IDS 3917
Apps, Arts and Issues: APP-lying the Arts to Digital Communication (Portfolio-building Workshop)

VIP Project Course Title:
THINKivators: Web and Mobile Development for APP-lying the Arts to Digital Communication
(Portfolio Building Workshop)

Spring 2018 Syllabus
Monday 2:45 p.m. – 5:15p.m.

Instructor of Record:  Margo Berman, Department of Communications: Advertising
Other Supervisor:  Francisco Ortego, Department of Computer Science

Office:  AC II, 325
Office Hours:  Wednesday Noon – 1:00 p.m. (Other times by appointment)
Phone:  305 318 6427
Email:  bermanm@fiu.edu
Slack:  Apps-Arts-and-Issues-3
BlueJeans:  Watch for meeting notices
FaceTime or Skype:  unblockit

IMPORTANT DATES
Jan. 7:  Last day to register without incurring a $100.00 late registration fee.
Jan. 15:  Last day to drop courses or withdraw from the University without a financial penalty.
Feb. 2:  Last day to withdraw from the University with a 25% refund of tuition.
Feb. 2:  Last day apply for SPRING 2018 graduation
March 19:  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 Positive Pathways. 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 *Positive Pathways* app. VIP Showcase team posters and PowerPoint presentations, plus 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 accurately communicate the Positive Pathway 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 Positive Pathways college coach mentorship program.
- Identify various social media approaches as communication tools.
- Apply graphics, communications and computer science skills to create an effective *Positive Pathways* app, website and promotional materials.
- Create a functioning and replicable, digital communication vehicles to help advisors guide at-risk students to their college graduations.
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**Audience**
This course is at the 4000 level, designed for seniors. It might be cross-listed as a 5000-level course to include graduate students. Created like an independent study course, Apps, Arts and Issues targets students who 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.

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<thead>
<tr>
<th><strong>Course Requirements</strong></th>
<th><strong>Weight</strong></th>
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<tbody>
<tr>
<td>Team Project (App, website or social media)</td>
<td>60%</td>
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<tr>
<td>Team posters with specific contributions</td>
<td>10%</td>
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<tr>
<td>Team PowerPoint presentations</td>
<td>10%</td>
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<tr>
<td>Individual videos of VIP project experience</td>
<td>10%</td>
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<tr>
<td>Individual papers (4-6 pages)</td>
<td>10%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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**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.

**VIP Showcase Presentations – Attendance is required.**
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 might include integration of beta testing results, app navigation and graphic design.

**Final App**
This is a release of a well-designed, easy-to-navigate and fully functional Positive Pathways 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 due date is set by Professor Francisco Ortega.
The table here shows the grading scale for the course

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Range</th>
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</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>
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<tr>
<td>A-</td>
<td>90-91</td>
<td>C+</td>
<td>77-79</td>
<td></td>
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<tr>
<td>B+</td>
<td>87-89</td>
<td>C</td>
<td>70-76</td>
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<td></td>
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<tr>
<td>B</td>
<td>82-86</td>
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<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](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, Positive Pathways?
6. Was it portfolio-worthy?

**Course Overview**

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

T**aught by faculty from Communication and The Arts (Berman)**

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 Positive Pathways logo and website graphics.

**MODULE 2: App navigation, design and content**

T**aught 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 Positive Pathways 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 *Positive Pathways* 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 *Positive Pathways* app and promotional campaign.

**IMPORTANT:**  
Students are required to display their posters and show their PowerPoint presentations at the VIP Project Showcase. (Date TBA)
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<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Assignment</th>
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<tbody>
<tr>
<td>Week 1</td>
<td>Module 1: Plan the development and execution of tutorial app content and structural requirements, logo design, website graphics and other campaign promotional materials.</td>
<td>Jan. 8</td>
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<tr>
<td>Week 2</td>
<td>Module 1: Create logo design.</td>
<td>Jan. 15</td>
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<td>Week 3</td>
<td>Module 1: Design website graphics.</td>
<td>Jan. 22</td>
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<td>Week 4</td>
<td>Module 2: Plan app architectural framework.</td>
<td>Jan. 29</td>
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<td>Week 5</td>
<td>Module 2: Design app navigation.</td>
<td>Feb. 5</td>
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<td>Week 6</td>
<td>Module 2: Determine social media options.</td>
<td>Feb. 12</td>
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<td>Week 7</td>
<td>Module 3: Design the website navigation, graphics and content.</td>
<td>Feb. 19</td>
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<td>Week 8</td>
<td>Module 3: Plan social media messages and schedule.</td>
<td>Feb. 26</td>
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<td>Week 9</td>
<td>SPRING BREAK</td>
<td>March 12</td>
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<td>Week 10</td>
<td>Module 4: Complete advertising strategies. Consider the integration of other expressive components for the app: quizzes, videos, etc.</td>
<td>March 19</td>
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<tr>
<td>Week 11</td>
<td>Module 4: Write social media campaign.</td>
<td>March 26</td>
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<tr>
<td>Week 12</td>
<td>Module 4: Implement social media messaging and launch advertising campaign.</td>
<td>April 2</td>
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| Week 13   | Module 5: Refine Positive Pathways app.                                 | April 9  
Due in two weeks: 1) Fully functional app, 2) VIP posters, 3) VIP PowerPoint presentations, 4) video project and 5) individual papers |
| Week 14   | Module 5: Obtain and student results. Then, tweak Positive Pathways app. | April 16                                        |
| Week 15   | Module 5: 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 | EXACT DATE TBA  
1) App completion  
2) VIP posters  
3) VIP PowerPoint presentations  
4) Video project: TBA  
5) Individual papers: TBA |

**Suggested Reading List:** MargoBermanBooks


*The Blueprint for Strategic Advertising: How Critical Thinking Builds Successful Campaigns*.  

**Reference Apps (free):**

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

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