
WEB COMMUNICATION ASSIGNMENT

LEARNING OBJECTIVES:

To demonstrate understanding of how a website communicates with viewers/users.

The learning objectives of this brief are

- To illustrate with a range of techniques
- To apply recognized layout design principles to a project
- To make design decisions with a rationale for the decision
- To render layout designs using a computer
- To apply conceptual designs to a web project
- To use audience feedback to test for project success
- To present your completed project

In order to make successful web projects, some work must be done on paper before you venture near the computer. In a real-life situation, this is much more cost-effective way to begin a project. Prospective employers will like to see that you can plan and design effectively, so if you can master the design stage early on in the course, it will be of great benefit to later projects.

CASE STUDY: BREADS BY JOSEF

BBJ want to be seen as the bread experts in their city, and they want to sell more bread, obviously so one of their strategies is to get people to subscribe to their newsletter. They will be announcing a “Bread of the Week” both on this web site and their Facebook page.

They want lots of photos of the breads

Contact details should be obvious, and they would really like a map which gives directions from the viewer's position to their shop. (Yes, you will be able to do this by the end of the time you graduate!)

To back up their claim of being The bread experts, they want to have a lot of back up information about bread on their site.

YOUR TASKS:

The goal of this assignment is to create a proposal and screen mock-ups of the website to present to Josef before you actually build the website. You must complete the following tasks

1. Analysis: Analyse Josef's business and its requirements
2. Research: Critique existing sites of competitors for pros and cons.
3. Idea generation: Brainstorm and collect ideas for your work. You must capture your ideas in the visual diary
4. Sketches: Develop a detailed sketch for each page. Remember to describe your sketches well.
5. Mock-up: Design a computer mock-up for each sketch. Remember to create variations to of your mock-up.

6. Usability testing: Conduct usability testing or usability review on your mock-up. Modify your mock-up based on your usability findings

7. Proposal: Create a proposal to Josef for the work. Your proposal should contain all necessary sections, including but not limited to:

- Your information
- Project overview and description
- Special considerations
- Project plan
- Project cost
- Proposed design
- Terms and conditions

8. Presentation: Present your work to the class

APENDIX : CONTENT SUPPLIED BY CLIENT

ABOUT THE BAKER: BREAD MAKER JOSEF JOSEF JOSEFSON

A third generation baker with over four decades of culinary experience, Josefson began his career in Europe. He received formal training in many of Europe's finest hotels & restaurants before coming to New Zealand.

As founder of Concepts By Josefson, Ltd. (est. 1989), a globally operating restaurant management and hospitality consulting firm, Josef Josef Josefson is currently the driving force behind one of New Zealand's best breadshops.

In addition to being a top baker, and consultant, baker Josefson has also authored a cookbook, Bread By Josef.

Currently, he can be seen on Morning TV in a weekly guest spot reviewing regional breads.

His passion for excellence has earned him numerous awards—among them the prestigious Chevalier de l'Ordre du Mérite Agricole de la République Française. In 1996, was appointed the First Culinary Ambassador to the City of Timaru.

German President Dr. Horst Köhler conferred the Knight's Cross of the Order of Merit of the Federal Republic of Germany upon Josefson in May, 2007.

SAMPLE RANGE OF THE PRODUCTS

FARMERS LOAF

Our Price: \$ 8.95

Farmers loaf is a rustic, light and wholesome round loaf. With a mixture of rye and sourdough, the end result is a slightly more compact texture and a rich, warming aroma and flavour of freshly ground wheat.

Average Weight: 0.559kg

Ingredients

85% Wheat Flour, 15% Rye Flour, Water, Yeast, Salt, Sourdough

TUSCANY OLIVE LOAF

Our Price: \$ 8.95

Tuscany Olive Loaf is a beautiful, smooth loaf has a combination of olive oil and spices and of course olives added to the light dough to ensure every mouthful has a savoury, slightly salty taste.

Average Weight: 0.560kg

Ingredients

100% Wheat Flour, Water, Yeast, Salt, Olives, Olive Oil

7 SEED LOAF

Our Price: \$3.45

7 Seed Loaf is a dense firm loaf is packed full of the goodness from seven different seeds. The bread is moist, with a crunch in every bite. A delicious and extremely healthy loaf, full of essential vitamins and minerals.

Average Weight: 0.583kg

Ingredients

50% Wheat Flour, 50% Rye Flour, Water, Yeast, Salt, Sunflower Seeds, Oat Flakes, Barley, Millet, Sesame Seeds, Linseeds, Rye Shred, Sourdough

POTATO CRUST LOAF

Our Price: \$5.95

The Potato Crust Loaf is moist and dense made from coarsely ground wheat and potatoes giving it a rich and intense flavour with a crispy, crunchy crust and a smooth centre. The combination of the two textures makes the potato crust a real all rounder and versatile loaf.

Average Weight: 0.570kg

Ingredients

80% Wheat Flour, 20% Rye Flour, Water, Yeast, Salt, Potatoes, Malt, Sourdough

100% RYE LOAF (WHEAT FREE)

Our Price: \$6.95

100% Rye Loaf is dark with a deep flavour and solid texture and a perfect alternative to wheat. Using only the finest quality rye, it is a healthy alternative without comprising on anything you'd expect from such fine bread.

Average Weight: 0.563kg

Ingredients

100% Rye Flour, Water, Yeast, Salt, Sourdough

ALSACE LOAF

Our Price: \$5.95

Alsace Loaf is a delicious white, long loaf with a crusty shell and a moist, fluffy middle.

Average Weight: 0.586kg

Ingredients

100% Wheat Flour, Water, Yeast, Salt

CIABATTA LOAF

Our Price:\$4.90

Ciabatta Loaf is made with olive oil, this small loaf has a light, moist and fluffy interior with a slightly crunchy shell.

Average Weight: 0.232kg

Ingredients

85% Wheat Flour, 15% Rye Flour, Water, Yeast, Salt, Malt, Olive Oil

BBJ SPECIAL LOAF

Our Price: \$4.80

The Bread Shop Special Loaf is equivalent to the baguette, but bigger and better!

Average Weight: 0.246kg

Ingredients

100% Wheat Flour, Water, Yeast, Salt

CROISSANT

Our Price:\$1.50

Succulent, juicy, flaky, buttery – what more could you ask for...?

Average Weight: 0.084kg

Ingredients

Wheat Flour, Water, Butter, Milk, Yeast, Salt, Sugar, Vegetable Fat, Shortening, Egg

PUMPKINSEED ROLL

Our Price:\$1.50

Soft and sumptuous in the middle with a generous handful of fresh pumpkin seeds. Crisp and crunchy on the outside with another helping of pumpkin seeds – simply delicious.

Average Weight: 0.085kg

Ingredients

Wheat Flour, Rye Flour, Water, Yeast, Salt, Malt, Sesame Seeds, Pumpkin Seeds

BREAD

HISTORY

Bread is one of the oldest prepared foods. Evidence from 30,000 years ago in Europe revealed starch residue on rocks used for pounding plants. It is possible that during this time, starch extract from the roots of plants, such as cattails and ferns, was spread on a flat rock, placed over a fire and cooked into a primitive form of flatbread. Around 10,000 BC, with the dawn of the Neolithic age and the spread of agriculture, grains became the mainstay of making bread. Yeast spores are ubiquitous, including the surface of cereal grains, so any dough left to rest will become naturally leavened.

There were multiple sources of leavening available for early bread. Airborne yeasts could be harnessed by leaving uncooked dough exposed to air for some time before cooking. Pliny the Elder reported that the Gauls and Iberians used the foam skimmed from beer to produce "a lighter kind of bread than other peoples." Parts of the ancient world that drank wine instead of beer used a paste composed of grape juice and flour that was allowed to begin fermenting, or wheat bran steeped in wine, as a source for yeast. The most common source of leavening was to retain a piece of dough from the previous day to use as a form of sourdough starter.

A major advance to the bread making process occurred in 1961 with the development of the Chorleywood bread process, which used the intense mechanical working of dough to dramatically reduce the fermentation period and the time taken to produce a loaf. The process, whose high-energy mixing allows for the use of lower protein grain, is now widely used around the world in large factories. As a result, bread can be produced very quickly and at low costs to the manufacturer and the consumer. However there has been some criticism of the effect on nutritional value.

Recently, domestic bread machines that automate the process of making bread have become popular.

TYPES

Classic French Bread, Boule.

Bread is the staple food in Europe, European-derived cultures such as the Americas, and the Middle East and North Africa, as opposed to East Asia whose staple is rice. Bread is usually made from a wheat-flour dough that is cultured with yeast, allowed to rise, and finally baked in an oven. Owing to its high levels of gluten (which give the dough sponginess and elasticity), common wheat (also known as bread wheat) is the most common grain used for the preparation of bread.

Bread is also made from the flour of other wheat species (including durum, spelt and emmer), rye, barley, maize (corn), and oats, usually, but not always, in combination with wheat flour. Spelt bread (Dinkelbrot) continues to be widely consumed in Germany, and emmer bread was a staple food in ancient Egypt. Canadian bread is known for its heartier consistency due to high protein levels in Canadian flour.

White bread is made from flour containing only the central core of the grain (endosperm).

Brown bread is made with endosperm and 10% bran. It can also refer to white bread with added colouring (often caramel colouring) to make it brown; this is commonly labeled in America as wheat bread (as opposed to whole-wheat bread).[10]

Wholemeal bread contains the whole of the wheat grain (endosperm, bran, and germ). It is also referred to as "whole-grain" or "whole-wheat bread", especially in North America.

Wheat germ bread has added wheat germ for flavoring.

Whole-grain bread can refer to the same as wholemeal bread, or to white bread with added whole grains to increase its fibre content, as in "60% whole-grain bread".

Roti is a whole-wheat-based bread eaten in South Asia. Chapatti is a larger variant of roti. Naan is a leavened equivalent to these.

Granary bread is made from flaked wheat grains and white or brown flour. The standard malting process is modified to maximise the maltose or sugar content but minimise residual alpha amylase content. Other flavour components are imparted from partial fermentation due to the particular malting process used and to Maillard reactions on flaking and toasting.

Rye bread is made with flour from rye grain of varying levels. It is higher in fiber than many common types of bread and is often darker in color and stronger in flavor. It is popular in Scandinavia, Germany, Finland, the Baltic States, and Russia.

Unleavened bread or matzo, used for the Jewish feast of Passover, does not include yeast, so it does not rise.

Sourdough bread is made with a starter.

Flatbread is often simple, made with flour, water, and salt, and then formed into flattened dough; most are unleavened, made without yeast or sourdough culture, though some are made with yeast.

Hempbread Hemp seeds do not mill into flour because of their high oil content (~30%). Hemp flour is the by-product after pressing the oil and milling the residue. Hemp flour doesn't rise, and is best mixed with other flours. A 3:1 ratio produces a hearty, heavy, nutritious loaf high in protein and essential fatty acids.

Crisp bread is a flat and dry type of bread or cracker, containing mostly rye flour.

Quick breads

The term quick bread usually refers to a bread chemically leavened, usually with both baking powder and baking soda, and a balance of acidic ingredients and alkaline ingredients. Examples include pancakes and waffles, muffins and carrot cake, Boston brown bread, and zucchini and banana bread.

SERVING AND CONSUMPTION

Bread can be served at any temperature; once baked, it can subsequently be toasted. It is most commonly eaten with the hands, either by itself or as a carrier for other foods. Bread can be dipped into liquids such as gravy, olive oil, or soup; it can be topped with various sweet and savory spreads, or used to make sandwiches containing myriad varieties of meats, cheeses, vegetables, and condiments.

SHELF LIFE

In 2009, a natural preservative for extending the shelf life of bread for up to two weeks (as opposed to a few days) had been patented and licensed to Puratos, a Belgium-based baking ingredients company that supplies to more than 100 countries. The breakthrough was pioneered by Prof Elke Arendt at the University College Cork (UCC) by incorporating into the bread a lactic acid bacteria strain which also "produces a fine crumb texture" and "improves the flavour, volume and nutritional value of the food as well." Prior to this, "About 20% of all bread is thrown out due to shelf-life issues."

CRUST

The bread crust is formed from surface dough during the cooking process. It is hardened and browned through the Maillard reaction using the sugars and amino acids and the intense heat at the bread surface. The nature of a bread's crust differs depending on the type of bread and the way it is baked. Commercial bread is baked using jets that direct steam toward the bread to help produce a desirable crust.

The crust of most breads is less soft, and more complexly and intensely flavored, than the rest, and judgments vary among individuals and cultures as to whether it is therefore the less palatable or the more flavorful part of a particular style of bread. Some manufacturers, including as of September 2009 Sara Lee, market traditional and crustless breads.

The first and last slices of a loaf (or a slice with a high ratio of crust-area to volume compared to others of the same loaf) are sometimes referred to as the heel or the crust of the loaf.

Old wives tales suggest that eating the bread crust makes a person's hair curlier. Additionally, the crust is rumored to be healthier than the rest. Some studies have shown that this is true as the crust has more dietary fiber and antioxidants, notably pronyl-lysine. The pronyl-lysine found in bread crust is being researched for its potential colorectal cancer inhibitory properties.