



An E-zine.

February 2015

Multimedia Designer

• Cphbusiness • [cphbusiness.dk](http://cphbusiness.dk)

## Introduction

E-zine, e-magazine, online magazine. There are many names for a magazine, which is published online.

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 most will cost you a fee, either as a subscription or each time you download a new issue.

As it is a rather new media, it is not many rules and there are possibilities for doing almost anything.

The goal of this project is to create an e-zine on a subject of your 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. You are allowed to use photos, video, sound and text from other suppliers. But, if possible, use our own material.

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

## Purpose

To demonstrate your skills in:

- Visualization
- Communication
- Interaction

## Project requirements

### 1. Product

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 and functionality.

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

### 2. Project Report

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

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

## Formalia

The project must 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 25<sup>th</sup> at 12:00

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

## Hand in

The e-magazine must be uploaded to Fronter no later than Friday, March 13<sup>th</sup>, 2015, at 12:00.

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

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

## 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

## Feedback

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

## Requirements

This project is mandatory and must be approved to obtain 15 study points.

A student who has not actively participated in the project work and / or has not had the assignment (project) approved obtain 0 study points

## Excerpts from the curriculum

2<sup>nd</sup> Semester

Digital communication– complex multimedia products.

Product

Project work will be problem-oriented and should result in a digital application and a report

Delivery

Digital prototype

Grading

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