

[PROJECT]

Big subject: The Art Institute of California - Los Angeles Presents *Summer Shorts* Film Festival

Audience: Employers, prospect students and current students and faculty

CLASS goal: Conceptualize, design and produce a website design and structure for a film festival

Final product: Complete website files (movies not included)

[PROCESS SITE]

Process site must be updated weekly. Communicate via Writeboard. Possible navigations:

- Project Scope
 - Concept
 - Goal
 - Audience
 - Teammates and roles
 - Asset chart/inventory
 - Design document
 - Etc.
- Documentation
 - Brainstorming
 - Ethnographies
 - Sketches
 - Mood boards
 - Design directions
 - Interview questions
 - User scenarios
 - Etc.

Previous process site samples:

- **Mixtape**
<http://musicandorsound.com/entertainment>
name: entertainment
pass: mrb123
prototype—<http://groovycatinteractive.com/mixtape/mixtape.html>
- **MonkeyFace**
<http://www.webspur.net/mood> (currently unavailable)
name: claire
pass: 1234
prototype--<http://www.webspur.net/monkeyface> (currently unavailable)
- **Glide**
<http://www.alissasperber.com/ent/> (currently unavailable)
prototype—<http://www.clacdesigns.com/glide/index.html> (currently unavailable)
- **Fuzion**
http://www.chellynonsense.com/process_site/ (currently unavailable)
- Digital Ninjas
<http://ara-abcarians.com/process/>
prototype-- <http://ara-abcarians.com/bella2/>
- Boomer's Trifecta
<http://www.memadethis.com/boomers/index.html>
- KaBoomers
<http://www.dynomiteit.com/kaboomers/>
prototype-- <http://www.dynomiteit.com/horizons/>

[TEAM]

Each role represents the primary person for that task. However, you are all going to work together in this process. The primary person should lead that sector, but still assign work to other team members.

Project Manager: Leader. Assign tasks and manage production schedules. Arbitration. Weekly report

Content Editor: Responsible for content design (site architecture, wireframes, navigation, text and rich media content, proofing, etc.)

Technical Director: Responsible for technical design (research, scripting, site management, file management and naming conventions, template, etc.)

Art Director: Responsible for visual design (style guide, design doc. etc.)