

The Art Institute of California – San Francisco
MM3301 Interaction Design for Entertainment

Assignment #5 – Due Week 6, at the beginning of class

Writing a Project Proposal:

A project chosen for Interaction Design for Entertainment should be of a scale and complexity to warrant the next 6 weeks of sustained effort. The project you propose for this class must have as its primary goal that of entertaining the visitor. The project does not have to be a web site per se, but rather an interactive medium of your choice.

All final projects will be evaluated during Week 11. Grading will be based upon your ability to captivate and sustain the interest of the user/participant/visitor. With that goal in mind, it is highly advised that students construct projects that include innovative navigation, novel and inspired transitions, entertaining content, etc. In other words, incorporate as much of the weekly exercises as you can.

You will need to write a project proposal that outlines your intentions for your final project. It should discuss your original concept, its scope, the precise functionality of its elements, and what materials and/or content will be required to complete it.

To be turned in:

- Add to your web page, a one page project proposal that outlines your intentions for your final project. Discuss your original concept, its scope, the precise functionality of its elements, and what materials and/or content will be required to complete it.

Goals for students: Challenge yourself! Make something truly original and entertaining. The project needs to be interactive, engaging and follow general design principles.

If you have any questions, please feel free to contact me at Sharon@casabasa.com