

# Project Plan

**NEW MEDIA**

**CAPSTONE**

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# **FINAL DELIVERABLES**

## **01 2 CAPSTONE WEBSITES/ WORKBOOKS**

This is a collaborative effort to produce 2 working websites (aka digital workbooks)

- One will be used as a marketing tool to attract potential clients
- One will be used as a demonstration tool for future students.

## **02 REVAMPED SYLLABUS**

The group will work to revamp our current syllabus with interacting features and helpful tools.

## **03 PODCAST SERIES**

Caleb will lead the Podcast series and is in charge of composing scripts and detailed plans.

## **04 PROJECT TRAILER FOR PODCAST**

Hope will take charge of producing a short trailer to promote our podcast using her knowledge and experience with various editing software.

## **05 BOOTH PRESENTATION**

Uyen will help to create the SLAM presentation and ensure all elements are cohesive with the campaign theme with the help of Jade & Mitali on the content creation.

# POTENTIAL CHALLENGES + SOLUTIONS

## > LACK OF TECHNICAL EXPERTISE

There will most likely be a learning curve involved with working with Wordpress in the creation of our 2 websites. Despite our team's being composed of students from various majors such as journalism, marketing, advertising, etc., we have a limited understanding of certain technical aspects related to web development and WordPress customization

## SOLUTION <

We'll do our best to tackle issues using the resources at our disposal before reaching out to our instructors for assistance. Luckily for us, there are so many resources online - including tutorial videos, step by step explanations, and more.

## > ABILITY TO COLLECT RESEARCH & FEEDBACK

Our project will require a lot of primary research from current and past students and clients. We could face major setbacks if we are not able to get in contact with past students and clients, as well as not being able to get feedback in time from current students.

## SOLUTION <

To address this concern, our plan is to approach John and request his assistance in bringing together current students for a discussion about their likes and dislikes regarding course checkpoints as soon as they complete them in class. We will contact past students and clients early in the semester so that it is ensured that we are able to find people willing to give feedback about their experiences.

## > SCHEDULING CONFLICTS THROUGHOUT SEMESTER

When working in a large team, it is hard to find a time outside class that works best for everyone. We anticipate our schedules becoming even more demanding due to various as the semester progresses. Failing to allocate dedicated meeting times can result in inefficient communication - causing delays in our project's final deliverables.

## SOLUTION <

Rather than establishing a rigid meeting schedule, our team has chosen a flexible approach to scheduling meetings outside of class. At the beginning of each week, we will collaboratively decide how often and when to hold our meetings, taking into account our availability and project requirements. We will primarily meet on Mondays and Fridays.

# GOALS

## > Reach

Enhance the marketing efforts of the New Media Institute (NMI) to effectively communicate the value of its Capstone program to future clients, donors, and students.

## > Main

Make the Capstone experience more efficient and enjoyable for students.

## > Safety

Our project strives not only to enhance the reputation of the Capstone program but also to boost the educational experience for all students enrolled in the New Media Certificate program. These objectives emphasize our dedication to furthering the NMI's mission by creating a positive influence within its community, as well as reaching out to individuals who may not be familiar with the NMI.

# TIMELINE

## CHECKPOINT 01

### Alpha + Exploratory Research + Project Plan

- Meet with John to discuss final deliverables
- Brainstorm Podcast ideas and execution
- Set up marketing sites using provided servers and credentials
- Analyze the current Capstone landscape (syllabus, project archives, etc.) and discuss revamping solutions.

## CHECKPOINT 02

### Beta + User research + UX map

- Start developing websites
- Begin filming for the podcast trailer
- Compose revamping plans and strategies for the Capstone syllabus
- Propose detailed podcast plans including scripts and stories.

## CHECKPOINT 03

### 1.0 + Visual Design Document + Website Beta

- Launch podcast series
- Begin working on SLAM materials
- Draft posters and other promotional materials

## CHECKPOINT 04

### 1.1 + Launch / Social Deliverables + Resume

- Conduct a final test on websites' features to ensure everything is working properly
- Rehearse booth presentation
- Finalize all deliverables and prepare to hand off to the client.

**SLAM!!**