

## NSCAD | Class 2 | Mini Project: Experiential Movie Launch Display

Institution	NSCAD
Course	Intro to Interactive Design
Class	Nov 7
Mini Project	Experiential display for a new movie launch in Dartmouth Crossing
Grading	5% of course
Final Work Due	Nov 14 @ 9 AM ATL   email to adamoutsidethebox@gmail.com

### Dramatic Introduction

Cineplex is partnering with NSCAD to run an exclusive opportunity for students to get hands-on experience doing exciting in-cinema experiential pieces to promote their movies. Your prof selected you plus two other students to work together on this exciting opportunity. The three of you team up to deliver an awesome, awe inspiring, jaw dropping, know-your-socks-off, innovative experience that will totally convince anyone interacting with it to go see the movie.

### Project Criteria

- Total budget of maximum \$5,000 (includes hardware, online components, display, etc.)
- Maximum size of in-cinema piece is 3 X 3 meters (10 X 10 feet) weighing less than 200 kilograms (240 pounds)
- Easy to reproduce for other cinemas promoting the movie
- Experience must extend outside the cinema (either before or after visit)
- Free access to power, WiFi, and maximum 1 cinema staff
- Display must pass all safety and fire inspections

### Deliverables

1. Pick a movie to come out in cinema this Christmas season
2. Decide on 2 to 3 goals related to promotion of the movie
3. Come up with an idea for the experiential display / experience
4. Write a script + illustrations that describes the entire user journey
5. Develop a story board explaining the in-cinema display experience
6. Bonus: Design 1 to 2 interfaces for the experience

Evaluation schema provided on the next page.

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Your Name	
Teammate A	
Teammate B	
Mini Project	<b>Experiential display for a new movie launch in Dartmouth Crossing</b>
Movie	

### Evaluation: 5% of total course grade

Deliverable	% Worth	Criteria
Goals	10%	<ol style="list-style-type: none"> <li>1. Clear</li> <li>2. Relevant to movie promotion</li> <li>3. Achievable</li> <li>4. Measurable</li> </ol>
Idea for the experiential display	20%	<ol style="list-style-type: none"> <li>1. Achievable</li> <li>2. Innovative</li> <li>3. Effectively communicates the desired message</li> <li>4. Measurable</li> <li>5. Matches goals</li> </ol>
Script + Illustrations explaining the user journey	30%	<ol style="list-style-type: none"> <li>1. Shows entire journey</li> <li>2. Clear division into stages / scenes / experiences</li> <li>3. Quality of script</li> <li>4. Quality of illustrations</li> <li>5. Clear walk-away / next step</li> </ol>
Storyboard explaining a specific user experience	30%	<ol style="list-style-type: none"> <li>1. Clear</li> <li>2. Achievable</li> <li>3. Well explained user interaction</li> <li>4. Can be user tested</li> <li>5. Quality of storyboard</li> </ol>
How teammates score your project effort	10%	Score between 1 to 5 (highest) for: <ol style="list-style-type: none"> <li>1. Personal effort</li> <li>2. Team cooperation</li> <li>3. Quality of work</li> </ol>
Bonus: 1 or 2 interfaces of the user experience	+10%	<ol style="list-style-type: none"> <li>1. Achievable</li> <li>2. Innovative</li> <li>3. Quality</li> <li>4. Match goals</li> </ol>
<b>Total</b>	<b>Max. 100%</b>	
<b>Final student grade</b>		