03/21:
Design Day and the Project Video

The Capstone Experience

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What’s ahead?

- **Week 9**
  - Tu, 03/14: Team Status Reports
  - Th, 03/16: Team Status Reports
- **Week 10**
  - Tu, 03/21: Design Day and the Project Video
  - Th, 03/23: Camtasia Demo
- **Week 11**
  - Tu, 03/28: Intellectual Property
  - Th, 03/30: Ethics and Professionalism
What’s ahead?

• Week 12
  ▪ **Tu, 04/04**: Beta Presentations
  ▪ **Th, 04/06**: Beta Presentations

• Week 13
  ▪ **Tu, 04/04**: Beta Presentations
  ▪ **Th, 04/06**: Beta Presentations

• Week 15
  ▪ **Tu, 04/18**: Team Status Reports
  ▪ **Th, 04/20**: Team Status Reports

Email legitimate conflicts by March 28. If you’ve already emailed me a conflict, email it again.
What’s ahead?

• Week 15
  - Tu, 04/25: Project Videos
  - Th, 04/27: Project Videos and All Deliverables
  - Th, 04/27: Design Day Setup
  - Fr, 04/28: Design Day

• Week 16
  - Th, 05/04: Project Videos
Recall: Meeting Attendance

• Required
  ▪ All-Hands (Class) Meetings
  ▪ Team Triage Meetings
• 5% of Final Grade
• Late == Absent
• Almost No Excuses Accepted
  ▪ One or Two Excused Possible for Interviews
  ▪ Must Provide Information
    o Date, Company, Recruiter Name & Contact Info
    o In Advance
    o To Both Dr. D. and Spencer

• Must Attend (No Excuses Accepted)
  ▪ Your Team Presentations
  ▪ All Project Video Viewing
  ▪ Design Day

Do NOT schedule interviews.
Do NOT schedule ANYTHING.
Do NOT buy plane tickets.
Design Day Overview

• Engineering Building
• Friday, April 28, 6:30am – 2:30pm
• Exhibits of Design Projects
  ▪ From Entire College of Engineering
  ▪ Open to the Public
  ▪ Visitors Include
    o Faculty
    o Family and Friends
    o Corporate Sponsors
    o Middle and High School Students
• Dress is Business
Design Day Activities

- 6:30 a.m. Setup and Breakfast
- 7:00 a.m. All-Hands Photo
- 7:30 a.m. - 11:45 a.m. Presentations to Judges
  - See Schedule
  - Room 3405
- 7:30 a.m. - 12:30 p.m. Team Exhibits
- 12:00 p.m. Free Lunch
- 12:30 p.m. Tear Down
- 1:15 p.m. Awards Ceremony
- 2:30 p.m. Capstone Gathering
  - All-Hands
  - Families and Friends
  - Judges
  - Corporate Visitors
Team Exhibit

• Table
• iMac(s)
  ▪ For Software
  ▪ For Project Video
• Other Device(s)
  ▪ MacBook Pro
  ▪ iPhone/iPad
  ▪ Android
• Poster
  ▪ DD Booklet Page
  ▪ Provided by Dr. D.
Families
Middle and High School Students
Corporate Clients
Dean and MSU Board of Trustees Member
The Media
Design Day Awards

• **Awards**
  - Auto-Owners Exposition Award
  - MSUFCU Praxis Award
  - TechSmith Screencast Award
  - Urban Science Sigma Award

• ~16 **Judges**

• **Based On**
  - Project Plan (Due When?)
  - Project Video
  - Design Day
    - Exposition
    - Presentation to Judges
Presenting to Judges
Presenting to Judges
Team Rook Wins MSUFCU Praxis Award
Project Video

- Tells Project Story
  - Your Client
  - The “Problem”
  - Your “Solution”
    - Use Case(s)
    - Avoid “Boring” Stuff
      - Account Creation
      - Login Screen
      - “Boring” Administration Details
      - Every Last Feature and Option
      - Zzz...
    - Technical Details
  - Acknowledgements
- ~7-10 Minutes in Length
- Professional
- Lots of Work

Don’t forget. Like Design Day Booklet.
Project Video How To

• Story Board
  ▪ Plan Video and Audio
  ▪ Very Specific

• Capture Audio (Voice-Over)
  ▪ Write Script
  ▪ Record in Telecomm Sound Studio

• Capture Video
  ▪ Screen Video or Shots
  ▪ Photographs
  ▪ Digital Video
  ▪ (While Listening to Audio?)
Project Video How To

• Edit
  ▪ Video
  ▪ Audio
  ▪ Use
    □ Camtasia
    □ Other Software of Your Choice

• Produce
  ▪ .mp4 (Required)
  ▪ .mov (Optional)
Project Video How To

To Do...

• Collect Assets
  ▪ Audio
    o Record Voice-Over
    o Background Music (If Any)
  ▪ Video
    o Camtasia
    o Digital Video (with Capstone Camera)
    o Digital Photographs

• Import, Assemble and Edit Assets with Camtasia
  ▪ Put All Assets in One Project Folder
  ▪ Use (At Least) Three Tracks
    o Video
    o Audio for Voiceover
    o Audio for Music

• Produce
  ▪ Test Parts and Pieces in Advance
    o For Look and Feel
    o For Readability
  ▪ Produce Entire Video
    o In Advance
    o Preview Entire Video Before Submitting
Project Video Hints

• Look at Previous Videos
  ▪ See Archives > Websites By Semester
  ▪ Look at Previous Videos

• Voiceover
  ▪ Try TeleCom Recording Studio ASAP
    o Figure Out
      ❖ How to Sign Up
      ❖ Where It Is
      ❖ How To Use It
  ▪ Record Mary Had a Little Lamb
  ▪ Import into Camtasia
  ▪ Audio Can Be Split and Moved
    o Record with Gaps of Silence
    o If Mistake, Start Over at Previous Gap

• Background Music
  ▪ Make Sure Voice-Over Much Louder
  ▪ Test in Room Settings (Like 2400 EB)
  ▪ Always Err on Side of Too Soft Music
  ▪ (Always a Problem with One Video)
Project Video Hints

• Reading App Text
  ▪ Often a Problem
  ▪ Use Very High Resolution and Pan/Zoom Feature of Camtasia
  ▪ Test In Advance
  ▪ In Room Setting (Like 1145 EB)

• Rendering
  ▪ Try Samples
  ▪ In Advance
  ▪ Takes a Long Time
  ▪ Do NOT Press Render Button One Hour Before Due

• Due
  ▪ By 2pm on Monday, April 24
  ▪ Via USB Stick to Dr. D. in Office

• Posted Immediately for Judges
Project Videos

• See Archives > Websites By Semester
• See Design Day > Awards
  TechSmith Screencast Award
• Examples
  ▪ Meijer
    Mobile Location-Based Product Promotion
  ▪ Whirlpool
    Launder: Laundry Room Tablet Payment System
  ▪ Ford
    SYNC Calendar