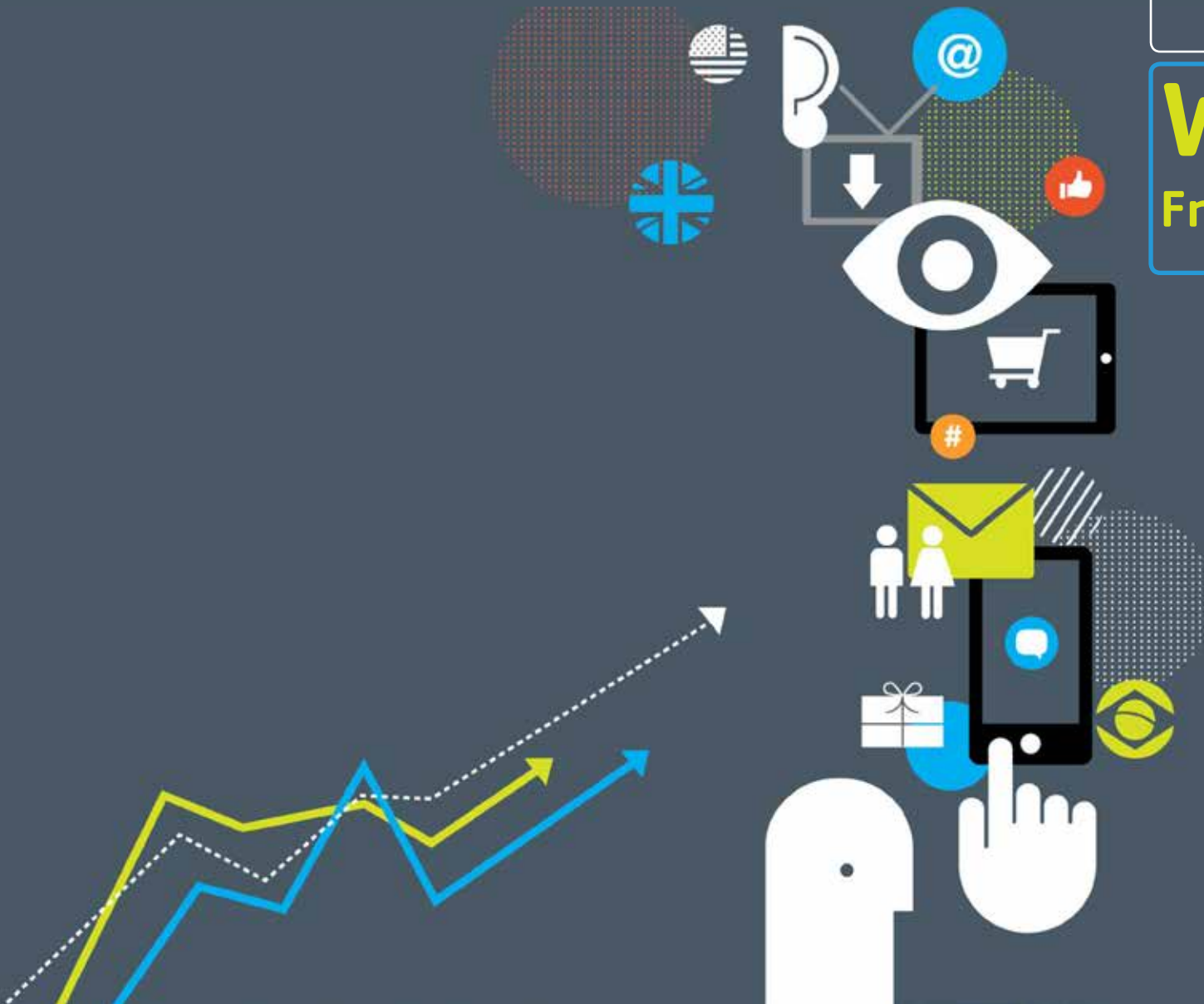




cphbusiness

Multimedia Designer

**Website**  
From client brief



Project 3 • 1<sup>st</sup> sem. • Oct – Nov. 2015

# 1. Introduction

In this project you are going to collaborate with students from the marketing management program. The marketing management students will perform the preliminary field research and prepare a brief that specifies the requirements for a website you are going to design. Your role in the project is to act as the web agency that the marketing management students “hire” to do the job.

## Learning objectives

You are going to learn about working in interdisciplinary teams with professional role allocation, you will apply your web-design skills to a project with external specifications. The goal is to learn how the use of design creates the context. That communicative problems are solved through the exemplary use of design, where design is not in itself a goal but the means to help the user to achieve his goal.

### Week 1:

While the marketing management students complete their research, you have to prepare your web agency so that you are ready when new “clients” arrive. It is important that you document the group’s current skills in web design, so you can make it clear to the “customers” what their options are and what they can expect from a product designed by your agency.

- How will you organize your agency?
- What will be your individual roles in the company?

- Will you have specified job descriptions (project manager, developer, graphic designer etc.) or will you handle all tasks together?
- How will you present your agency to your future clients?
- What should be prepared before the first meeting?

### Week 2:

The marketing management students present the brief to the multimedia designers specifying the requirements for the product. Ask clarifying questions so you are absolutely sure what requirements your delivery must meet. It is perfectly acceptable to question parts of the requirements in the brief and come up with ideas for alternative solutions and proposals for a requirement and wish hierarchy if your clients have unrealistic expectations for the product. You are encouraged to arrange additional meetings on your own when necessary.

### Week 3:

The multimedia designers present their solution (prototype) to the marketing management students. You will have time to make some final adjustments to the product based on the feedback and suggestions you get from your “client” before the final hand-in.



## Formalities

There will be 4-5 students in each group (see group list in project folder on Fronter). Groups from the international class (MIL) will be coupled with groups from the international marketing class. Since there is only one Danish marketing class, there will be two Danish MUL-groups for each Danish marketing group (each of the two MUL-groups have to make their own separate solutions). It is your own responsibility to make sure that you get all necessary information from the marketing students.

## The product

The product you are going to design is a website prototype (mock-up). It is not a requirement that the website is fully functional. The focus is mainly content and user needs. How does this influence structure and the visual appearance. You must design a proposal for a homepage and proposals for subpages to cover content requirements and justify design.

In addition to fulfilling the requirements of the client's brief, the website prototype and the project documentation must meet the following consideration requirements:

- Project planning
- Design brief
- Stakeholder

- Information architecture
- Media and platform
- Visual identity
- Graphics and images
- Usability

## Project milestones

23/10 C–D block:

Marketing management students present brief (see meeting schedule in project folder on Fronter).

2/11 A–B block:

Multimedia designers present prototype to Marketing management students

6/11 16.00

Final project hand-in with improvements based on "client's" response.



## Hand-in and feedback

Hand-in the project on Fronter no later than Friday 6/11 at 16.00 in the folder Hand-in > Project 3 > Website Design. Projects handed in too late will not pass.

You must submit three deliveries in one ZIP-folder :

1. Your prototype presentation as a single PDF file. This is the presentation you made for the client.
2. The project must be documented and handed in as a single PDF report. This covers your project development and also contains improvements based on client's feedback.

The written report may not exceed 15 pages (2400 keystrokes per page) including graphics, images and diagrams.

3. Create a link on report cover page leading to a version of the website that can be opened from a browser. (can be screenshots uploaded to a simple html page or using a content management systems or CSS-frameworks of some kind (e.g. Wordpress, Bootstrap etc.)

Remember to hand-in the project as a group.

Update your individual portfolio no later than 24 hours after project hand-in. Remember to link to all group members' individual portfolios from report cover page.

The project will be marked as "approved" or "not approved" along with a short comment within Fronter. Further feedback can be arranged if necessary.

