

PROJECT 3: CROWDFUNDING PROJECT



For the rest of the semester, we will be taking your white paper projects and remediating them into the next stage of their existence: **the crowdfunding project**. Your overall goal is to take the concept you researched and proposed in-depth in that white paper and make moves towards making it a reality. While there are many avenues to bringing a project concept to life, the one we are going to investigate this class is that of the crowdfunding platform, a digital source of **raising funds** to create innovative concepts, designs, and cultural movements that can **positively impact the world**.

In order to do this we will go through several stages of **analysis, planning, and creation**, much as we have in the past ten weeks of this class. Beginning with **analyses of existing crowdfunding campaigns** (both successful and not successful), you will work in your teams to **plan and create your own** campaign to raise money for your concept, prototype, or idea. This campaign will have several moving parts that will require completion and turn in, including a **video** that will require a **storyboard and script**, a write-up of intended **campaign design**, and a **presentation** to share your campaign with the class and practice speaking on the subject. By the end of the semester, each team will have the bare bones of a project they could move forward with in the future to create a live crowdfunding campaign, even if they do not eventually choose to move forward. Regardless, you will leave this class with experience in **small-scale entrepreneurship, digital rhetoric, analysis, and presentation**.

TASKS AND POINTS BREAKDOWN

CROWDFUNDING ANALYSIS (20 pts)

Working individually, everyone will choose an existing campaign from Kickstarter or another crowdfunding platform and analyze its rhetorical moves both from design and content standpoints. This will give everyone the chance to understand the building blocks of crowdfunding campaigns and identify the things that could be useful to creating a successful campaign of your own.

CASE STUDY (10 pts)

After practicing analysis individually, each team will work through a case study of a crowdfunding campaign to further practice the analytical skills that will aid in the creation of a successful campaign of your own. The bulk of this work will be done during class time and provide valuable insight into your team's upcoming plans for your project.

ACTION PLAN (20 pts)

The action plan is a team assignment that involves you working together to create a working goal statement that will guide you as you move into creating your crowdfunding project. The Action plan should address basic ideas concerning your campaign design, crowdfunding video, and a timeline for completion.

SCRIPT AND STORYBOARD (30 pts)

Each team will need to turn in a script and storyboard for approval, involving precise information about the contents of the crowdfunding video in terms of spoken words and visuals. An early draft of this will be due before video production begins to give each team guidance and feedback.

PROGRESS MEMO (10 pts)

Much like Unit 2, you will be required to write and produce an update on your progress during the crowdfunding project, which will keep me informed as to the work you are doing, how your timeline is progressing, and give me an opportunity to answer any questions.

FINAL CAMPAIGN PORTFOLIO (80 pts)

Your final campaign portfolio contains several pieces, all of which will be the culmination of your work on the crowdfunding project. It will include:

- A Campaign Design document, where you address specifics of your crowdfunding page including prototypes, reward tiers, and webpage content. (30 pts)
- A Video, between 2 and 4 minutes long, that is polished and website-ready, addressing your goals and message for your future audience. (50 pts)

CAMPAIGN PRESENTATION (50 pts)

Your team will be required to give a presentation to the rest of the class on your crowdfunding project. Presentations will address conceptualization, prototyping, website contents, a viewing of the video for the campaign, and a list of goals for potential next steps.

PEER EVALUATIONS (30 PTS)

Each team member will be required to fill out peer evaluations in the same manner as they did during Unit 2, with an added component of addressing any changes in group participation between the two units.

TOTAL POINTS: 250