

English 396 - Client-Based Multimedia Project

Fall 2001

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Section 0101
LAEB B274
T/Th 10:30-11:45

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Project 2: Client-Based Multimedia Project

[Print-Friendly Version \(PDF format\)](#)

Scenario

In this collaborative project, you will work with a real client to develop multimedia documents for Web-based, CD-ROM, or PowerPoint delivery (or all three, depending upon client needs).

Prompt

Working collaboratively in groups (formed by client interest), you should research, plan, design, and publish a multimedia project that effectively integrates a variety of media to teach, delight, or persuade. Once a client has been arranged, you and your team will conduct client field research, analyze existing documents, conduct background research, propose a plan for integrating multimedia writing, design the media, and present the project to the client in a formal project portfolio. Screen shots of your work will be showcased in your own Web-based portfolio as an example of your collaborative work.

Clients

[Visual Arts Committee](#) (1. Virtual Sculpture Tour and 2. Web site)
[Professional Writing Program](#)
[ESL Program](#) (Oral English Proficiency Program)

Steps in the Process

1. **Client Research:** In this step, you'll prepare for and interview your client to determine the exact nature and scope of your project. This step will involve preliminary background research on the client (web-based), your team's formulation of appropriate interview questions, and the client interview. You will need to **show evidence of having completed this step by Tuesday, October 16.**

Useful Documents:

[Guidelines for Interviewing](#)
[Group Work and Collaborative Writing](#)

2. **Project Outline Memo:** When you have completed Step 1, you should begin formally planning the nature and scope of your project, based upon client needs, your analysis of the rhetorical situation, and your team's particular talents. The primary goal of this step is to produce a formal memo addressed to the client that includes your overview of the project and includes a calendar. This memo should be prepared following guidelines discussed in class, then presented to me before sending it to the client. You should **submit the memo draft to me on Tuesday, October 23.**
3. **Project Development and Media Design:** In this step you will develop materials for your project and plan how you will present the content (Web, PowerPoint, CD-ROM, etc.) You will also prepare presentation drafts. **Due Thursday, November 8 for in-class review.**
4. **Client Report:** In this step, you'll present your work to the client for initial review. The deliverables include an introductory memo summarizing the work completed thus far and encouraging client feedback. Once you've completed Step 3, you should complete this step promptly to allow time for the client response. **Due to client on Tuesday, November 13.**
5. **Usability Testing:** Once a prototype of your client project is ready, the team will conduct usability testing in-class on **Tuesday, November 13.**
6. **Presentation of Project:** Your completed project should be presented to me and to the client by **Tuesday, December 4.** Your project should include a cover memo, a one-page informative sheet telling the

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client how to maintain and update the site and providing design notes; and the multimedia content itself. On Thursday, December 6, your team will show the work to the rest of the class in a five-minute, informal demo.



Grading

This project counts as 30% of the course grade. **You will need to complete all of the steps in the project (Steps 1-6) to receive credit.** I will evaluate your client-based multimedia project on the basis of its professionalism, its overall design, the quality of your team's collaboration, your use of multimedia components, and client feedback.



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Last Updated: --DB