1. Project Description(s)
      create a mobile app (iphone compatable)
      Develop a flash based webpage (or splash page)

2. Project Goal (long term outcomes)
      Develop ability to create marketing programs for a mobile world
      Develop ability to use flash

3. Objectives (specifics of what comprise the goal)
      Mobile App - Use mobile technology to create a marketing focused program for a mobile device.
      Flash -

4. Strategies (How are you planning to meet the goals)
      Mobile - find an organization that is lacking a mobile app
            - figure out what kinds of apps are being used for similar organizations
            - create an app to display current programatic offerings, allow for ticket sales, etc.
      Flash - research other flash webpages (though they may be out of date)
            - learn techniques for including flash into a website
            - incorporate flash into professional eport

5. Tactics (Specific activities tied to the strategies to meet the goals)
      Internet research
      view/work with tutorials for Adobe Flash, Adobe Device Central, etc
      Design layout (by hand and via illustrator/photoshop)

6. Evaluative Standards (List anticipated means for measuring that the goals are met)
      Is it functional?
      Is it visually stimulating?
      Would an organization be able to use the product?