

ASSIGNMENT GRADING

Class Presentation (max: 50 points)

There will be three presentations for each student.

1. At least 10 minutes.
2. A presenter should prepare presentation materials (equivalent to solid 5 slides of presentation screens).
3. A presenter should send presentation materials to the lecturer at least two days before the presentation.

Quizzes (10 points * ? = 10 x ? points)

There will be ? quizzes

1. Approximately 10 questions for each quiz
2. Questions are from the assigned websites you can find on Video lectures on the Web:
<http://www.mediaresearchlab.org/giwoongyun/classes/tcom4640/>

Individual project (max: 300 points)

Project Proposal (40 points)

1. Less than 5 pages long.
2. The goal of your site should be indicated.
3. The target audience of the site should be indicated.
4. Timeline with specific goals and dates should be included.
5. Hardware and software technology requirements should be identified.
6. Content production or acquirement method should be identified.

Paper Prototype (40 points)

1. You should provide final design of website in paper prototype. It should look professional and contain substantial design information.
2. At least two paper prototypes (e.g., front page design, regular page design).
3. Prototypes should use multiple colors.

Project Progress report (60 points)

This is a revision of your project proposal based on your actual production milestones you achieved until now.

1. Provide your specific achievements based on your project proposal.
2. Provide adjustments of your original proposal based on your actual implementations.

Project final evaluation (160 points)

Your project will be evaluated based on below categories.

1. Was the project website built based on the proposed goal(s) and target audience in mind?
2. Were the developers able to meet the deadlines proposed in the proposal?
3. Is there a bug on the website?
4. There should be no broken link or image on the due date.

Social Media Campaign group project (max: 300 points)**Project Proposal (40 points)****Project Progress report (60 points)****Project final evaluation (200 points)**