

September 3, 2010  
WEEK 3

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## TEAM NAME AND MEDIA

We spent some time this week brainstorming on possible ideas for team names. After working with several ideas, we settled on two words that we really liked. The first word was 'IMMERSIVE', which is a great term to use when describing 3D and film or gaming technologies. The second word that caught our eye was 'VISUAL', since many of our favorite project ideas that we pitch involved visualization.

We didn't want to make the team name too specific since we know that we are still working on specifics of our project ideas. However we knew that it would involve 3D and some sort of cutting edge technology. After some deliberation and a few sketches we came up with: **IMMERSIVE VISION**



After approval from our advisors and clients, we will incorporate this logo into all media aspects of our project including our web banner, logo, website, touchscreen, posters, and half-sheets. We also wanted to know if there are certain guidelines for the branding when we use the Lockheed Martin Logo?



## SCHEDULE

We have put together a detailed schedule that outlines our entire semester project. It goes through each week and describes what topics we should be discussing, the project cycle, and the different milestones that we will be meeting.

WEEKS	TOPICS	PROJECT CYCLE	MILESTONE
<b>Week 1</b>	-Research -Brainstorming -Daily Emails -Weekly Meetings	Research	*Kickoff Meetings
<b>Week 2</b>	-Roles and Responsibilities -Life Long Learning -Deliverables -Project Cycle (Scheduling)	Research Brainstorming	
<b>Week 3</b>	-Iteration (Rapid Prototyping) -Presentations -Critique -Outreach	Brainstorming Design	
<b>Week 4</b>	-Testing -Documentation	Design Testing	
<b>Week 5</b>	-Grading -Improvement	Design Development	*1/4 Presentations & Walkarounds
<b>Week 6</b>	-Conflict Mediation -Problem Solving	Development Testing	
<b>Week 7</b>	-Critique -Grading	Development	
<b>Week 8</b>	-Critique -Grading	Development Alpha	
<b>Week 9</b>	-Improvement -Assessment	Development	*1/2 Presentation
<b>Week 10</b>	-Conflict Mediation -Problem Solving	Development	
<b>Week 11</b>	-Testing -Scope	Beta Testing	
<b>Week 12</b>	-Problem Solving -Life Long Learning	Development Testing	
<b>Week 13</b>	-Deliverables -Press	Development Testing	
<b>Week 14</b>	-Critique -Submissions	Gold Candidate	*Soft Opening
<b>Week 15</b>	-Documentation -Presentations	Development	
<b>Finals</b>	-Critique -Submissions	Gold	*Final Presentations
<b>Grades</b>	-Improvement -Professionalism -Life Long Learning	Archive	*Archives

## TEAM ROLES



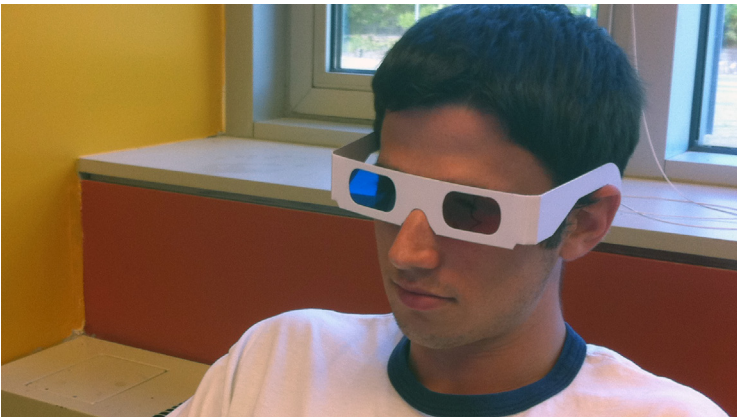
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