WSU Vancouver Creative Media & Digital Culture Fall 2019

DTC 336 Composition and Design Sections 01 & 02

Instructor – Christopher Dreger Email: christopher.dreger@wsu.edu

Final Assignment (group)

* With your group of 4-5 students, you will create a mock company whose product is a physical device with a digital interface.
* You will present your company to the class including all of the supporting digital multimedia elements.

The company will re-envision either;

1. A Computer Interface
   1. which expands the ease of access and usability for a typical desktop or laptop computer.
      1. You may focus on a subsection of computer users, like 3D modelers/animators.
   2. This may include a different monitor conception as well.
2. A Gaming Interface which does something to lessen or remove gravity from a gamer’s experience (when appropriate for a game).
3. A Musical Instrument Interface; Since a computer can generate sounds, the method which you use to cause an instrument to create sound can be completely reimagined.
   1. You need to include a way to
      1. Play notes
      2. Play chords (several notes together)
      3. Bend notes (vary the pitch up or down)
4. Some other digital interface for a physical device: If you have other ideas, please clear them with me.

The supporting assets ***will*** include:

* A short description of the device and company. Include User demographics.
* A Name for the company
  + Think about where and how the name would be used and how it would be most descriptive and concise.
* A Logo
  + Envision this on the device, and digitally. Does it need to have an animated version?
* A Diagram, Illustration, physical or 3D model of the device.
* A Style Guide – This is the look and feel of the company, the public communication face. Be thorough, bold and clear. Think of anywhere digital, print, and physical manifestations of your company’s information and *identity* would appear. Think of what information or assets you really need
  + <https://www.freelancer.com/community/articles/one-hundred-style-guides-you-should-see-before-designing-yours>
    - Note the simplicity of WhatsApp compared to the complexity of Uber. Simple can be clearer and less ambiguous if done right.
* A web page mockup/design
* Facebook
  + A FB Banner
  + A FB ad which conforms to FB standards (research FB ad requirements and constraints)
* Either a Power Point or a Explainer video/animation of your company’s product.
  1. Explainer animation example: <http://www.blinktower.com/portfolio/vodacom-data-roaming/>
  2. <http://www.blinktower.com/portfolio/rapiddeploy-ems/>
  3. Comedic PSA on dumb ways to die:
     1. <https://www.youtube.com/watch?v=IJNR2EpS0jw&list=PLy9bPWxvsVSlIDfmkEGGiEz02Df6DI71i>

Assets that you may include if applicable

* An app Icon and Interface mockup
* An internet Ad (think of how Social Media ads differ from standard Web page ads.
  + Consider
    - What is it you are offering? – Be clear.
    - Who is your audience?
    - What are you asking of the viewer?
    - Using IAB specs and Animate ad templates.
  + Create a brainstorming bubble map to fully understand your subject.
  + Sketch out a flowchart or storyboard.
  + Create some thumbnail sketches for composition structure ideas.
  + Use at least one interactive element, like a click to go to a web page.
* <http://digitalsynopsis.com/inspiration/50-incredibly-creative-online-banner-ads/>
  + <https://helpx.adobe.com/animate/using/best-practices-advertising.html>
  + <https://www.canva.com/learn/banner-ads/>

Design your presentation.

How will it flow? What is the order?

Who will speak? (It can be everyone for different parts.)

How can you match the style of the company to the presentation style?

Presentations Due Finals Week.

**DUE Tuesday Nov. 19 or Wednesday Nov. 20 (depending on section) is brainstorming on the device and interface idea. Each student should come up with an idea, and as a group you will decide which one to proceed with.**