Instructor of Record: Margo Berman, Department of Communications: Advertising  
Office: AC II, 325  
Phone: 305 318 6427  
email: bermanm@fiu.edu  
Slack: Apps, Arts and Issues – VIP Project summer 2017  
Skype: unblockit

Other Instructors: Silvia Pease, Department of Art & Art History: Graphic Design  
Francisco Ortego, Department of Computer Science

Course Description and Purpose
This cross-disciplinary course is designed to provide an innovative learning experience that will work with a corporation, nonprofit organization or cause-related entity. It will integrate students from these areas of study: Computer Science, Communication and Performance Arts. The goal is to provide an invigorating “Thinkatory” where students can develop creative work for their respective portfolios.

Each semester the class project will change. This semester, students will develop digital campaign for Florida Reach. Founded by Steve Rios, it’s a network of professionals who mentor college coaches. The materials created, from an app, to a website and social media communication, will strengthen their skills to better guide at-risk youth, including former-foster-care students.

The team members, known as The THINKivators, are from advertising, public relations, graphic design and computer science programs. They will collaborate to solve client problems. At the same time, they’ll build professional-level, portfolio pieces to make them more marketable.

The students will consult with the professor in scheduled virtual and on-site meetings. They will also collaborate in teams and/or as a cohesive group on the project between on-site classes.

Teams from myriad disciplines would design an app that will enable foster care students to graduate from college. This particular project would support the FIU Fostering Panther Pride initiative, which assists and advises this specific group of students.

Module 1: Preparing tutorial app content and structural requirements, logo design and website graphics.
Module 2: Planning, designing and creating the architectural framework: app’s the design, content and navigation.
Module 3: Designing the website navigation, graphics and content. Planning the social media messages and schedule. Exploring integration of other expressive digital, graphic and verbal components.
Module 4: Completing and implementing the advertising, website and social media strategies.
Module 5: Beta testing, tweaking and releasing of Florida Reach app. Student presentations, videos and papers due.

Through these modules, the course will examine a wide range of complex and interdependent issues of former foster care students. The app, website and campaign will not only help student coaches succeed in guiding at-risk college students.
VIP Project: Apps Arts and Issues – Summer 2017

The project outcome will include a functioning and user-friendly app, a resource-focused website and a strategic social media plan. Ultimately, the course would be replicable at other universities.

Objectives
The objectives of the course are to:
- Analyze and solve specific client problems/goals
- Determine how to design digital materials to expand college coaches’ knowledge of advising at-risk youth
- Develop digital materials to communicate Florida Reach’s message
- Complete and implement a strategic, digital campaign

Learning Outcomes
- Communicate tutorial content to college coaches to improve former-foster-care and at-risk student achievement
- Design strategies to increase Florida Reach college coach mentorship program
- Identify various social media approaches as communication tools
- Apply graphics, communications and computer science skills to create an effective Florida Reach app
- Create a functioning and replicable, digital communication vehicles to help advisors guide at-risk students to their college graduations

Audience
This course is at the 4000 level, designed for seniors. It might be crossed-listed as a 5000-level course to include graduate students.

Course Expectations
The course expectations for this interdisciplinary course are the same as for a traditional course. Designed as an innovative “ideation tank,” it requires students who are self-motivated, enthusiastic and curious, who thrive with challenging projects. These are the students who take control over their learning and are fully vested in developing professional level, creative work.

Students are expected to:
- Introduce each other at the start of the course.
- Participate in virtual and on-site meetings.
- Work together outside of class in between classes.
- Maintain weekly interaction with instructor and peers to fine-tune their project contributions.
- Review and follow the course calendar.
- Complete the app, website and social media campaign before July 21.

<table>
<thead>
<tr>
<th>Course Requirements</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Team Project (App, website or social media)</td>
<td>70%</td>
</tr>
<tr>
<td>Team PowerPoint presentation</td>
<td>10%</td>
</tr>
<tr>
<td>Team videos of project creation</td>
<td>10%</td>
</tr>
<tr>
<td>Team papers (4-6 pages)</td>
<td>10%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>
VIP Project: Apps Arts and Issues – Summer 2017

**Assignments:** One assignment per team: app, website and social media. Computer science students will work in app segments with an estimated turn-around time of two weeks.

**Presentations:**
1. The PowerPoint presentation will review the team’s projects: a) website and b) social media.
2. The app presentation will include integration of beta testing results, app navigation and graphic design.

**Final App:** The release of a well-designed, easy-to-navigate and fully functional *Florida Reach* app. It must address the needs of former foster care students and guide them through the steps toward participating in social college activities and achieving their degree. IMPORTANT: The final app is due by July 21st. Failure to complete the app on time will result in an F.

The table here shows the grading scale for the course

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Range</th>
<th>Letter Grade</th>
<th>Range</th>
<th>Letter Grade</th>
<th>Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Above 92</td>
<td>B-</td>
<td>80-81</td>
<td>F</td>
<td>59-0</td>
</tr>
<tr>
<td>A-</td>
<td>90-91</td>
<td>C+</td>
<td>77-79</td>
<td></td>
<td></td>
</tr>
<tr>
<td>B+</td>
<td>87-89</td>
<td>C</td>
<td>70-76</td>
<td></td>
<td></td>
</tr>
<tr>
<td>B</td>
<td>82-86</td>
<td>D</td>
<td>60-69</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Student Conduct**
All student work must be original. The FIU rules on cheating, plagiarism, and classroom comportment will be strictly enforced (i.e., zero tolerance) in all aspects of this class. Please read relevant portions of the *FIU Student Handbook* and visit the following websites for specifics:

[http://academic.fiu.edu/academicbudget/misconductweb/1acmisconductproc.htm](http://academic.fiu.edu/academicbudget/misconductweb/1acmisconductproc.htm)

**How the Project work is graded**
1. Did the app, website, logo, graphics and social media campaign effectively solve the problem?
2. Was the campaign on-target and on-strategy?
3. Was it conceptually, verbally and visually creative?
4. Was it executed on a professional level?
5. Was it usable by the client, Florida Reach?
6. Was it portfolio-worthy?

**Course Overview**

**MODULE 1:** Tutorial app structural and content requirements, logo design and app graphics

*Taught by faculty from Communication and The Arts (Berman and Pease)*

Department of Communication and The Arts

This module will develop the requirements for college advisors’ tutorial app content. The app’s purpose is to assist and address the needs of former-foster-care and at-risk students to complete their college degrees. Students will determine and outline visuals and verbal components that would best exemplify effective mentoring. Students will also create the Florida Reach logo and website graphics.
Module 2: App navigation, design and content

Taught by faculty from Communication and Computer Science (Berman and Ortega)

This module sculpts the overall design of the app. This includes 1) how to make the navigation work seamlessly, 2) how the content and visuals will work together, 3) what, if any images need to be designed, 4) which resources would need to be included and 5) what else could make this a must-have app for the core audience: college coaches. Determine which social media options would be most successful.

Module 3: Website navigation, graphics and content. Social Media planning

Taught by faculty from Communication (Berman)

Designing the website navigation, graphics and content. Planning the social media messages and schedule. Exploring integration of other expressive digital, graphic and verbal components.

The preparation of the final PowerPoint and video presentation, as well as the project-description paper will begin here. Students will be careful to portray the resources and tutorial support available to advisors.

Module 4: Advertising and social media strategies. Develop, write and design posts and promotional messages. Launch ad campaign. Tweak app.

Taught by faculty from Communication and Computer Science (Berman and Ortega)

In this module, students craft innovative, multiplatform advertising messages. They strategize about how to best to draw awareness to the app and explain the support it provides. Together, they will determine the platforms and message vehicles that would target the end-user: former foster care students. Focusing on emotional storytelling, they develop and execute an on-target social media campaign. This will include copy and visuals for posts, tweets and other vehicles.

Module 5: Beta testing, analyzing results, tweaking and releasing of Florida Reach app

Taught by faculty from Communication and Computer Science (Berman and Ortega)

In this module, students will beta test the app, analyze and incorporate the results. All involved disciplines will convene to complete the app, website and social media. In addition, the computer science students will double-check that the app reflects data gathered from the beta testers. They will release a fully functioning Florida Reach app. The multiplatform advertising social media campaign will roll out and promote the app.

Presentations, Videos and Papers: App developers will present the design, navigation and content of the app. Advertising, PR and graphic arts majors will present the logo, website and social media campaign. Teams will complete videos and project-description papers. Together the team will incorporate all of the components to finalize the Florida Reach app and promotional campaign.
VIP Project: Apps Arts and Issues – Summer 2017

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Module 1: Prepare tutorial app content and structural requirements, logo design and website graphics.</td>
<td></td>
</tr>
<tr>
<td>Week 2</td>
<td>Module 1: Create logo design.</td>
<td>May 19</td>
</tr>
<tr>
<td>Week 3</td>
<td>Module 1: Design website graphics.</td>
<td>May 26</td>
</tr>
<tr>
<td>Week 4</td>
<td>Module 2: Plan app architectural framework.</td>
<td>May 26</td>
</tr>
<tr>
<td>Week 5</td>
<td>Module 2: Design app navigation.</td>
<td>June 10</td>
</tr>
<tr>
<td>Week 6</td>
<td>Module 2: Determine social media options.</td>
<td>June 10</td>
</tr>
<tr>
<td>Week 7</td>
<td>Module 3: Design the website navigation, graphics and content.</td>
<td>June 10</td>
</tr>
<tr>
<td>Week 8</td>
<td>Module 3: Plan the social media messages and schedule.</td>
<td>June 30</td>
</tr>
<tr>
<td>Week 9</td>
<td>Module 3: Consider the integration of other expressive components for the app: quizzes, videos, etc.</td>
<td>June 30</td>
</tr>
<tr>
<td>Week 10</td>
<td>Module 4: Complete advertising strategies.</td>
<td>June 30</td>
</tr>
<tr>
<td>Week 11</td>
<td>Module 4: Write social media campaign.</td>
<td>June 30</td>
</tr>
<tr>
<td>Week 12</td>
<td>Module 4: Implement social media messaging and launch advertising campaign.</td>
<td>June 30</td>
</tr>
<tr>
<td>Week 13</td>
<td>Module 5: Beta test the Florida Reach app.</td>
<td>Due in two weeks: 1) Fully functional app, 2) Team presentations, videos and papers.</td>
</tr>
<tr>
<td>Week 14</td>
<td>Module 5: Obtain and student results. Then, tweak Florida Reach app.</td>
<td>July 14</td>
</tr>
<tr>
<td>Week 15</td>
<td>Module 5: Completed app, team PowerPoint presentations, videos and papers describing project solution process.</td>
<td>App/team presentations, videos and papers: July 28</td>
</tr>
</tbody>
</table>

Suggested Reading List: MargoBermanBooks


Reference Apps (free):

   - iTunes, [http://apple.co/2nSEoqp](http://apple.co/2nSEoqp)

   - iTunes [http://apple.co/2n8x9ee](http://apple.co/2n8x9ee)