Purpose, Target Audience & User Requirements of the Advert

The purpose of the advert is to promote the computing department at the college from the student's perspective and inform and encourage potential students to join the college as computing students.

The audience of the advert is 16+, usually students, parents or people looking to further their education. Those who might be looking to join or have yet to decide would look at the advert to see what it would be like as a student.

The advert is going to be suitable for the audience and purpose because I have included information about the college and what it has to offer. I have also included video of the college so the audience will know what to expect when they attend the college.

The user requirements would be people with a computer with an internet connection and a disposable income. The advert would be shown on a loop on the interactive whiteboards in all the computing classrooms.

Advert project ideas:

Soft music playing in the background

Small text showing the location of the clips

Slow turning video of entrance - intro

Slow turning video of reception – Some useful information

Slow turning video of upstairs and upstairs computer room – Some information about the computers and teachers

Slow turning video of downstairs and downstairs computer room – Some information about the college

Information about how to go about joining the college

White text colour

Advert Storyboard

Slow turning video of entrance.
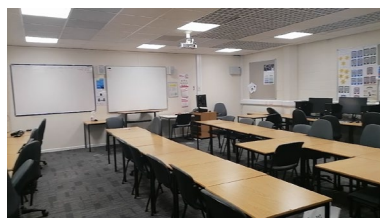
Intro

Time: 0:11

Video of reception – Some useful information about the college or things they may need to know

Time: 0:13

Video of upstairs – Some information about the computers and teachers
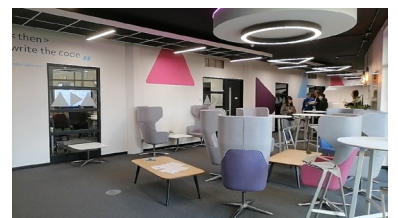
Time: 0:11

Video of upstairs computer room – Some information about the computers and teachers

Time: 0:13

Video of downstairs – Some information about the college

Time: 0:14

Video of downstairs – Some information about the college

Time: 0:08

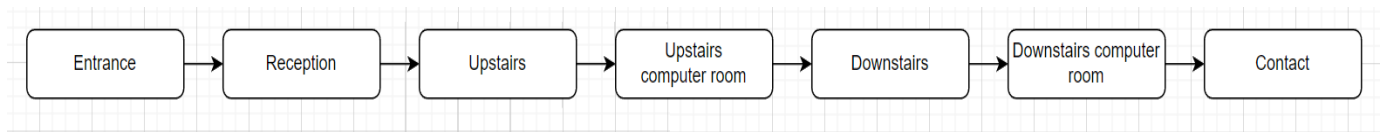Video of downstairs computer room – Some information about the college

Time: 0:13

Fading screen - Information about how to go about joining the college - open evenings, phone number and email

Time: 0:07

Flowchart

Assets

Asset	Link
College Icon	www.gloscol.ac.uk
Music	Premiere Pro
Google maps image of the college	Google Maps
A video and photo of the entrance	A video I took on my phone
A video and photo of the reception	A video I took on my phone
A video and photo of upstairs	A video I took on my phone
A video and photo of the upstairs computer room	A video I took on my phone
A video and photo of downstairs	A video I took on my phone
A video and photo of the downstairs computer room	A video I took on my phone

Alternate Advert Design

An alternative design for the advert would be to interview students and their experiences with the college. The purpose of this is to see what it would be like as a student and to promote, inform and encourage potential students to join.

The audience of the advert is 16+, usually students or people looking to further their education. People who might be looking to join will look at the advert to see what it would look like as a student.

The user requirements would be people with a computer with an internet connection and a disposable income. The advert would be shown on a loop on the interactive whiteboards in all the computing classrooms.

I chose not to interview students and their experiences with the college because it would not have much actual information about the college itself and am going to use my design as it is more suitable for the audience and purpose and to the age group that the advert is aimed at by showing people around the college and giving them information about it instead. Using anything but the actual information might confuse the audience and put them off applying for a course at the college.

Check List

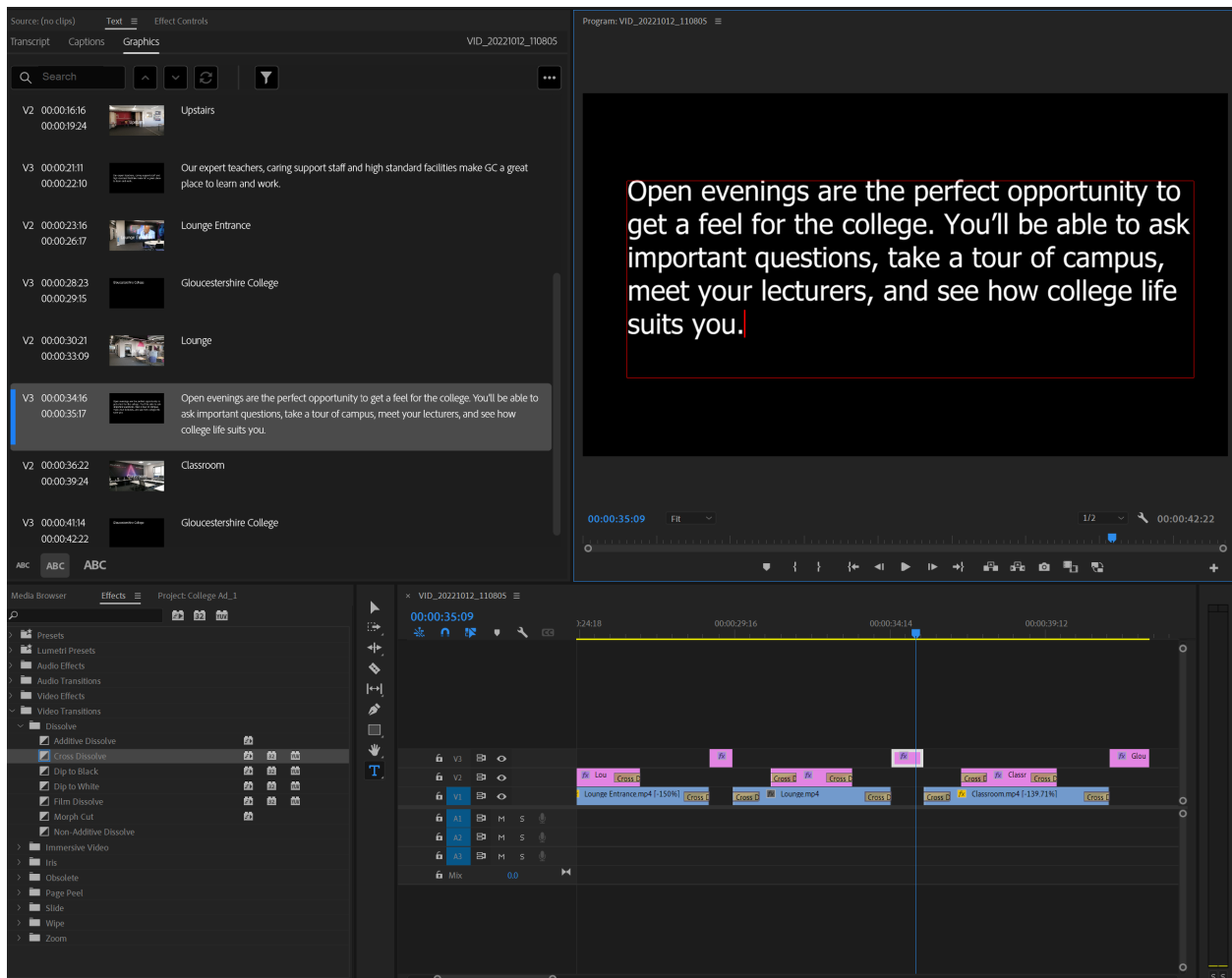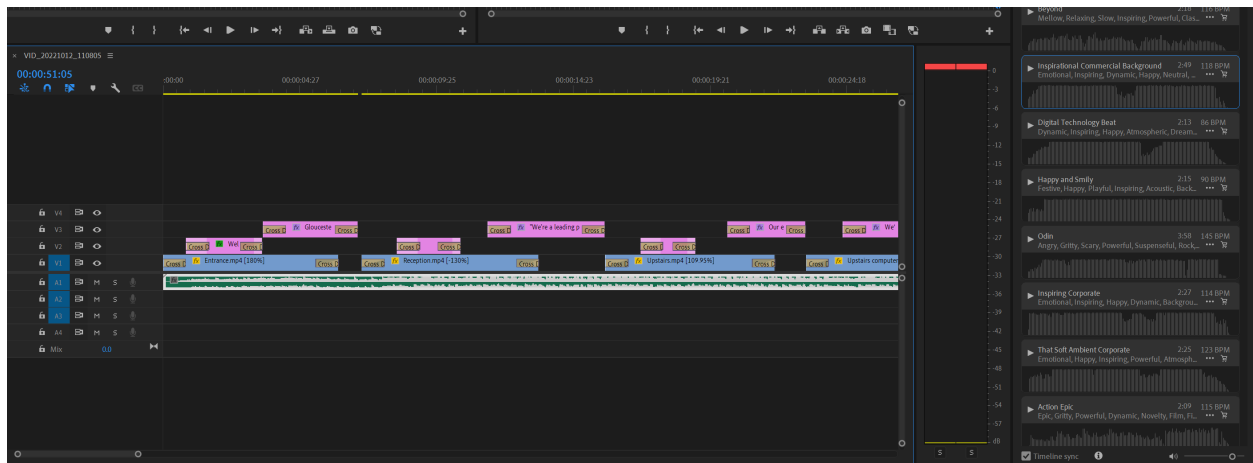| Criteria	Pass	Explanation
Purpose of product		
Fit for purpose		
Target audience		
Features		
Age limit		
Functionality		
User requirements		
Accessibility		
Navigation		
Performance		

Development
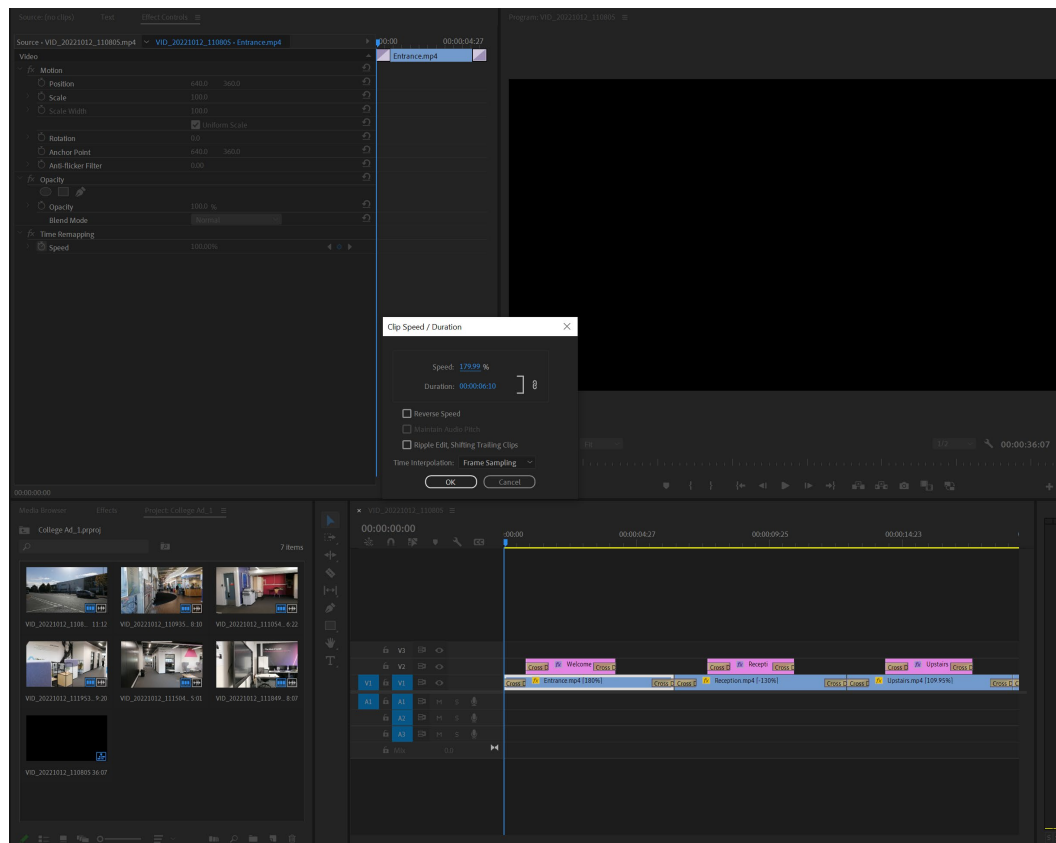
Changing the speed of the clip so it is not too slow.
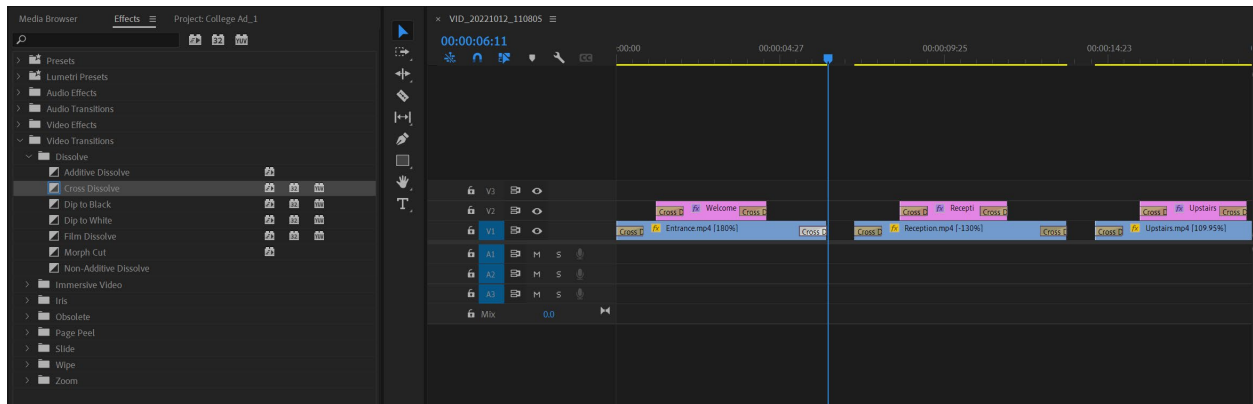
Adding cross dissolve effects to the start and end of the clips.

Adding the text to the video.

Adding music to the video.

Description of development, colour schemes, theme and audio

I chose to have information about the college shown during the video of the college starting from the outside moving in and showing the layout of the college. I did this by spacing out the videos and adding text boxes above. I chose to use white text for the advert so people can read the text easily as the video plays. I used music found on premiere pro for the advert that was soft with no voice, so it does not distract people and feels more professional.

Advert Review

I chose to have information about the college shown during the video of the college starting from the outside moving in and showing the layout of the college. I decided on this as the video will be playing on a loop on a screen so people walking by can see what it is about by making it mostly visual with bits of information so that people interested can learn more about the college and how to go about joining. I added the logo of the college at the start of the advert to make it look more professional and the address so people will know where to go. I also added contact information at the end of the advert so people will know how to contact the college and an image of the college from google maps.

Some of the footage is shaky and can't be fixed because all the footage was shot going left to right and looked bad watching so I made some of the clips in between go in reverse. It was a bit difficult to fit the text in without covering the whole screen and making it hard to see the footage of the college.

Peer Review

Jack Pendleton

Parent

What did you like about it?

Liked the information at the end; it was helpful.

Liked the overlay of the text for what room it was; it looked professional.

Liked that it showed campus areas.

Liked that it started from the entrance going in

What went well?

The overall format of the video; clear, structured; looked professional, consistent.

Quality of the filming.

What can be improved?

The stabilization of the video

More time for the longer bits of text

More time for the longer bits of text or broken into smaller chunks.

Rushed; need longer to look around

What would you say the purpose of the product is?

To promote and advertise; has good information and shows off the equipment and the room.

Information about the college and what it represents

What didn't you like about it?

More time for text

More time for text

What would you do differently?

Include logo of the college at the start

Include map of UK for gloscol

Longer and slower

A fun side; café or lounge

Bus times; frequent and convenient

Do you think the content is for the target audience?

Yes, it showed a lot of visuals which is good for people that are just passing by as well as little bit of information.

Yes

Advert Changes

This is before the changes I made to the advert.

This is after the changes. I made all the videos longer after getting the feedback so people can read the text and added the address and map so people who might not know where the college is can find it. I also added the logo of the college after hearing the feedback. I did not change the theme or colours of the advert.

Advert Test Plan

Criteria	Pass	Explanation
Purpose of product	Yes	The advert will show people the college and tell them about it.
Fit for purpose	Yes	All the information and assets used relate to the college
Target audience	Yes	it has a lot of visuals for people that are just passing by as well as little bit of information
Features	Yes	The video loops
Age limit	Yes	The video is suitable for all ages
Functionality	Yes	The video runs smoothly
User requirements	Yes	There is an internet connection and is being played on interactive whiteboards
Accessibility	Yes	The video is being played on a big screen for people to see
Navigation	Yes	You can move to any point in the video on the interactive whiteboards
Performance	Yes	The video runs smoothly

Advert: https://youtu.be/eTwUTLiEOjE