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| Reflective Report |
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Introduction

For the CPD Assignment I took a placement at The Griffin Trust organization which allowed for two website projects as well.

## Placement Overview

The Griffin Trust is a registered charity organisation run totally by volunteers. It was formed in 1990 to save the buildings at Hooton Park. After restoring the smaller buildings The Griffin Trust put Hooton's past in display with hopes that one day it would become an Exhibition Centre and tourist attraction. They organise public events, fairs and vehicle exhibitions. The five trustees of the organisation are Roy Marsh (Chairman), Alan Dodd (Director), David Beckett (Director), Christine Thomas (Administrator) and Judith Graham (Company Secretary).

## Project Overview

The Griffin Trust trustees Christine Thomas and David Beckett required a new website each. As each website would be created for their own purposes and the projects would be split into two separate projects that would run alongside each other but with one of the websites being prioritised over the other.

The first project which was for Christine Thomas was to be an information based website aimed to inform and advertise to the community about an event being held in the near future. The website would be called The Griffin Gathering and was aimed at the general community. This website was to be prioritized as the event that was being advertised was in a few months.

The second project was for David Beckett and his website was to be an informative website also informing the user of the collection of Bedford vehicles that The Griffin Trust had and a way for people to contact and become part of the club. This website was based website aimed at Bedford Enthusiasts and Owners which originally was planned to be called The Bedford Legend Register but would finally be called The Bedford Owners and Enthusiasts Club.

# Learning Styles

Research shows that, because of our experiences of the learning process, most of us have evolved our own preferred ways of learning new skill and concepts. In order to find out my preferred way of learning I took a learning styles questionnaire based on "Honey and Mumford" theories [CPD Assignment\Reflective Report\Evidence\Extra Resources\Learning Styles\Learning Styles Questionnaire 1.jpg]. The questionnaire involved 32 statements that you either agreed with or disagreed with [CPD Assignment\Reflective Report\Evidence\Extra Resources\Learning Styles\Learning Styles Questionnaire 2.jpg]. After filling out the questionnaire it would score you according to the four learning styles showing you which you are most dominant in [CPD Assignment\Reflective Report\Evidence\Extra Resources\Learning Styles\Learning Styles Questionnaire 3.jpg]. After filling out the questionnaire it showed that I was a reflector. Another way of showing the results is in graph form [CPD Assignment\Reflective Report\Evidence\Extra Resources\Learning Styles\Learning Styles Questionnaire 4.jpg].

Now that I knew I was a reflector I could look at how I would learn best, learn least and the possible learning activities I could do to help learn. To get his information I looked at "Honey and Mumford" theories [CPD Assignment\Reflective Report\Evidence\Extra Resources\Learning Styles\Honey & Mumford.jpg]. From this I could see that having too many tasks would cause me to learn least which meant that breaking down task in the project would be useful both when learning new skills and when working on the project itself. It also showed that I would learn best if I had plenty of thinking time between new tasks. This would be useful in the project to spread tasks apart and not trying to develop targets all in bulk sessions during the placement. It also showed the possible learning activities and one of them was learning logs. I used this to create a daily diary [CPD Assignment\Reflective Report\Evidence\Daily Diary\Daily Diary.docx].

# Learning Targets

After finding a placement and project I attended and initial meeting with the supervisors. From the meeting and learning of the requirements of the project I was able to decide upon a five learning targets that could be achieved [CPD Assignment\Reflective Report\Evidence\Learning Agreement\ Learning Agreement part 1.jpg] [CPD Assignment\Reflective Report\Evidence\Learning Agreement\ Learning Agreement part 2.jpg]. Throughout the placement time the project followed a pattern much like the behaviourist model from the behaviourist learning theory [CPD Assignment\Reflective Report\Evidence\Extra Resources\Learning Styles\Behaviourist Model.jpg]. I would practice the for the learning target, realise I need to learn more before providing feedback on where I went wrong, correcting the mistake and then continue practices.

## Project Management

As I would be undertaking two projects I decided to make one of my interpersonal targets project based with project management. As I had not been a project manager before and I didn't fully understand what I would be doing I decided to learn about project management. To do this I first learnt about different theories of project management. The first theorist I came across was Henry Gantt who is best known for developing the Gantt chart which would become a very useful tool with this target. Another theorist was Henri Fayol who developed general theory of management which helped to clearly point out the functions of management and the principles of management.

I also bought a book to learn more about project management Horine (2012) which helped greatly. It cover areas such as project schedules, why project communications is important, the value of managing the expectations of the stakeholders and many more. After the initial meeting and I started working on this target by creating a project schedule plan using a Gantt chart to show when work on the projects would be done [CPD Assignment\Learning Targets\Project Management\Project Schedule Plan.png]. This way I would be able to plan key milestone of the project such as review meetings that would review the progress of the project and give the necessary feedback. Another benefit of the project schedule plan was that is helped to break down the tasks based on the deliverables that were required to complete the project and to organise and manage the project more efficiently as a whole.

Whilst developing this target communication with staff members would be an important part. One reason for this early on was to be able to gather and document the stakeholders requirements so that the project could have clear goals and milestones. Another reason was to gather the necessary documents and information from them about the contents of the websites. Later on in the project communication with the stakeholders would become important for meeting the review deadlines and to inform them if deadline are overdue or not met.

## Time Management

As there were two projects that would be running alongside each other I decided that time management would become an essential target to have. Many factors, other than the fact that there were two projects, could impede on the projects as a whole. One factor was the location of the placement where the project would be done which was quite remote meaning that having a way to record the work done such as timesheets which recorded the hours worked each day [CPD Assignment\Learning Targets\Time Management\Timesheet - Week 1 - Week 2.jpg], [CPD Assignment\Learning Targets\Time Management\Timesheet - Week 3 - Week 6.jpg], [CPD Assignment\Learning Targets\Time Management\Timesheet - Week 7 - Week 10.jpg], [CPD Assignment\Learning Targets\Time Management\Timesheet - Week 11 - Week 14.jpg]. And the other way was with a daily diary which recorded the tasks done for those hours become very useful [CPD Assignment\Reflective Report\Evidence\Daily Diary\Daily Diary.docx].

I had to learn to prioritise which tasks to do to make sure deadlines could be met and making sure that skills that needed to be learnt or developed were done to continue and meet the review milestones. Having project management as another of the target was very useful with this target as time management could be part of it and because of it I had a project schedule plan which could help with prioritising tasks that could be done one at a time.

A way of keeping continuous progress on the project is to have review meeting weekly with the project supervisors to gather any needed documentation, any requirement changes and any changes to the designs or information of the websites. In order to have meeting however they had to be setup at least one week prior to it in order to fit with everyone's timetable. As there were two website with two supervisors meetings could go on for a couple of hours so that all evaluations, new requests and setting of the new deadlines could be made. Setting the date for the new review meeting would also be set within the meeting however they would usually fall on every Thursday as that was the best time for everyone.

Throughout the project many factors interfered with the project. One of the factors was public holidays, in this case Christmas, which in order to meet deadlines had to be worked through. Another factor was that as a student I had other assignments and exams in the early year that would interfere with progress of the project. In order to compete with these factor having good time management became necessary, organising certain hours a day to work on developing target skills or the project.

As well as meeting the target deadline for the project there would also be amendments from the review meetings which needed to be factored into the project in a way that did not affect the projects progress this was done by adapting the project schedule plan along the course of the project which was later change to 'Final Schedule Plan' [CPD Assignment\Learning Targets\Project Management\Final Schedule Project Plan.png].

## Photoshop CS5 Skills

From the initial meeting with the supervisors it was explained that a new logos would required for both projects so making learning Photoshop CS5 a target meant that it could easily be developed. I had not used Photoshop CS5 before so in the same way as project management I bought a suitable book Shufflebotham (2010) which was very clear and in detail about the different tools, their uses and how to create good images.

After learning about Photoshop CS5 I put the knowledge into practice by creating logos for both projects. For the first project, The Griffin Gathering, I created a logo compromised of edited images from a previous event held by the organisation that were put together with the symbol and website title[CPD Assignment\Learning Targets\Photoshop CS5\The Griffin Gathering\Initial Website Images\GriffinLogo.png]. This developed the skills of editing the images. For the second project, The Bedford Owners and Enthusiasts Club, which at the time the project was called 'The Bedford Legend Register', wanted a logo that resembled the old Bedford company logo, I did simple by using text and a globe image so it wasn't much practice[CPD Assignment\Learning Targets\Photoshop CS5\The BOEC\Initial Website Images\beford2.jpg]. As the project would involve a lot of alteration to The Griffin Trust's photographs so that they can be put into the website either as part of an article or as part of the header and footer developing the skills when working with images.

Later in the placement through a review meeting they decided to redesign the logos for both websites. The Griffin Gathering website asked for the design to be changes to resemble a poster that had been made for the upcoming event by another member of staff. This meant the first logo wasn't needed anymore and instead a simple text title[CPD Assignment\Learning Targets\Photoshop CS5\The Griffin Gathering\Initial Website Images\TheGriffinGathering.png] would be the logo with three images above in the header[CPD Assignment\Learning Targets\Photoshop CS5\The Griffin Gathering\Initial Website Images\HeaderLeft.png], [CPD Assignment\Learning Targets\Photoshop CS5\The Griffin Gathering\Initial Website Images\HeaderCenter.png], [CPD Assignment\Learning Targets\Photoshop CS5\The Griffin Gathering\Initial Website Images\HeaderRight.png]. This allowed me then to practice editing the previous events images again to create header images as well as the footer images to match the poster. For The Bedford Owners and Enthusiasts Club website a new logo would need to using shapes and the old Bedford company logo to create another suitable logo for the website[CPD Assignment\Learning Targets\Photoshop CS5\The BOEC\Initial Website Images\Banner.jpg]. It was later decided that the logo should once again include an image of a globe which is commonly associated with the Bedford company and the slogan "You See Them Everywhere" which was the advertising slogan for the Bedford company. This time the logo was similar to the first design with the globe replacing the letter 'o' but this redesign would be with the new name and slogan being put in underneath [CPD Assignment\Learning Targets\Photoshop CS5\The BOEC\Initial Website Images\Bannerlogo.png].

Towards the end of the project the same footer would be used on both websites as it was part of The Griffin Trust and contained the necessary legal information. The footer was two images taken from a previous event and the charity details with the charity details in between them [CPD Assignment\Learning Targets\Photoshop CS5\The Griffin Gathering\Initial Website Images\Footer.png].

## Website Design

As I would be creating two websites for this organisation, making website design a target was a good decision. At the start of the project the websites that were created from the first design were very basic and lacked colour and design [CPD Assignment\Learning Targets\Website Design\The Griffin Gathering\Initial Website Design\Initial Website - Griffin Screenshot 1.png], [CPD Assignment\Learning Targets\Website Design\The BOEC\Initial Website Design\Initial Website Bedford Screenshot 1.png]. After the first review meeting the supervisors asked for a redesign and more colour variation. In order to learn about choosing the right colours for the websites and the right designs I bought a book by Plumley (2010) who covers all feature a website can over explaining why you should or shouldn't do something. In particular to the colour choice Plumley (2010) "How people perceive colors is the result of many influences: culture, gender, age, socioeconomic factors and so much more." from this he mentions that culture can influence the decision which in the case of The Griffin Gathering which is influence by a red griffin I feel red would be the best colour choice for this website [CPD Assignment\Learning Targets\Website Design\The Griffin Gathering\Final Website Design\Final Website - Griffin Screenshot 1.png]. For the second website the idea of having a animated background arose. After reading through the book is states that the background could distract from the content which I feel an animated background would therefore instead I chose to do the same as The Griffin Gathering website and find a colour that suited the website which after looking at the old Bedford vehicle badges would either be a dark blue or red. I decided upon red as that was the more common and more recognizable colour or the badges [CPD Assignment\Learning Targets\Website Design\The BOEC\Second Website Design\ Second Website Bedford Screenshot 1.png].

After deciding on the colour I looked again at the layout. I liked the positioning of the elements in the website so instead of redesigning the layout I looked for a way to alter the design of the layout itself. I finally decided upon adding more advanced design features firstly by using the canvas from HTML5 and CSS3 which I read from another book, Freeman and Robson (2011) " border-radius: 6px;", "Creates a rounded effect with a 6px curvature on each" with this I would be able to make the borders curve at the corners to give it a more modern look rather than the 90 degree angle it had before [CPD Assignment\Learning Targets\Website Languages\Curved Border Code.docx]. The second feature applying a gradient to the background which I discovered in Plumley (2010) "Gradients are a popular way of creating a website background". After seeing an example from stackoverflow (2012) I decided to create a gradient background myself and adapted code [CPD Assignment\Learning Targets\Website Languages\Gradient Background Code.docx].

Later in the placement in a review meeting the supervisor of The Griffin Gathering decided that the website should look like a poster they had made for the event which I agreed to do as it would allow the site to retain it design features all that needed to be altered was the contents within the elements. For The Bedford Owners and Enthusiast Club liked the new design and would be sticking with it. Instead however the supervisor David wanted a new logo as he felt the current one didn't match the design. Therefore I created a new one that incorporated the Bedford badge with the website title around the sides [CPD Assignment\Learning Targets\Photoshop CS5\The BOEC\Initial Website Images\Banner.jpg].

After the thirds review it was asked to redesign the footer of both websites. They wanted the new footer to have similar if not the same images that were being used on the poster as well as having the registered charity information in as well [CPD Assignment\Learning Targets\Photoshop CS5\The Griffin Gathering\Initial Website Images\Footer.png]. This change didn't make any difference into the design as it could be turned into one image. After the final fifth review meeting as a last amendment I was asked to once again change the logo on The Bedford Owner and Enthusiasts Club website. This time he wanted to go back to the original design but with a few changes with the name and adding a slogan [CPD Assignment\Learning Targets\Photoshop CS5\The BOEC\Initial Website Images\Bannerlogo.png]. This change didn’t affect the position of the elements to much with the difference in image size and shape from the previous one but the website design still turned out well.

## Website Languages

As my projects were to be websites one of my practical targets was to further my knowledge of website languages. Based off the initial meeting I would be able to expand on my HTML and CSS knowledge with HTML5 and CSS3 and I would also be able to learn about PHP in order to create a visitor hit counter on the website. The first thing that was done was to read through the new features that HTML5 and CSS3 has using Freeman and Robson (2011) to see what it gives to the website designer. This helped to design the layout of the website and design features such as curved borders and a gradient background using just HTML and CSS code rather than different scripting language code like JavaScript. Using the knowledge that was learned I was able to put in compatibility and fallback code into the design so it will alter to the different browsers so that is looks the same and then if the browser is too old and can't support the HTML5 and CSS3 then for example with the gradient background a solid coloured background will be in its place [CPD Assignment\Learning Targets\Website Languages\Gradient Background Code.docx]. The same will happen for the borders, with the compatible browser a curved border will be shown and for those that are not compatible the usual square borders are used[CPD Assignment\Learning Targets\Website Languages\Curved Border Code.docx].

For The Bedford Owner and Enthusiast Club I was asked in the initial meeting to create a hit counter so that the amount of visits would be seen. This allowed for PHP to be learnt and implemented on the website and a way to develop the target as I had not learnt PHP before I first started learning from a book Ullman (2011). This book started from the basics and showed how the PHP language could be used with HTML code. After learning about PHP I attempted to create the visitor counter, to my surprise, relatively easy [CPD Assignment\Learning Targets\Website Languages\visitor counter.docx], [CPD Assignment\Learning Targets\Website Languages\visitor counter - html part.docx].

# Conclusion

When first taking on this project I expected that the project would allow me to fully achieve the learning targets that were chosen and that the project were sufficient enough to allow development of the skills. After the initial meeting with the project supervisors I had the same thoughts and all was going well for the first few weeks. I was able to develop the skills with each review meeting however towards the end of the project with the changes to the designs and requirements some skills couldn’t be fully developed to a satisfactory level.

With my target project management I believe that this target was a success as I was able to learn about the requirement of being a project manager and how to run a project. If you compare the Project Schedule Plan [CPD Assignment\Learning Targets\Project Management\Project Schedule Plan.png] and the Final Schedule Project Plan [CPD Assignment\Learning Targets\Project Management\Final Schedule Project Plan.png] then it is quite obvious that the project went over the final deadline by one month. This could be a factor that would normally cause the target to be a failure however the project overran due to the supervisors frequently changing what they wanted from the website which was predicted in the Risk Management section of the Project Plan [CPD Assignment\Project Plan\Project Plan.docx]. The project was also finished before they needed it be live, which it now is [CPD Assignment\Live Project\Live Projects Links], for The Griffin Gathering event.

For the time management target again even though the project overran by a month it was still a success as the even with the changes to the project it was completed on time for the event. This target was also a success as all the way through the project development all review deadlines were met with the projects milestones. From this target I was able to learn how to organise my time better with the help of the learning style from Honey & Mumford.

The practical target Photoshop CS5 is a hard one to decide whether I had successfully achieved this target or not. Although I have been able to learn a how to use Photoshop to the point that it could be used on this project and transfer to other need project I feel that it could have been developed more. The main way of learning Photoshop CS5 was to experiment with the different tools as I learned and to be able to created a few different logo designs. As the project involved mainly creating logos and editing a few images there wasn't any real challenge once the tools were learnt. The target was to learn the skills of Photoshop CS5 which meant this target had been achieved but could have been developed even further.

This project allowed for the most development advancement with the website design target. When I started creating the websites for this project my designing skills were poor. I did not understand the requirements from a websites design or what feature would be considered good. Through learning about colour theories and what makes a good website I have fully achieved this target in making a well designed website.

For the final target website languages I wanted to further my basic knowledge of HTML and CSS by learning about HTML and CSS3 which was a success for this target as new designing capabilities were learnt and applied to better the website design. The scripting language PHP was also learnt and was planned to be used in both websites in the form of a visitor counter however the organisation did not have the server capabilities to run the PHP the requirement was no longer needed. Therefore I feel this target was only partially achieved.

If this project were to be done again I would firstly require that the project supervisors to have a server that can support PHP to allow for PHP features so that the website languages target could have been used more to be fully developed. I would also have been more strict on what the requirement of the websites were to the supervisors so that instead of needing to make changes after every review meeting the project could run smoother and finish earlier.

Overall the project was a success in my opinion. There may have been areas were targets could have been developed further through practical use but targets where developed at a level which will allow me to use them for other projects in the future.

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