

Multimedia Designer

Corporate
Social
Responsibility



1st project 2nd sem
February 2015

Introduction

Corporate social responsibility – CSR is a form of corporate self-regulation integrated into a business model. CSR policy functions as a built-in, self-regulating mechanism whereby business monitors and ensures its active compliance with the spirit of the law, ethical standards, and international norms. The goal of CSR is to embrace responsibility for the company's actions and encourage a positive impact through its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere.

CSR are corporate initiatives in which the company takes account of all its stakeholders (typical employees, the owner, the local community, customers) interests. Stakeholders must in this context refer broadly. Thus, also publicly owned companies can deal with CSR. These initiatives are characterized by prioritizing social responsibility more than imposed by law.

CSR is the main topic of this project. You are asked to develop a prototype for a website where a company in the best possible way communicates its social commitment - its CSR. The company has a need for a redesign of its website – or a new website developed specifically for the current communication needs. In addition, the company wants suggestions on how different media can support the website, so that the message reaches the target group in the best way possible.

You choose which company you want to solve this assignment for and which activity the company must implement and which other organizations they work with. You must choose a major company or organization and one or more other actors the company may cooperate with regarding CSR.

The goal of the project is to create a multimedia product as a dynamic website for information. The company has a need for a site developed specifically for the current communication needs with the best possible presentation of its CSR strategies and actions. Design a presentation of your company's CSR activities for the web where the material is structured in a way that the user can have an exciting, attractive, persuasive, and clear experience. The content on the site is closely related to the selected actors and the way they work with CSR. It could e.g. be a description from somewhere in the world with special challenges, a historical explanation, a guide in designing CSR activities, or a forum where participants can exchange ideas.

There is also a request for proposals to how different media can support the site, so information with more certainty reaches the target group. At the same time media products should reflect and contribute to the company's corporate image.

Purpose

To demonstrate your skills in:

- Visualization
- Communication
- Interaction
- Company

Project requirements

Initial hand-in:

Project formulation:

Hand in a project formulation on Fronter with a list of all group members for approval no later than Wednesday, February 4th at 12:00 hours.

Problem formulation:

Chosen Company and organisations.

Background & Definition.

Scope, delimitations and consequences in relation to solving the problem.

Process:

Stakeholder analysis, target group analysis

Plan (Deliverables):

PBS-WBS, Gantt chart, estimates, resources, critical path

Final Hand-in

Projects must be uploaded to Fronter no later than Friday, February 20th, 2015, at 12:00.

The final product will include the following deliverables:

1. Product

Develop one or more working 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 usability.

2. Project Report

The project report must be submitted as one single PDF or in the form of a website in HTML (online interactive report, which is seen in a browser).

2.1 Analysis.

The report must document the analysis carried out on the target group, stakeholders, etc. and describe and document products and process. There must be justified arguments for choice of information design, interaction design and presentation design.

2.2 Usability

The prototype should be sufficiently detailed in the report so that it can be tested for usability. At least two usability tests shall be carried out. Test method and description must be stated in the report.

Basic interaction with the user via WEB forms (Contact form, newsletter subscription, etc.), Input validation and form processing via email.

2.3 Supplementary material

In addition to the website, the company wants some proposals to be used in connection with an information campaign and launch of the company's CSR strategy and activities.

They ask for proposals for at least two of the following areas:

- Offline Advertising: Poster series, magazine and newspaper ads
- On-line advertising: a series of banner ads.
- Visual identity for the campaign

The proposed solutions must be documented in the project report with description of idea, purpose, planning, process, technique, script, moodboard, etc.

Formalia

The project shall be made in groups of 3-5 persons. The list of names of group members must be uploaded to Fronter with the Problem Formulation not later than Wednesday, February 4th 12.00 hours.

The groups will be assigned a number used as a reference for guidance and examination.

The website must be uploaded to a web hotel, and there must be clear indication of the URL at the project report's cover page.

Hand in

Projects must be uploaded to Fronter no later than Friday, February 20th, 2015, at 12:00.

The project report must be submitted as one single PDF or in the form of a website in HTML (interactive online report)

The report must not exceed 5 pages plus 5 pages per group member incl. footnotes, endnotes, and text boxes but excluding annexes. A standard page is defined as consisting of 2,400 keystrokes. For documentation on a website is the keystrokes of the website as seen in a browser.

Study points

This project gives a total of 15 study points split on 3 areas.

- Upload project to Fronter in time – 5 studypoints
- Project description and learning must be updated on your personal portfolio – 5 Studypoints
- Project is approved according to the problemformulation – 5 Studypoints

Project Report

The report must contain as a minimum:

1) Cover page (if the page contains a picture or graphics where text is disrupting or is illegible, use coverpage + fact sheet)

The cover page must contain:

- Project Title

Fact Sheet

(fact sheet can be front page, if not then page 2)

If a website is used as documentation facts must be on / could be accessed from the home page

Fact sheet must include:

- Project Title
- Project URL
- Full names of group members and their e-mail
- Specifying group members' electives
- Group number, class, year, names of your teachers
- All team members must sign Fact Sheet
- Scope - keystrokes

2) Table of contents, headers and page numbers

- There must be a table of contents with page number and / or numerical structure declaration (Chapter and section numbering)
- There should be headings and subheadings as appropriate. These must be identical table of contents

3) Planning process including brainstorming, PBS, WBS, Gantt.

4) Project Formulation including problem-description/ - formulation

5) Method

6) Theory

7) Analysis

8) Discussion of the company's CSR communications. Including target group and message.

9) Design brief

10) Documentation of the development. Including storyboards, documentation of information design, interaction design and presentation design, etc.

11) Conclusion and reflection

12) References (literature & sources)

13) Appendix

- Screenshots of essential parts of the website and other material as documentation of project status on the delivery date
- Representative examples of source code that shows the main elements of the solution, including from HTML pages, from style sheets, from scripts etc...
- Models (Navigation diagram for the website, Use-- case; ER-diagram, etc.).

Appendix

Appendix shall be provided with numbering and header. There must be no information in the appendix, which can be limiting on your description or conclusions. This means that the project must be seen as a whole without the appendix.

References / source directory

The assignment must have a source list to include:

- Books, magazines, articles, web pages and other printed and electronic sources
- The source name, author, publisher, edition, year of publication and, if available, the ISBN number must be specified
- The articles is added to the name of the magazine or newspaper article is taken from, and release date
- For websites indicate the path to the relevant sources It is not sufficient to refer to presentations or handouts used in class.

The project may be rejected if it does not comply with the requirements for submission: fact sheets, table of contents, headings, page numbers, characters, bibliography and list of sources. If the project is rejected, it means that the project counts as not submitted.

Excerpts from the curriculum

2nd Semester 1st module

Digital communication– complex multimedia products.

The test must show that the student

Handle relevant theories, methods, and IT-tools for the purpose of planning, managing, and the quality assurance of development projects.

Acquire new knowledge, skills and competences in relation to the business area.

Product

Project work will be problem-oriented and should result in a digital application and a report that includes documentation of process and product.

Delivery

Digital prototype. Report of a maximum of 5 standard pages plus a maximum of 5 standard pages per group member, excluding appendix pages.

Grading

Study Points will be given when the project has been handed in on Fronter and subsequently been approved.