Meeting with IMAD - Eric Ruggiero

Date: 2/18/13

Notes:

**Vision**

Eric Ruggiero, Chair, would like to see more interactive media on the IMAD page

Highlights Requested

* Brainstorming
* Storyboards
* Project-based learning
* Foundational art and design paired with technology
* Real World
  + - Studio 20
    - Freelance Clients
    - Internships
    - Team-based
* Faculty to student ratio
* Enhances skill sets of other majors

Problems- Current copy speaks above our general audience and has no grammatical or informational continuity. First title on the page was based on an obscure book that a past graphic designer in the Wilkes marketing department liked. He wrote most of the copy, without an understanding of IMAD students, classes or clear focus on department goals and objectives.

Challenges- I have prompted the chair to get involved with video creation to no avail. He did suggest some visual creations he would like to see but had no plan of implementation for their creation. I understand in order for this department to have any new content I will have to create it in addition to managing this overall CAHSS project. I will need to write copy, write a script for, find actors for, shoot and produce a video, create new graphics and implement the changes on my own.

**My Creation Agreement**

I have agreed to create site graphics, identify willing student participants, collect student work images, write the script for, shoot and edit video involving 8 students.I will also create a proposed page mock and new site copy will be written.