

Purpose, Target Audience & User Requirements

The purpose of the presentation is to inform, and so potential students and parents can interactively look at what's on offer within the computer department and the facilities and get familiar with the layout and enticing them to join.

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 presentation is 16+, usually students, parents or people looking to further their education. People who have already decided to join will look at the presentation to get familiar with the layout. 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 user requirements would be people with a computer with an internet connection and a disposable income. They also need office 365 to view the PowerPoint presentation. The advert would be shown on a loop on the interactive whiteboards in all the computing classrooms.

Presentation project ideas:

Introduction

Information about the college

Photo of entrance

Photo of reception

Photo of upstairs and upstairs computer room

Photo of downstairs and downstairs computer room

White text colour

White background

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

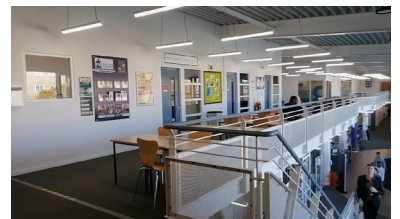
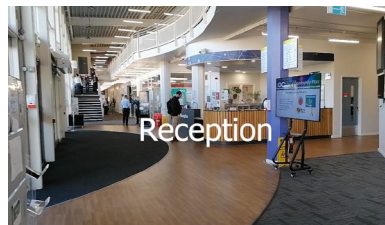
Slow turning video of upstairs and upstairs computer room – Some information about the computers and teachers

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

Storyboard



Slow turning video of entrance.

Intro

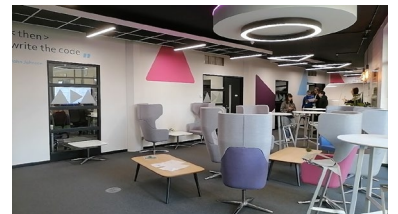
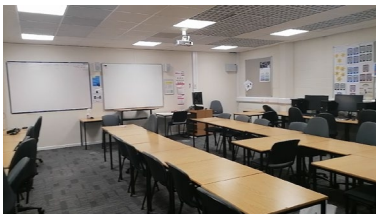
Time: 0:11

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

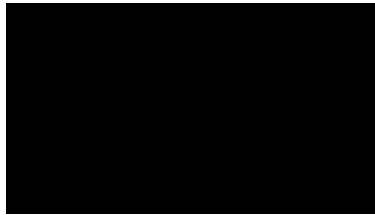
Time: 0:13

Video of downstairs – Some information about the college

Time: 0:14

Video of downstairs – Some information about the college

Time: 0:08



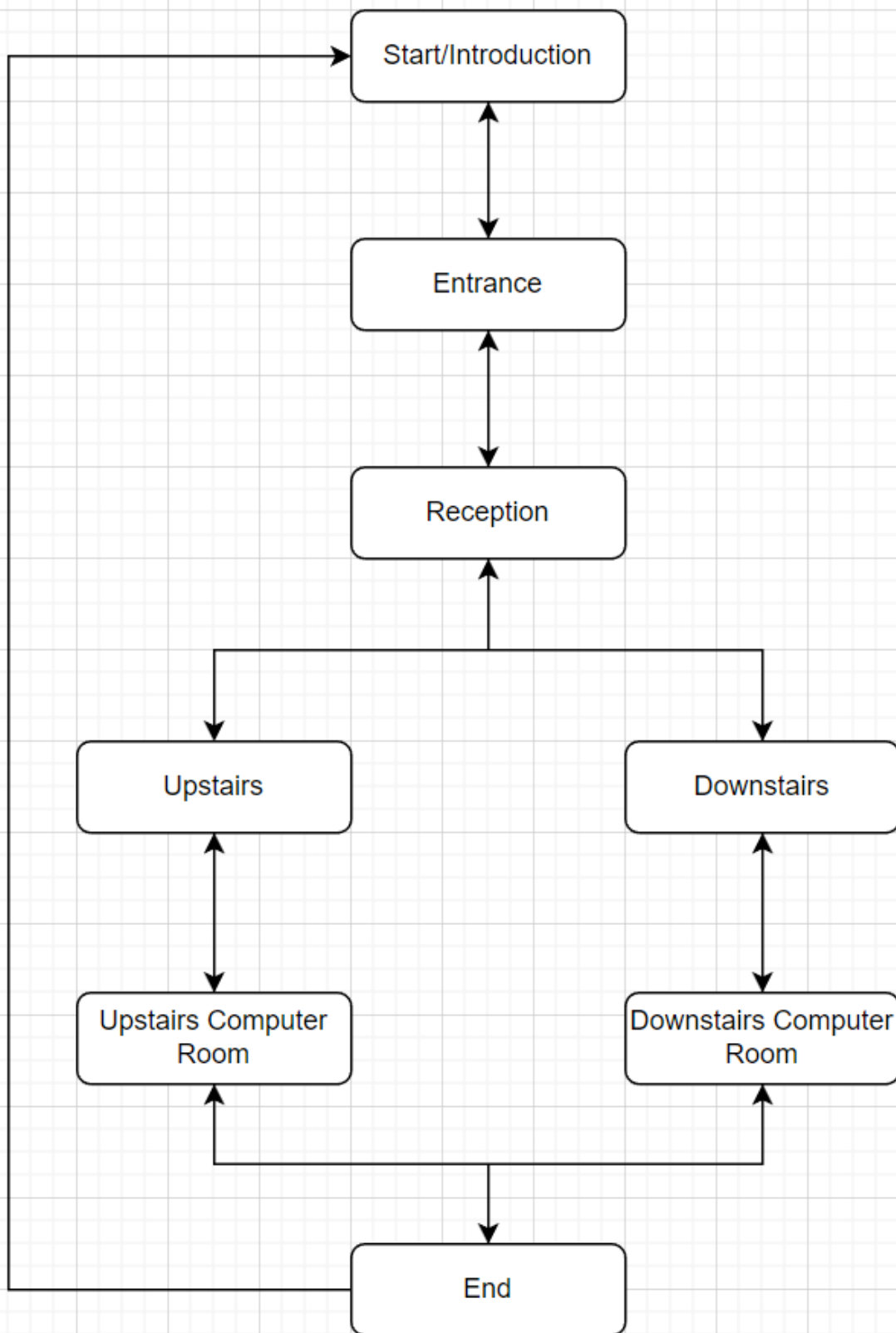
Video of downstairs computer room – Some information about the college

Time: 0:13

Fading screen - Information about how to go about joining the college

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 and photo I took on my phone
A video and photo of the reception	A video and photo I took on my phone
A video and photo of upstairs	A video and photo I took on my phone
A video and photo of the upstairs computer room	A video and photo I took on my phone
A video and photo of downstairs	A video and photo I took on my phone
A video and photo of the downstairs computer room	A video and photo I took on my phone

Alternate Design

An alternative design for the presentation would be a checklist of things the college has available. The purpose of this is to inform and showcase what the college has and can give to students who join.

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 presentation is 16+, usually students or people looking to further their education. People who have already decided to join will look at the presentation to see all the things the college has to offer like facilities, including hair and beauty salons, a theatre, recording studios, tennis courts, restaurants and iMacs. 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.

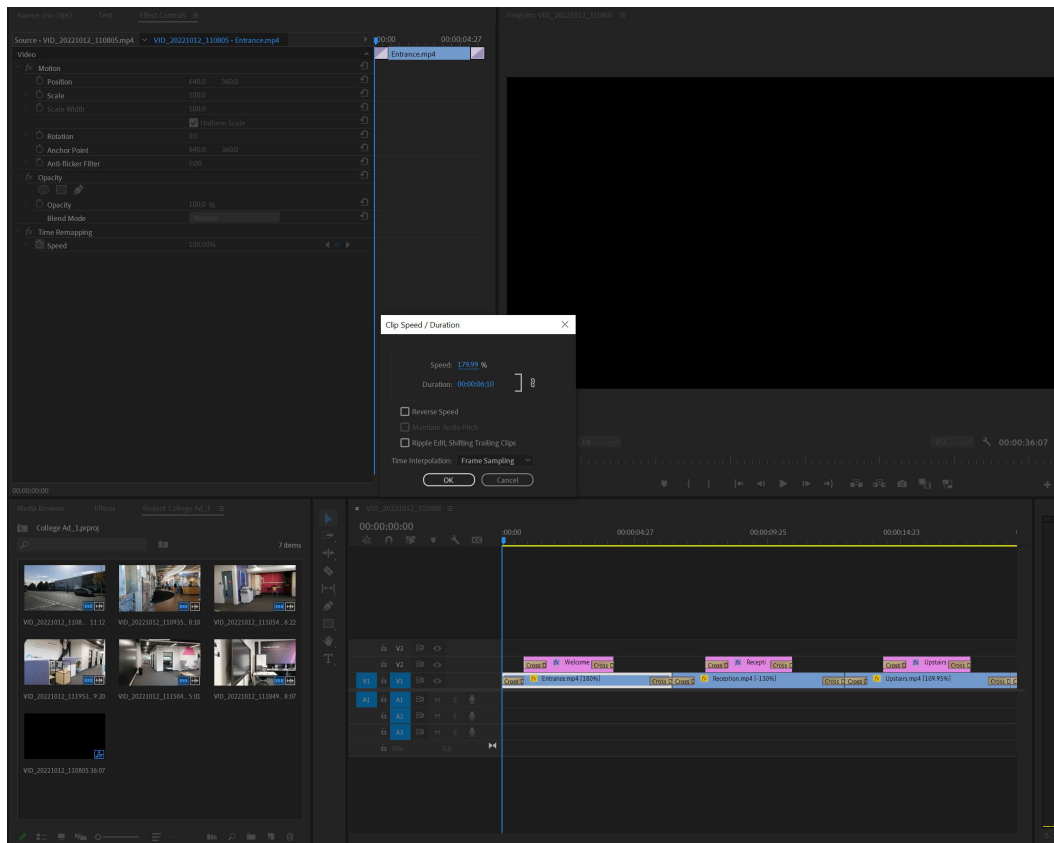
The user requirements would be people with a computer with an internet connection and a disposable income. They also need office 365 to view the PowerPoint presentation. The advert would be shown on a loop on the interactive whiteboards in all the computing classrooms.

I chose not to use the checklist of all the things the college has to offer students for the presentation as it would be just text and could make it boring and uninteresting for people looking at it.

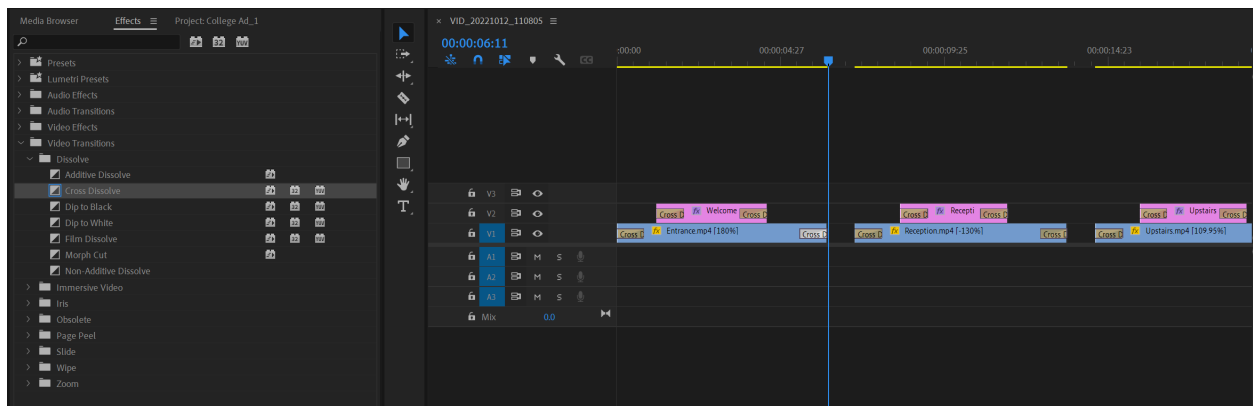
I chose not to interview students and their experiences with the college because it would not have much information about the college itself and instead chose something that would show people around the college and tell them about it.

Check List

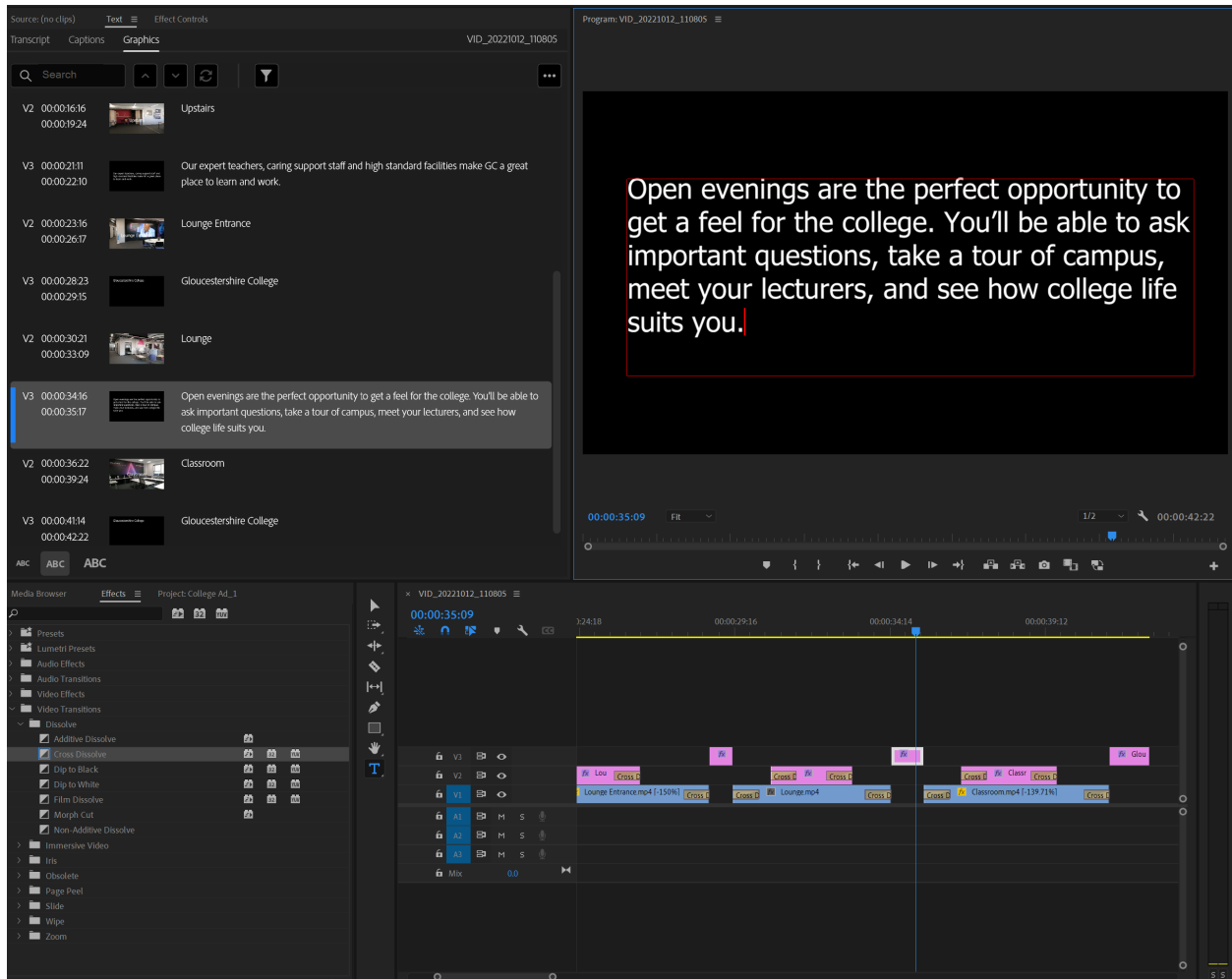
Criteria	Pass	Explanation
Name of product		
Purpose of product		
Fit for purpose		
Target audience		
Features		
Age limit		
Functionality		
User requirements		
Accessibility		
Navigation		
Performance		



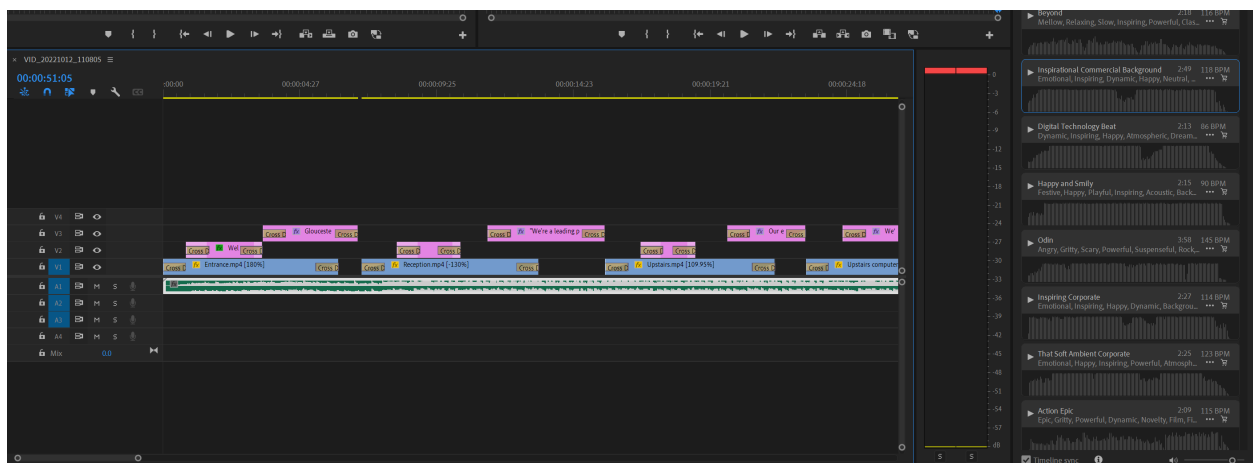
Changing the speed of the clip so it is not too slow.



Adding cross dissolve effects to the start and end of the clips.



Adding the text to the video.



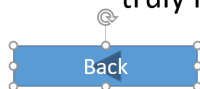
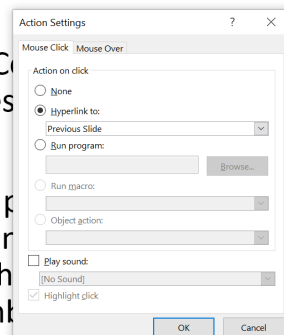
Adding music to the video.

Description of development, colour schemes, theme and audio

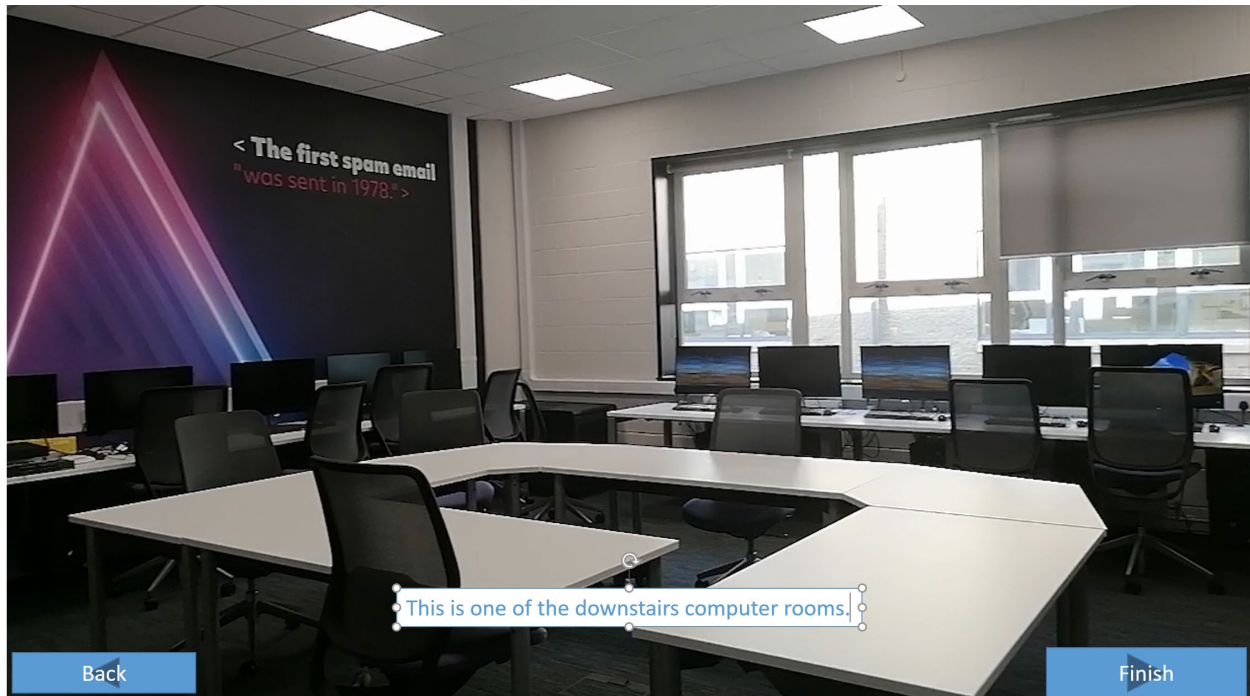
I chose to have information about the college shown during the video of the college starting from the outside moving in and showing the layout of the college. I did this by spacing out the videos and adding text boxes above. I chose to use white text for the advert so people can read the text easily 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.

Introduction

- Gloucestershire College of Gloucestershire further and higher education in the kingdom.
- "We're a leading provider of courses, university level courses and apprenticeships in campuses are based in Cheltenham, Gloucester and the you could study on campus or online. We guide any and person on their journey through education by providing the right environment that encourages and nurtures individual talents. Our industry-standard facilities and experienced teaching team provide our students with the skills businesses truly need." - From Gloucestershire College



Editing the action buttons for navigation.



Adding text to the slides.

Contact

- Cheltenham Campus Open Evening
- Wednesday 25 January / 5.00pm – 8.00pm
- Gloucester Campus Open Evening
- Monday 15 May / 5.00pm – 8.00pm
- 0345 155 2020
- applications@gloscol.ac.uk

Return to Start

Adding contact information at the end.

Description of development, colour schemes, theme and audio

I chose to have images of the college as the background of the presentation with action buttons so people can look around the college. I chose to leave the background white and put pictures of the college over it. I chose to keep the colour of the buttons blue so they can be seen easily. I did not use any audio for the presentation.

Review

Advert

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

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

Presentation

I chose to have images of the college as the background of the presentation with action buttons so people can look around the college. I decided on this so people who have not been to the college can see what it looks like and get a feel for what it might be like there. I added some information about the college so they can learn a bit more about the college and some text so people can tell what they are looking at. I also added information about how to contact the college so people who might be interested will know how to get in contact. I added a map and the address of the college so people will know where it is. The theme I chose looks nice, professional and makes the PowerPoint look fuller and doesn't distract from the PowerPoint's purpose.

It was a bit difficult choosing the theme and making it look nice. I decided on the theme after hearing the feedback.

Peer Review

What did you like about it?

Informative

Action buttons

Map. Address. informative

What went well?

Easy to read and understand

Clear purpose

What can be improved?

Bland front page

Bland. Not many colours

What would you say the purpose of the product is?

Information on college to potential students

informative

What didn't you like about it?

Bland front page

A bit bland

What would you do differently?

More colour

Map of the area

Leisure areas

More fun stuff

More colour

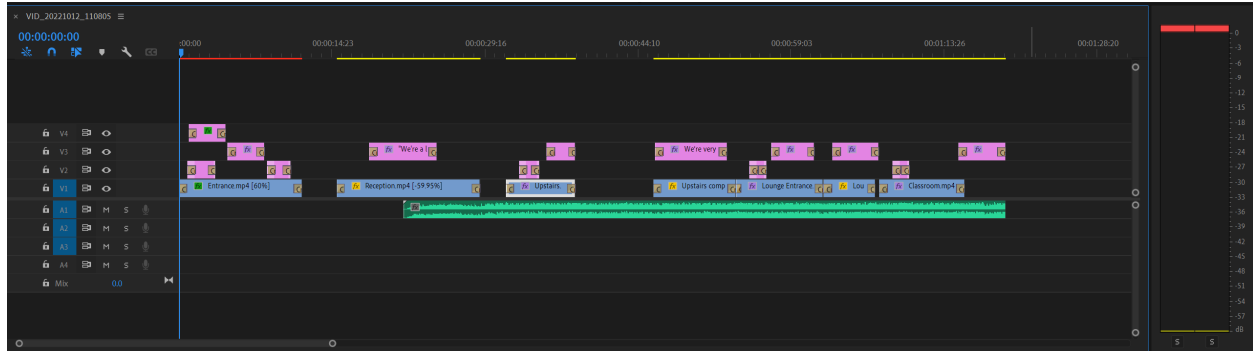
Do you think the content is for the target audience?

Yes

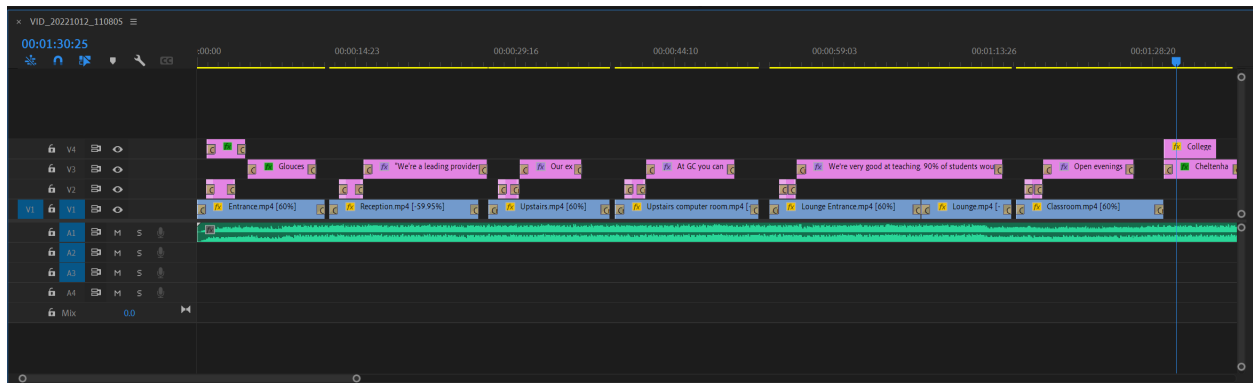
Yes, it is informative

Changes

Advert

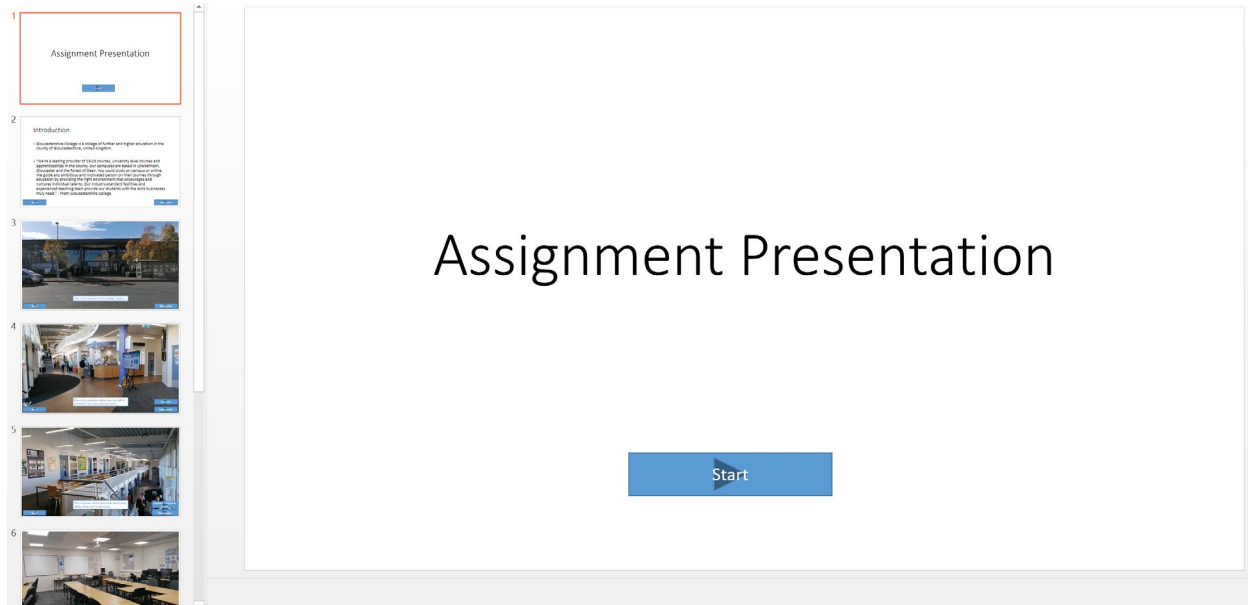


This is before the changes I made to the advert.

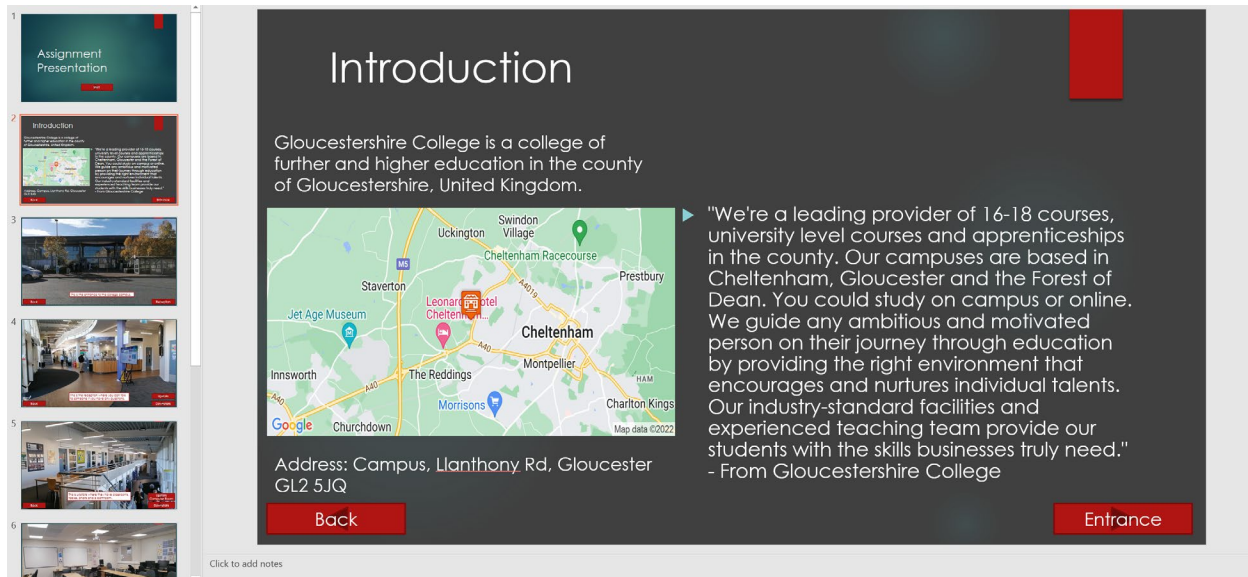


This is after the changes. I made all the videos longer after getting the feedback so people can read the text and added the address and map so people who might not know where the college is can find it. I also added the logo of the college after hearing the feedback. I did not change the theme or colours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

Presentation



This is before the changes I made to the PowerPoint



This is after the changes I made. I originally chose to leave the background white but because of the feedback I got said it looked bland, I changed the theme and colours to make the PowerPoint look nice, fuller and more professional. I also added a map and the address because some people might not know where the college is.

Test Plan

Advert

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

Presentation

Criteria	Pass	Explanation
Purpose of product	Yes	The presentation will show pictures of 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 is interactive, so people can play with it and look around the college
Features	Yes	The action buttons allow you to navigate around the college
Age limit	Yes	The presentation is suitable for all ages
Functionality	Yes	The action buttons work properly
User requirements	Yes	There is an internet connection and office 365
Accessibility	Yes	The presentation is available to anyone
Navigation	Yes	You can move through the PowerPoint with action buttons
Performance	Yes	The presentation functions smoothly