customer - Grafitronic:

A visual presentation (pitch) where you explain the results related to the product.

A redesign of the website so that content is presented in an optimal way to potential international costumers. You must document the needs for which information about the product that is important to Grafitronic's customers'.

You must ensure that the website is SEO with key words, meta tags, cross linking, spamdexing, and other SEO tools such as. What will it take to achieve the highest ROI (Return on Investment)? Google Adwords, Google analytics

Product Requirements

We will work with two groups of requirements for the product you deliver to the customer:

1st group of challenges

- Understand the company Grafitronic: You must work with Grafitronics values of mission and vision - and you have to find their strengths and weaknesses.
- You need to refine the mission and vision for a Moodboard and 3-ring target
- Make a redesign of the website (main page plus 3 sub pages). Design and content must be presented in an optimal way for potential buyers in various countries such as Europe.
- You must develop a clear idea.
- You must explore and document the customer's needs in the meeting with Grafitronics website. What information about the product is important (you must prioritize the information so the most important stuff is first).
- You must explain the target group and create a user scenario and define a message and pay off based on Moodboard and 3-ring target.
- You have to make an analysis of the customer's need for information on the website based on the knowledge you get from the pitch.
- Give a specific example of content on the website

2nd group of challenges

- The website should - in time - achieve a high page ranking by including SEO.
- Make a presentation to Grafitronic explaining what it will take to achieve the highest ROI (Return on Investment) using Google adwords, key words, meta tags, cross linking, [spamdexing](#) and other SEO tools such as Google analytics.
- Edit the text on the site so that it supports SEO.
- Combine your knowledge of SEO with marketing considerations. What will it take to make the page visible → what leads to the Attention.
- Please use the AIDA model and, if necessary the Conversion funnel model.

IMPORTANT INFORMATION: The list of product requirements is long and time limited. It is important that you prioritize your time and gets the job done efficiently. You need to argue for your choices and if you are unable to work with all product requirements you should, in consultation with your group and teachers prioritize the tasks.

There must be a connecting thread between your choice of models / theories and the redesign of the product.

Use your project week in the best way possible and ask lots of questions to your teachers.

Showcase

- Pitch your idea of a functional website to the customer (the main page of my. 3 subpages). It should be a website that can sell the product for Grafitronic in an optimal manner - where the market and the target group is taken into consideration.
- You must visually explain how you can optimize the site SEO.
- Combine your knowledge of SEO with marketing considerations.
- Time: Starting 9.00 am.

- Presentation: 15 minutes.

Learning objectives

- You will gain an understanding of how important SEO is for customers who find themselves in a competitive market
- You will work with the company's values and translate it into a tangible product
- You have to present the content in a hierarchical and efficient way to the customer, so the message frames the target group.

Group work and blog

- Make groups of 3-5 students.
- Start a group blog <http://wordpress.com> (or <http://blogger.com>).
- Write a blog post for each step in your process (at least one per day) and explain your choices.