

The Art Institute of California – San Francisco

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MM4403 Senior Project Development

Lab #1 – Researching a topic: defining your target audience and project objectives

Before approval of your senior project, you must be able to:

- define your target audience using published research
- clearly state your project's objectives
- show a need for this project as it relates to your degree
- convince me it is a project worth doing

What does this mean? Make a list of your top 3 favorite projects created over the last 2 years. If available, bring up examples on your computer to share with the other students. Without deciding your final project yet, search the Internet for similar projects, finding at least 2 examples for each (a total of 6 examples). Please note the urls to share with your group.

Discuss each piece's strengths in regards to the technology used and the design decisions made and, *as a group*, note how you would change to make it more powerful. What do you know now that you didn't know then? And what would you like to learn better this quarter, to refine your technique? What you create in this class will be included in your graduating portfolio, so the standards applied to the final project will be of the highest level.

Begin research on what topic you will more than likely choose as your final project.

Using educational resources available at our school library, please research:

- a scientific citation on the type of person who would use your project
- citing the above using MLA citation standards

Create a link for Week 1 on your homework page (Week 1 homework assignment) and a page with the citation. Email me when uploaded prior to next week's class.

Goals for students: to develop a big-picture view of your project, and who will use and what would be their benefit. Students are honing their user-centered design skills, as well as properly documenting research.