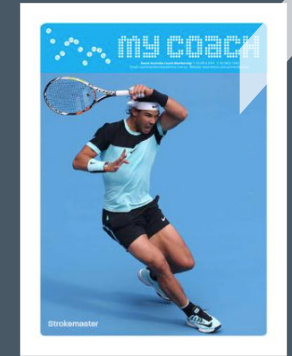
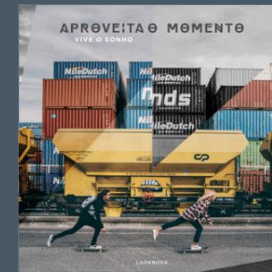
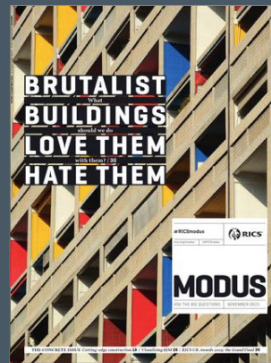
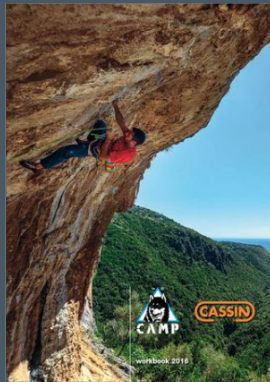


E-zine
Online magazine

SIGN-UP



Introduction

E-zine, e-magazine, online magazine. There are many names for a magazine, which is published online. As it is a rather new media, there are not many rules and there are possibilities for doing almost anything.

E-zines can be on any subject even with a narrow target group, as they don't have any costs for printing and shipping. Some are for free, but some will cost you a fee, either as a subscription or each time you download a new issue.

In a business context, magazines can be a clever way to gather marketing research as companies can use various technologies to gain an understanding of who downloads/reads the magazine. (E.g. Make readers provide email and info in exchange for a "free" magazine)

An important part of this project is to assess how creating an e-magazine would justify the time, energy and costs needed to create/provide a "free" product for readers? (Ads, affiliate marketing etc. As a means to compensate production time, server costs etc.)

The goal of this project is to create an e-zine on a subject of your own choice. This could be a magazine for mountain bikers, RC drones, fashion, adrenaline junkies, food or any subject of interest.

You should design the visual identity, layout and content of the magazine. As much content as possible, should be your own material. But you are allowed to use photos, video, sound and text from other suppliers (state sources in the report).

Furthermore it is a requirement to design an icon for the use in IOS and Android.

Purpose

To demonstrate your skills in:

- Visualization
- Communication
- Interaction

Project requirements

1. Product

Consider the business aspect of the e-magazine. How does the sender/producer/publisher benefit from the e-magazine? Does it provide the company with information about target audience demographics? Coupons to incentivize purchases? Drive traffic to websites etc?

Develop one or more prototypes. The prototypes should be completed in terms of information design, interaction design and presentation design. The prototype must illustrate the principles of style, language, navigation, functionality and be designed with your end goals in mind: define your goal? Is it a "hidden" marketing channel, community building, a way to establish a connection with possible customers, or obtain marketing information?

- E-zine
- Starting icons for IOS and Android
- Landing page to download your magazine

2. Project Report

A project report must be submitted as one single PDF on Fronter

The report must document the project formulation, your target group analysis, project development and your conclusion on your project.

The report volume must not exceed 3 standard pages plus 1 page per group member incl. footnotes, endnotes, and text boxes but excluding annexes. (A standard page is defined as consisting of 2,400 keystrokes incl. spaces.)

Formalia

The project must be made in groups of 3-5 students.
The list of names of group members must be uploaded to Fronter with a project/e-zine name/theme no later than Wednesday, February 24th at 12:00

The groups will be assigned a number used as a reference for guidance and schedule for final presentation.

Hand in

The project must be uploaded to Fronter no later than Friday, March 11th, 2016, at 12:00.

The project report and the e-magazine must be submitted in one single zip-file.

Project report must on the coverpage have names of all group members, link to their portfolios and link to the required landing page to download the e-magazine.

Study points

This project gives a total of 20 study points split on 4 areas:

- Upload project to Fronter in time – 5 studypoints
- Project description and learning must be updated on your personal portfolio – 5 Studypoints
- Participation in presentation of own and presence at other groups' presentation – 5 Studypoints
- Project is approved – 5 Studypoints

Feedback

Your group will present the project in the classroom, where you will have oral feedback from the class and the teachers.

You will have 10 minutes to present and 10 minutes for comments.

Your project and report will get marked as approved or not approved with comments on the report.