IDS 3917
Apps, Arts and Issues: APP-lying the Arts to Digital Communication
(Portfolio Building Workshop)
Fall 2017 Syllabus
Thursday 5:00 p.m. – 7:40 p.m.

Instructor of Record:  Margo Berman, Department of Communications: Advertising
Office:  AC II, 325
Office Hours:  Thursday 12:30 – 1:00 p.m. (Other times by appointment)
Phone:  305 318 6427
Email:  bermanm@fiu.edu
Slack:  Apps, Arts and Issues – VIP Project Fall 2017
Skype:  unblockit

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

IMPORTANT DATES
Aug. 25:  Non-degree students can register for FALL courses.
Aug. 28:  Last day for returning students to register without incurring a $100.00 late registration fee.
Aug. 28:  Last day to drop courses or withdraw from the University without a financial penalty.
Sept. 15:  Last day to withdraw from the University with a 25% refund of tuition.
Oct. 30:  Last day to drop a course with a DR grade/last day to withdraw from the University with a WI grade

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 will include a website and app, social media campaign, digital components, and video promotions. Together, the mentorship campaign will strengthen college advisors’ skills to better guide at-risk youth, including former-foster-care students. (Assignments are subject to change.)

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, FR videos 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, including videos.

Module 4: Completing and implementing the advertising, website and social media strategies.

Module 5: Fine-tuning and releasing the Florida Reach app. Team posters and PowerPoint presentations and individual papers and videos 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.

The project outcome will include a functioning and user-friendly app, a resource-focused website, a strategic social media campaign, videos and other to-be-assigned components. 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, website and promotional materials.
- 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. Created like an independent study course, Apps, Arts and Issues targets students are self-motivated, enthusiastic problem-solvers, who can work independently as well as collaboratively. It will be an exciting course for students who are detailed-oriented, self-reliant and deadline-responsive. Time management is crucial for success in this course.
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 Nov. 31.

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

Presentations
1. The team posters will detail each team member’s participation.
2. The team PowerPoint presentation will review the team’s projects: a) website, b) social media, c) logo and graphics and d) videos.
3. 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 November 31st.

The table here shows the grading scale for the course

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

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 (Berman) and supervised by Computer Science (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 (Berman) and supervised by Computer Science (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 (Berman) and supervised by Computer Science (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, Posters, 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 posters and PowerPoint presentation. Individual students will write project-description papers and create personal-experience videos. Together the team will incorporate all of the components to finalize the Florida Reach app and promotional campaign.

IMPORTANT:
Students are required to display their posters and show their PowerPoint presentations at the VIP Project Showcase. (Date TBA)
## 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)

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<tr>
<th>Date</th>
<th>Topic</th>
<th>Assignment</th>
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<tbody>
<tr>
<td>Week 1</td>
<td><em>Module 1</em>: Plan the development and execution of tutorial app content and structural requirements, logo design, website graphics and other campaign promotional materials.</td>
<td>August 24</td>
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<td>Week 2</td>
<td><em>Module 1</em>: Create logo design.</td>
<td>August 31</td>
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<td>Week 3</td>
<td><em>Module 1</em>: Design website graphics.</td>
<td>Sept. 7</td>
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<td>Week 4</td>
<td><em>Module 2</em>: Plan app architectural framework.</td>
<td>Sept. 14</td>
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<td>Week 5</td>
<td><em>Module 2</em>: Design app navigation.</td>
<td>Sept. 21</td>
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<td>Week 6</td>
<td><em>Module 2</em>: Determine social media options.</td>
<td>Sept. 28</td>
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<td>Week 7</td>
<td><em>Module 3</em>: Design the website navigation, graphics and content.</td>
<td>Oct. 5</td>
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<td>Week 8</td>
<td><em>Module 3</em>: Plan the social media messages and schedule.</td>
<td>Oct. 12</td>
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<td>Week 9</td>
<td><em>Module 3</em>: Consider the integration of other expressive components for the app: quizzes, videos, etc.</td>
<td>Oct. 19</td>
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<td>Week 10</td>
<td><em>Module 4</em>: Complete advertising strategies.</td>
<td>Oct. 26</td>
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<td>Week 11</td>
<td><em>Module 4</em>: Write social media campaign.</td>
<td>Nov. 2</td>
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<td>Week 12</td>
<td><em>Module 4</em>: Implement social media messaging and launch advertising campaign.</td>
<td>Nov. 9</td>
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<td>Week 13</td>
<td><em>Module 5</em>: Refine Florida Reach app.</td>
<td>Nov. 16</td>
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<td>Due in two weeks: 1) Fully functional app, 2) Team posters and PowerPoint presentations, 3) individual videos and papers</td>
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<td>Week 14</td>
<td><em>Module 5</em>: Obtain and student results. Then, tweak Florida Reach app.</td>
<td>Nov. 23 – THANKSGIVING Nov. 30</td>
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<td>Week 15</td>
<td><em>Module 5</em>: 1) Completed app 2) Team posters 3) Team PowerPoint presentations 4) Individual papers explaining challenges and experiences 5) Individual videos describing project processes and solutions</td>
<td>EXACT DATE TBA</td>
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<td>1) App completion 2) Team posters 3) Team PowerPoint presentations 4) Individual papers 5) Individual videos: TBA</td>
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