**SENIOR DIGITAL MEDIA DEVELOPMENT PROJECTS**

You will build 8 projects over the year starting with **user-centered research**, and then you will **test**, **evaluate** and **develop** your ideas. You will apply your knowledge and connect it to the real world using a variety of different technologies. This course provides you with the utmost freedom to pick and choose your projects within the expected content (business, world issues or storytelling.)

Along with that freedom comes the difficulty of planning and organizing to make sure you complete manageable and challenging projects on time.

Below is the list of content and learning outcomes from the Digital Media Development Curriculum. Within your 8 projects, all 11 of the bulleted items must be covered. I would advise you highlight the items to assure that you are on the right track for the end of June.

|  |
| --- |
| **Digital Media Development**   * 2D, 3D, audio, and video digital media editing tools, including paid, freeware, open source, and cloud- based solutions * principles of 2D graphic design * tools and techniques for image manipulation * methods and principles of 3D graphic design * methods for digital animation * methods for 3D modelling * digital sound and audio data compression * digital animation techniques * computer-assisted versus computer-generated * desktop video production * principles of user-centred design |

You have 36 weeks to complete your 8 projects. That is roughly 4.5 weeks for each project (a month long!!). You will be provided with recommended mid point and final deadlines to help keep you on track. Your projects will be divided into the following 5 stages:

* **Stage 1**: Defining, Ideating and Planning
* **Stage 2**: Prototyping and Testing
* **Stage 3**: Evaluating and Developing
* **Stage 4**: Making and Sharing
* **Stage 5**: Reflection

Each stage will be recorded on your blog/website portfolio that you created in Digital Media 11. The 8 projects and final portfolio (blog) will make up your entire mark for the year. It is recommended that you allot one page for each project on your website so that your process through the 5 stages is clear.

**Stage 1: Defining, Ideating and Planning**

These are the beginning stages of your project! After brainstorming your projects for the year and you’ve narrowed it down on an idea for one of your projects, you will need answer the following questions to complete stage 1.

1. **Design Opportunity**
   1. What is your idea?
   2. What learning outcomes do you expect to achieve (skills, information on topic development)?
   3. Why is it important to you?
   4. What is your part in the idea (what will you add to this idea)?
2. **Identify Potential Users**
   1. Who would use your idea or who is your project intended for?
   2. What is it intended to do? What’s the purpose?
   3. What are some possible negative consequences of your idea? Who could possibly be affected by this negatively?
   4. How will competing social, ethical, and sustainability considerations impact your idea?
3. **Premises and Boundaries**
   1. What will you need to carry out your idea (technologies, information etc…)?
   2. What boundaries could prevent you from succeeding in creating your idea (technology, skill level, information regarding the topic)?
   3. What is your plan to overcome these obstacles?
4. **Risk**
   1. How are you taking a creative risk? **How does this project make you a better digital artist or graphic designer?**
5. **Plan**
   1. What programs do you intend to use?
   2. What exercises/new skills/prototyping will you do to prepare for your final piece?
   3. What do you need from your teachers, peers or others?
6. **Timeline**
7. You will be provided with a calendar each month. Before starting each project, you will determine your deadline with Ms. Sihota and will create your own personal timelines to help you achieve your goals.

**Stage 2: Prototyping and Testing**

Before jumping into completing your final project, you will need to create ‘digital sketches’ or hand drawn sketches to help the fluidity of your creative thought process. Prototypes are the “practices” leading up to the “big game.”

Depending on your project, it may be difficult to record your preparations (with animation or video for example). If this is the case, take screen shots, write reflective notes and post these items on your blog to illustrate your process. In this stage, you will need to do the following:

1. Identify and use a variety of sources of inspiration and information (include inspirational images or links to other sources of inspiration on your blog.)
2. Construct prototypes, making changes to tools, materials, and procedures as needed. Ie. Your personal sketches or screen shots, scripts or storyboards.

**Stage 3: Evaluating and Developing**

*This stage must happen before you begin your project or must occur during the beginning stages.*

In this stage you will have a meeting with a peer or Ms. Sihota for an opportunity for feedback. You must not ask the same partner more than once. In your meeting you will:

1. Please outline on your blog the **name of your peer**.
2. Explain what your idea is to your partner (this does not need to be written down since it is already outlined in your stage 1.)
3. Explain the content and learning goals (from above) you intend to achieve.
4. Show the ‘digital sketches’ you have created and explain what you will do the same and differently in your final piece
5. Ask your peer/teacher their opinion and personal feedback.
6. **Record** your interpretation of the meeting and explain any changes/improvements you intend to make, then post this on your website.
   1. Did you take their feedback? Why or why not?

**Stage 4: Making and Sharing**

Finally! The moment you have been waiting for. It’s time to complete your project! Make sure that you are creating something that will challenge your skills. It is expected that you will do something for the first time while completing this project. You must share your final project on your website.

**Stage 5: Reflection**

Your project is finally complete! To finish, you will complete two reflection pieces (gallery description and a technical reflection.) In your reflection, include the following:

Gallery Description: *Please attach this to your project that will be posted on your blog.*

1. Provide a brief description of your project and attach this to your blog as if it were being presented in an art gallery. What do you want people to know about your project? This should be different than the stage 1 description. This should include the following questions:
   1. The inspiration or thought process that led you to this idea.
   2. The purpose of your project. Who/what is it for?

Technical Reflection: *Include this reflection following your gallery description on your blog. ­*

1. Discuss your strengths and challenges of this piece.
2. What worked? What do you like? What was your favourite part?
3. What would you do differently next time? What do you wish you could change?
4. Did in fact meet all goals in your timeline?
5. Did you achieve all learning outcomes of your project? If not, why?
6. What will you improve on for your next project?