Concept Development

Project 2
Multimedia Design and Communication
1st semester 2015

In this project you are going to develop a concept for the Danish creative agency "Another". The concept concerns one of *Another's* current projects for a major international client. If you do well, *Another* will consider to implement elements of your concept in the final campaign!

Your task

Your main priority is to come up with great ideas and then find a way to communicate your ideas. *Another* would much rather see an interesting and original idea presented as a paper sketch than something "fancy" that doesn't make sense. You are encouraged to "think big" and investigate new correlations between different media, online and/or offline, analog and/or digital.

It is essential that you document your creative process by adding pictures from your brainstorming sessions, post it walls, flow charts, hand drawn sketches on paper or whiteboard, mockups/screen dumps of app- or website prototypes you did in Photoshop etc.

Formalities

Subjects represented in the project

- Design & visualization
- Communication & presentation
- Interaction development

Learning objectives

- central methods for design documentation
- the correlation between usage and design in relation to the multimedia field

- assess and apply central methods for ideation and concept development
- present design-related problems and solutions to stakeholders
- communicate the choice of media elements to stakeholders
- handle and create the correlation between message and design
- handle and create the correlation between identity and design
- handle relevant theories, methods, and IT-tools for the purpose of planning, managing, and quality assuring development projects
- central theories and methods applied within communication in relation to multimedia
- central communicative instruments and applied genres
- assess and produce communication aimed at specific target groups
- assess and apply communicative elements in different media productions
- apply central methods and tools for presentations to stakeholders
- handle communication and marketing across platforms
- assess and apply communicative elements in different media productions

Study points

This project is mandatory and must be approved to obtain 15 study points. A student who has not actively participated in the project work and / or has not had the assignment (project) approved obtain 0 study points.

Group work

The project is carried out in group work. You need to organize yourself in groups of 5-6 students.

Hand-in

1) Group hand-in

You will hand in a short report containing 3 elements:

1. Short description of your idea – maximum 0,5 standard page/idea (1200 keystrokes)
2. Visual presentation of your concept (images, sketches, mockups, or...?)
3. Documentation of the group's creative process

The report must be uploaded on Fronter as a PDF-file (**remember to hand in as a group!**).

2) Individual hand-in

Update your portfolio with the following content:
- Description of the assignment
- Presentation of the group's work
- Your individual learning reflections

Project milestones

Date	Milestone
21.09.15	Project introduction incl. presentation and Q&A with Joe Petagno from *Another*
23.09.15	Online group registration via https://goo.gl/rulvPJ no later than 16:00
05.10.15	Hand-in of project on Fronter no later than 16:00
09.10.15	12:30-14:00, event for all classes. The 3 best groups present their concepts and Joe announces the "winner"