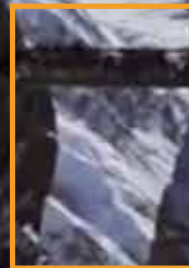




Multimedia Designer

Leisure in Lyngby



Project Module 4, Apr. 2015

Project Introduction

Cphbusiness participates with Sport Management and Multimedia programmes in a large project named Leisure in Lyngby.

The overall project description says in a part of the executive summary:

The goal of the project is that several of the more than 4,000 international staff and citizens of the municipality, will become part of local volunteer organizations by

- Making it easier to find volunteer organizations / activities
- That the international citizens are well received and feel welcome in the volunteer organizations.

Students at Cphbusiness enters the development process of Leisure in Lyngby:

3rd module project (March 16. - April 10.)

for Sport Management students:

To identify needs and define the structure of the content and perform the initial collection of content.

4th module project. (April 13. - April 30.)

for Multimedia students:

Based on the data collected and specified requirements must be built prototypes for a website.

Overall client:

Frivilligcenter og Selvhjælp Lyngby-Taarbæk (Volunteer and Self Help Lyngby-Taarbæk)

Other parties involved:

Cphbusiness

DTU International Faculty Services

Foreningen Lyngby-Taarbæk Vidensby (Association Lyngby-Taarbæk a knowledge city)

Lyngby-Taarbæk Kommune (Lyngby Taarbæk Municipality)

Leisure in Lyngby is NOT a fictitious study project but the development of a "real" website which after completion will run online with expected launch in early June 2015.

The final version of Leisure in Lyngby, which will be available to the public in early June will come to include material about approximately 20 associations. The subsequent uploading of the remaining voluntary organizations' material is not part of the 4th module project.

Project outcome for the Multi Media Program

1. Website

The multimedia students must build a website that can communicate about the options for expats to participate in local volunteer organizations in Lyngby-Taarbæk.

- An expatriate (often shortened to expat) is a person temporarily or permanently resid-ing in a country other than that of their citizenship.
- A volunteer organisation can be any local associations in culture, sports, children and adolescents, evening classes or organizations within social projects.

The website will not replace the individual associations' own sites but act as a total solution for expats with general information about the Danish association traditions and opportunities in Lyngby-Taarbæk and of course link to the associations' own websites.

The multimedia students must build a prototype of the site in a CMS system. Content in the prototype is 2-3 voluntary organizations' material and needs. But it is crucial that the prototype is developed so that it can subsequently be used by all types of the associations in the municipality. The multimedia students' prototype proposals must therefore act as a template for the entire site with perhaps more than 100 associations.

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 documentation

This project will have a special focus on working with the actual digital product but some project documentation is always necessary. Since multimedia design students are put together in groups with both Danish and international students, this project must be documented by a management summary and a subsequent SlideDeck presentation. It all must be gathered in one pdf or be as comprehensive presentation that can be run from a browser.

The presentation must consist of:

- Front page with ID information.
 - Management summary in English, max. 4 pages
 - SlideDeck showing development.
- For a more detailed description of the requirements for project presentation, see the end in the project paper

In addition, project documentation requires the preparation of a design brief feedback for Sport Management students, according to their requirements.

Project Organisation

The project will be done in groups set up by the teacher team. Group list is in project folder on Fronter. The set is 16 groups of 6–7 students in each group with min. 2 from each Multimedia class (two Danish classes and one international class).

The multimedia designer groups must each of them base their project on the project description and design brief entrusted by Sport Management program, which is also divided into 16 groups. The groups are themselves responsible (with teacher assistance) to be entrusted with the necessary information from the Sport Management students.

The project will proceed in "real" terms, except that such a project is not usually involving some 100 people to build a website. The groups must organize themselves project wise. This can for example be done by splitting the groups in "sub-groups" working with different areas: coding, content development etc. The "sub-groups" of different main groups may share content material like images, footage etc.

Each of the 16 groups must submit a complete project, as described in this project paper.

Design Brief

This project paper is an overall description of the project and the learning requirements and formalities included in the project. The detailed product requirements and wishes will be prepared by students in the Sports Management programme based on their research and analysis. This will be given to Multimedia Designer Students as a design brief as a part of the project. It is also expected to be transferred material that will form the basis for content on the site. Completion and adaptation of content is part of the Multimedia students' process.

The design brief will also include technical requirements, requested CMS-system etc.

Success criteria for the project

In order for the project to be considered a success it will be necessary that each team functions and can work together in order to be able to carry out both the prototype development, the written documentation and the oral presentations necessary as well as acting as an opposing team. In order for this to happen all members of the team will need to be active.

The good prototype:

Design a prototype where the various volunteer organizations and their activities are presented in the best possible way. Where the material is structured so that the user can have an exciting, attractive, persuasive, clear experience of the volunteer organizations.

And above all, it is just better than the other prototypes. Thus it may be chosen to be the one after final completion can be uploaded as website for Leisure in Lyngby

The good project includes:

- An understanding of stakeholders, information architecture, design brief and prototype development.
- A high level of development and presentations skills.
- Evidence of a link between design briefs and solutions.
- Evidence of a link between appropriate theories and solutions.
- Effective team work and a good use of team resources and previous experiences.
- A well organized and professionally executed report and presentation.

Final Hand-in

Projects must be uploaded to Fronter no later than **Thursday, April 30th, 2015, at 12:00.**

Final Presentation

The final selection of the best projects and prototypes will take place on Monday, May 4th where the 16 groups will present their projects to a teacher group consisting of DSK, MORO, FDTA and JHI.

Representatives from the other stakeholders are expected to attend the presentation too.

After presentations of Leisure in Lyngby projects, exam project for the second semester will be presented to the students.

A more detailed planning of process this day will be announced on Fronter.

Launch

Leisure in Lyngby is the development of a "real" website which after completion will run online with expected launch in early June 2015.

Feedback

A verbal feedback will be given during the presentation on May 4th.

There are subsequently given brief written feedbacks on management summaries.

Study points

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

- Upload project to Fronter in time – 5 studypoints
- Project description and learning must be updated on your personal portfolio – 5 Studypoints
- Clear and precise feedback to the Sports Management students on their design brief according to their instructions – 5 Studypoints

Licenses and copyright

This development runs as an education project and you can work on your student licenses regarding programs.

Finally, one selected (or some) prototype(s) that must be completed with all currently involved voluntary organizations' material and prepared for launch. For this purpose Cphbusiness has production license.

Content for the prototype is expected to be delivered to the various voluntary organizations or developed during the project of Multimedia Design students.

Do not use imagery that is copyrighted.

Project documentation

The documentation must contain as a minimum:

- 1) Cover page
 - The cover page must contain:
 - Project Title
 - If a website is used as documentation facts must be on / the home page
 - Project Title
 - Project URL – clear link to the website.
 - Full names of group members and link to their individual portfolio.
 - Group number, class, year, names of your teachers
- 2) Management summary
- 3) Presentation contents overview
- 4) Project and problem description.
- 5) Methods and theories used.
- 6) Presentation of planning process including brainstorming, Gantt etc. or Agile – Burn Down Chart)
- 8) Presentation of communication: communication model, stakeholders, target group and message.
- 9) Design brief. This part includes both entrusted information from Sports Management Students and and your responding feedback before and under development process.
- 10) Documentation of the development. Based on the given design brief and your own analysis you must show and document products and process. There must presentation of choices for information design, interaction design and presentation design.
- 11) Models: Navigation diagram for the website, Use-Case model, Use Cases OR User Stories, Conceptual ER-diagram.