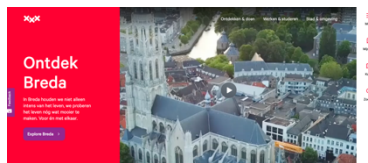


Learning Outcome 4: Professional Standards – Group Project 2

Making a consistent website is not too hard if I am aware of a few rules, for example the rule of simplicity, not too much text on the presentation (which can seem boring, and can take the attention from the speaker to the screen), and making a logical flow.

I kept our presentation simple, but I chose a color that connects to the results and the website (color red) as well. Alos since it is a striking color, it attracks attention from the listeners.



The client's website.

I added our logo to every page so there is one consistent element (besides the red color).

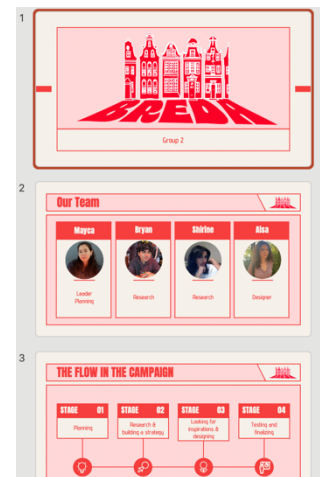
And since I thought it was better to keep the presentation brief, focusing mainly on the products, I added neither plenty of

slides nor too many texts.

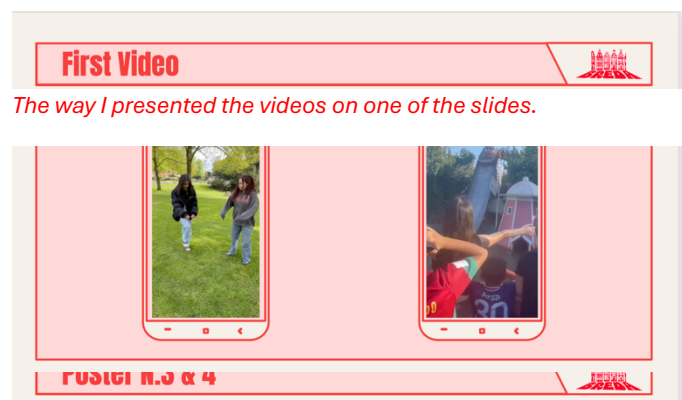
To showcase our main products (the videos, and posters) I wanted to add a creative touch to it so we can emphasize it more. To do that, for the videos, I used a doodle of a phone so they could see how the target would see the videos, and for the posters, I searched for pictures of city sites and I added my poster to these pictures so I could showcase the posters more amusingly.

We also printed the posters, so that was also one way of presenting it.

All in all, I think the way we presented was a success since I felt the presentation was very entertaining, and it also had a nice flow.



You can see the red colour and logo on every slide on the top right corner.



The way I presented the videos on one of the slides.

An example how I presented the posters on one of the slides.