

# Project Brief

## **International Collaboration: Promote your “country”**

In this project you will be working with the promoting of a local destination preferably based on where your international group-member is from.

Your group is then responsible for not only highlighting points-of interests in the chosen destination but also formulating a potential travel plan and promoting this visually using a WordPress-based webpage.

The 3 multimedia classes will be mixed in order to form brand new classes. There will be international students represented in all classes. The teaching language will be English only.

## Learning objectives

To demonstrate your skills in:

- Participating in group work to produce a website and marketing material
- Assess the influence of cultural factors on national and global communication
- Basic project management for the development process
- Clearly communicating your message to a target group
- Asses the cultural factors and effects involved in project and product
- Use essential design principals in the production
- Present design related problems and solutions to the stakeholders
- Meaningful implementation of infographics

## Groups

The groups will consist of a mix from all 3 Multimedia classes. Ideally there will be 1 student from each class in a group and 3 new classes. This means that you will temporarily be mixed in a new class for almost 3 weeks. This class will have its own schedule that can be found on Fronter.

## The product

In addition to your Word-press site you must also produce a mock-up (screenshot) of an online social media advertisement that leads to your WordPress production.

It is however important to note that this project focuses on the communicative strategy, considerations and visual elements and not so much the technical aspects of the solution.

As a team you must make a website/microsite that promotes a long weekend vacation in the chosen destination in WordPress that takes the tourist through a planned trip with itinerary through the local area.

The trip can be themed or it can be based on local experiences for the area, but should nonetheless have a specific Danish target audience in mind.

You are required to submit a data-sheet to Fronter containing group member info including links to portfolio, WordPress solution etc.

Any appendices, flyers, advertisements and such should also be included in this document.

## Requirements for the presentation

Oral presentation with peer and teacher reviews. Each group must have a 5 minute presentation ready. All team members must be present for study points. All presentations will be done in group and in front of your temporary classes.

The presentations will start on *Wednesday the 5th of October* divided in 3 timeslots across the day.

- **Multimedia Class 1:** 08:30 – 10:30
- **Multimedia Class 2:** 11:00 – 13:00
- **Multimedia Class 3:** 13:30 – 15:30

## Upload & Deadline

The link to the project must be uploaded to Fronter and your own portfolio must be updated with content about this project including the project planning documentation and reflections on the project, no later than *Tuesday 04.10.2016 at 22:00*.

Every student in the group must hand-in the link to the project in their respective classroom folders on Fronter.

## Study points

The entire Project gives a maximum of 15 Study Points.

- 5 Study Points for handing in on time *Tuesday 04.10.2016 at 22:00*
- 5 Study Points for participation in the presentation on *Wednesday the 5th of October*
- 5 Study Points for uploading project description and learning reflections to your personal portfolio

## Feedback

Feedback is given at the presentation in the form of Peer review and teachers comments.