

# MM463 – Assignment #1a: Starting Your Major Project

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## **DESCRIPTION:**

In order to start your major project for this class, you must go through the process of brainstorming and idea analysis before you begin executing on your project. This is a healthy way to bring your project to the table, and gives you critical thinking and analysis skills when developing major projects for the future.

In this assignment, you must:

- form a project team of 2 or more people from your section only
- come up with a team name and a team logo
- come up with a minimum of two major project ideas through the brainstorming process described in class
  - major project must be multimedia in nature, using two or more media elements, including but not limited to graphics, sound, motion, and/or interactivity
  - draft notes from brainstorming process
  - develop a 1-2 paragraph description of each project, highlighting features and items you would include
  - name your projects
- conduct a SWOT analysis (also described in class) for each project idea
- from the SWOT analysis, pick the best project to do
- think about your selected project features and items, and break these features down into a good/better/best arrangement (described in class)
- assign roles to the project team based on your selected project and describe why each team member is suited to the role
- construct a professional looking document which details all of these findings

## **INCLUDE:**

- A professional layout of the document, by including a cover page with team name, project name, logo, and date
- Table of contents, with the following sections filled out:
  - Team Members
    - List each project member, and their technical and creative strengths, along with their role in the major project
  - Selected Project (this is the project you picked)
    - Project Name
    - Description (summary paragraph you developed)
    - SWOT analysis (the SWOT chart you filled out)
    - Good scenario - “just enough” design
    - Better scenario - “ideal” design
    - Best scenario - “if we had all the time and resources in the world”
    - Brainstorming notes (all notes transcribed from brainstorming session)
  - Other Project (this is the project you didn’t end up picking)

- Project Name
- Description (summary paragraph you developed)
- SWOT analysis (the SWOT chart you filled out)
- Brainstorming notes (all notes transcribed from brainstorming session)
- Complete the document, and ensure you fill in the entire table of contents sections listed above

### **MARKING SCHEME:**

This assignment is worth **25 marks**, and **10%** of your final mark for this course. Your group assignment will be graded by the following criteria:

- **3 marks - Professionalism of document** (formatting, use of language, spelling, etc.)
  - **1 mark** for cover page – required: a professional layout including, project name, team name, logo of team, and document date
  - **2 marks** for overall aesthetic presentation
  - **-0.25 mark** for each presentation error contained within document
    - A qualifying error includes, but is not limited to: spelling errors, grammar errors, incorrect or missing punctuation, extra or missing spaces, layout issues, or missing elements.
- **5 marks** for Team Member section
- **10 marks** for Selected Project section, the breakdown is:
  - **3 marks** for description
  - **3 marks** for SWOT analysis chart
  - **1 mark each** for good, better, best, and brainstorming notes sections
- **7 marks** for Other Project section
  - **3 marks** for description
  - **3 marks** for SWOT analysis chart
  - **1 mark** for brainstorming notes sections

### **FORMAT:**

Hand in Microsoft Word DOC or DOCX document format only. We need this for marking purposes. Do not submit in PDF or Google Docs format for this assignment.

### **DUE:**

Wednesday, January 20<sup>th</sup>, 2010 at end of class (3:20 pm). Submit your assignment via email as an attachment, using the following Subject line format:

*MM463 – [Group name] – Major Project Assignment 1a*

Email this assignment to [ckoski2@confederationc.on.ca](mailto:ckoski2@confederationc.on.ca)