



HAND
OFF
PACKAGE

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Juan Lopez
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Project Scope

Project Statement

JasKi Productions wants to create a professional brand and responsive website to promote their Cloud Production services. The primary audience to use JasKi Production's services would be large animation companies that deal with big productions—they could benefit from the development, production and problem solving services offered by JasKi Productions.

Background

Lan Lamon, creator of JasKi Productions, is a Senior Media Producer with 25+ years experience in animation production in all lengths and formats with almost a decade of live action experience in film and television prior to that. She is becoming known as a Cloud Production specialist. Technological innovation, broadcast and media changes, and the rise of social media have all enabled media production, specifically animation—into the Cloud.

Objectives

The objective of this project is to provide a user-friendly, professional looking website that will promote JasKi Production's Cloud-based services. The team will design a website that emphasizes three main services—development, production and problem solving. Customers will be able to read about the company's history and have the ability to request more information on quotes and services. The team will also create a relatable and recognizable brand for JasKi Productions and integrate that brand throughout the website.

Key Stakeholders and Other Players

The key stakeholder for this project is JasKi Production's founder, Lan Lamon. Other players include competitors who offer similar services:

Nimble Collective provides a cloud-based platform for an animation studio accessible by browser.

Primal Shape Studios focus on cloud-based pre-production and animation services for feature films, commercials, TV series and experimental media.

Organizational Requirements

The project team consists of students from the Interactive Media Design program at Algonquin College. The supervising Interactive Media Design professors are John Kozodoj, and SuCheng Lee. The Applied Research Project facilitator is Adam Freed. The students in this team are well equipped in both design and coding abilities. As well, they are knowledgeable in maintaining current web standards when it comes to responsive design and user experience.

Team members:
Hannah Hatherell
Juan Lopez
Allison Buffam
Safia Jama

Project SCOPE

(continued)

Approach

This project scope was prepared in accordance with the goals and objectives outlined in the kick off meeting between the team and the client. Any revisions or changes must be clearly communicated between both parties and agreed upon before implementing any additional work. The project team has divided this project into a series of steps.

The first step is to define the goals and objectives through the project scope and outline the timeline and milestones of this project. This ensures that the team and client are satisfied with the agreed upon terms and list of deliverables that will be accomplished in 9 weeks for the project.

The second step is to apply user-centered approach to design the website that is easy to use on various devices. It includes sitemap, moodboards and low-fidelity wireframes. The first phase of design focuses on setting up the structure and colour schemes of the website and associated logos and icons.

The second phase of the design process focuses on detailed design such as high fidelity mockups that will look similar to the final product. Usability reviews and user testings will lead to revisions of the work to ensure good user experience of the site.

The third step is to develop the website by implementing the approved designs into the WordPress CMS, structuring the website using WordPress plugins and coding customize design layout and functionalities. The project team can develop their on their local server and hand over the project at the end of the project phase.

To ensure weekly milestones are met and that the team and client are on the same page, weekly status meetings will be held for the client to review the team's work. During the status meetings, both parties can discuss and ask questions for clarification on each step of the project.

Throughout the duration of the project the client will need to sign off on deliverables – noted in the next section – to indicate their approval for each phase of the project, so the team can move forward with the next step of the project.

The client will inform the team of any reasonable changes to be made before signing off each phase of the project. The change requests should stay within the scope that is outlined in this document.

Project SCOPE

(continued)

Inclusions & Deliverables

The project deliverables and inclusions are listed below:

Documentation

- Original project scope document & updated project scope document
- Meeting minutes (after every status/review meeting)
- Determine available content and needed content for the JasKi website
- Content (delivered by client)
- Spreadsheet of content on JasKi website

Design

- Sitemap
- Moodboard
- Style guide
- Low-fidelity wireframes
- High-fidelity mockups

Development

- Develop a responsive website to sell JasKi Productions using the WordPress CMS and attract a larger audience
- Research and implement ways to showcase JasKi Productions variety of services
- Include social media integration in website
- Brand and add content to new website

Exclusions

The exclusions of the project include not providing e-commerce functionality and not providing written content for the JasKi Productions website.

Critical Success Factors

Our team's critical success factors for the project are the following:

- Maintain open, positive communication with all team members and client.
- Utilize tools such as BaseCamp and Google Docs, and Dropbox to efficiently achieve this goal.
- Keep the client informed with up to date information on all milestones of project, and ask questions at every step to keep the project on track—and to make sure no important details have been missed.
- Proper organization of weekly work and deliverables as well appropriately delegation of specific tasks to team members so each member can take advantage of their individual strength.
- Completing all the tasks and milestones laid out in the project scope in an efficient and timely manner.
- When possible finish milestones early to provide a sufficient amount time for the client to properly review the material.
- Be mindful of the project exclusions and stay within the outlined boundaries of the project scope.
- Manage any problems or barriers that might arise during the scope of project, by resolving them quickly and effectively.

Project SCOPE

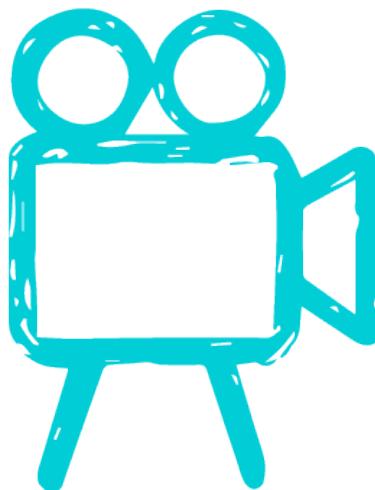
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Constraints

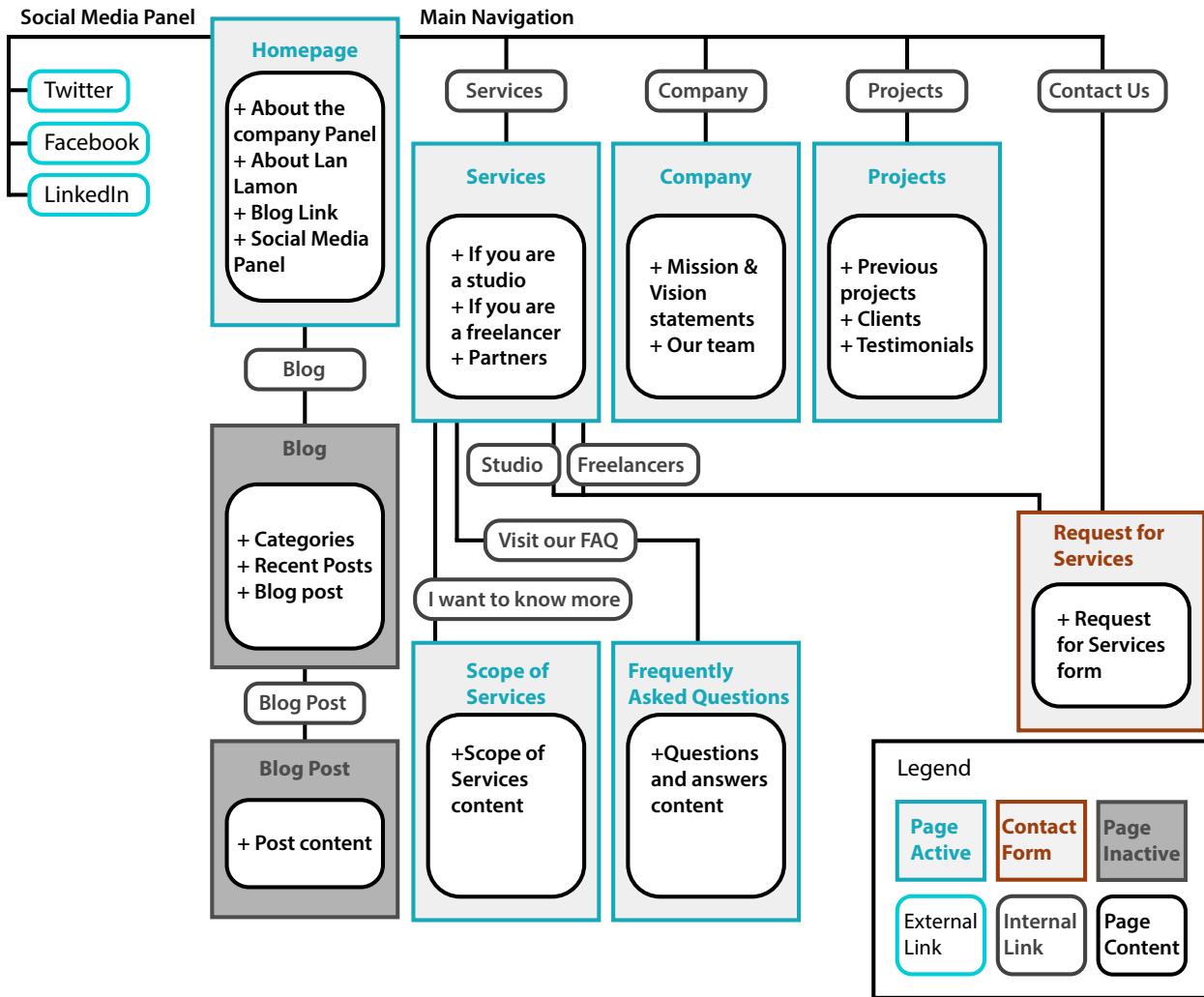
A finite amount time to successfully design, develop and implement the website is one of our biggest constraints, seeing as there are nine weeks to complete all the tasks listed on the previous page.

The time constraint is calculated as 7 hrs/ week x 4 team members x 9 weeks = 252 hours in total is allotted for the project from kickoff meeting to hand off.

Using WordPress means we are limited to working within the WordPress framework. Using the Jupiter WordPress theme means we are limited to using the abilities of that theme.



Site map

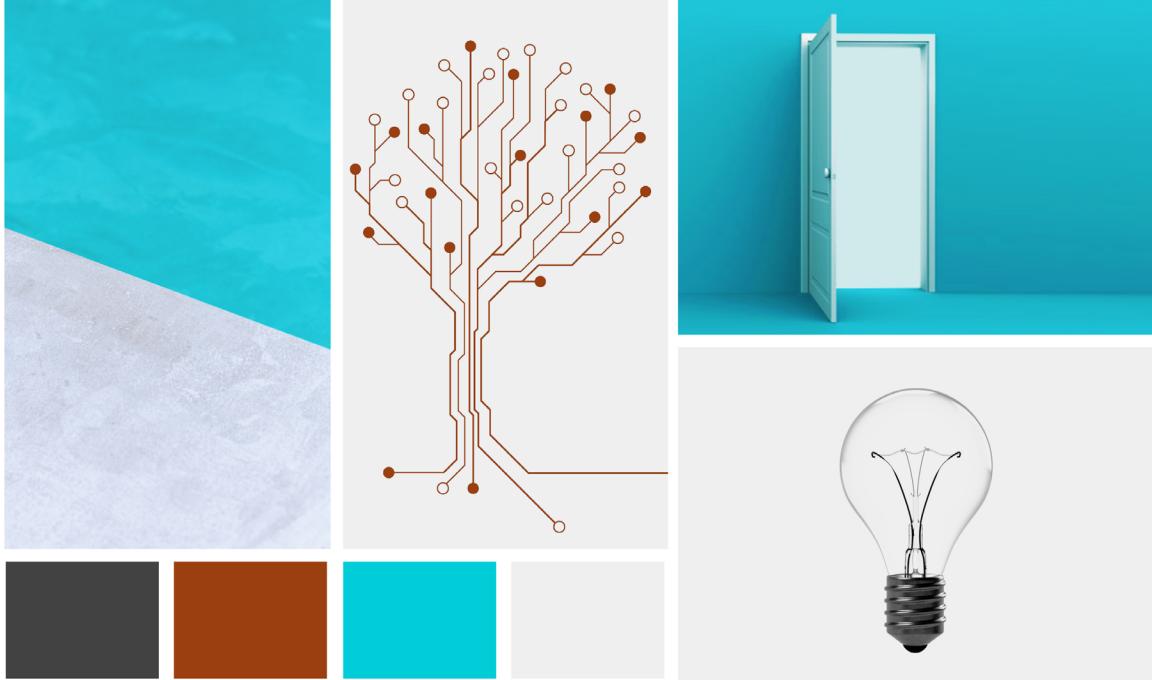


Information Architecture

The site map is used as a planning tool for web design which helps plan and layout the overall structure of the site. By having a well laid out site map, we can begin to see the structure and flow of the website. Some calculated decisions were made while developing the sitemap to ensure that users would be able to easily navigate through the

website without confusion. We created a logical hierarchy of the website and were able to visualize the main features of the website. The navigation map is structured in a way to help navigate the user towards information on the services provided by JasKi Productions and to contact the business.

Mood board



Palette

We found competitor's brands showed solid light or dark backgrounds. This allowed colourful content to stand out.

We also discovered when colour was introduced, it was used as an action colour, targeting specific elements—such as the call to action button.

We chose teal as the primary action colour because it presents as a cool, happy and feminine colour—which speaks directly to our client, Lan Lamon.

Images

The light bulb represents the creative individuals that might seek out services provided by JasKi Productions. The circuit-tree represents the cloud being used as a digital network.

The open door shows the possibilities provided by working with JasKi Productions. The diagonal line separating the teal and white texture indicates motion.

Style guide

Font (Raleway)

Heading

Subtitle

Paragraph

JasKi Productions

Lan Lamon

I can assemble and mobilize the best production teams and resources in the world—from anywhere.

Colour Palette



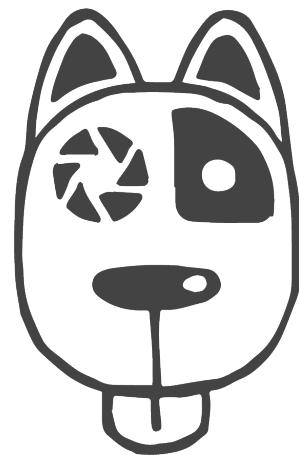
Style guide

(continued)

New Logo



Sub-Brand

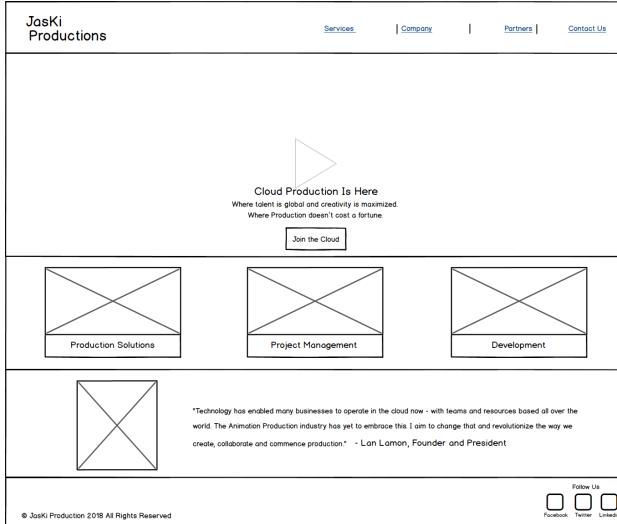


Iconography

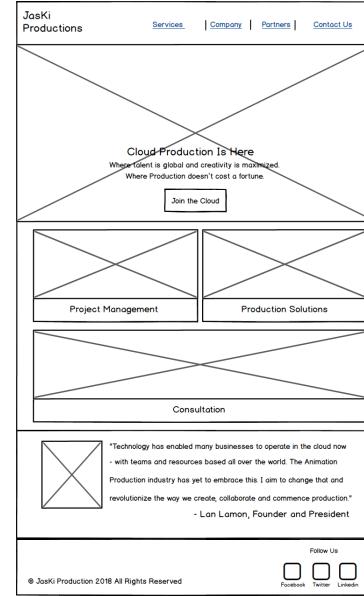


Low Fidelity Wireframes

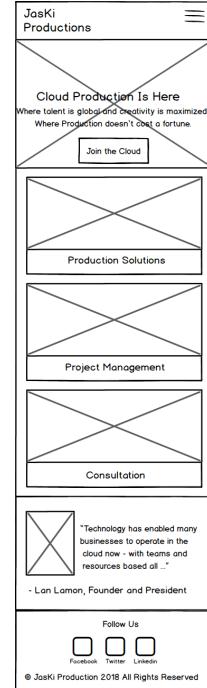
Desktop



Tablet



Phone



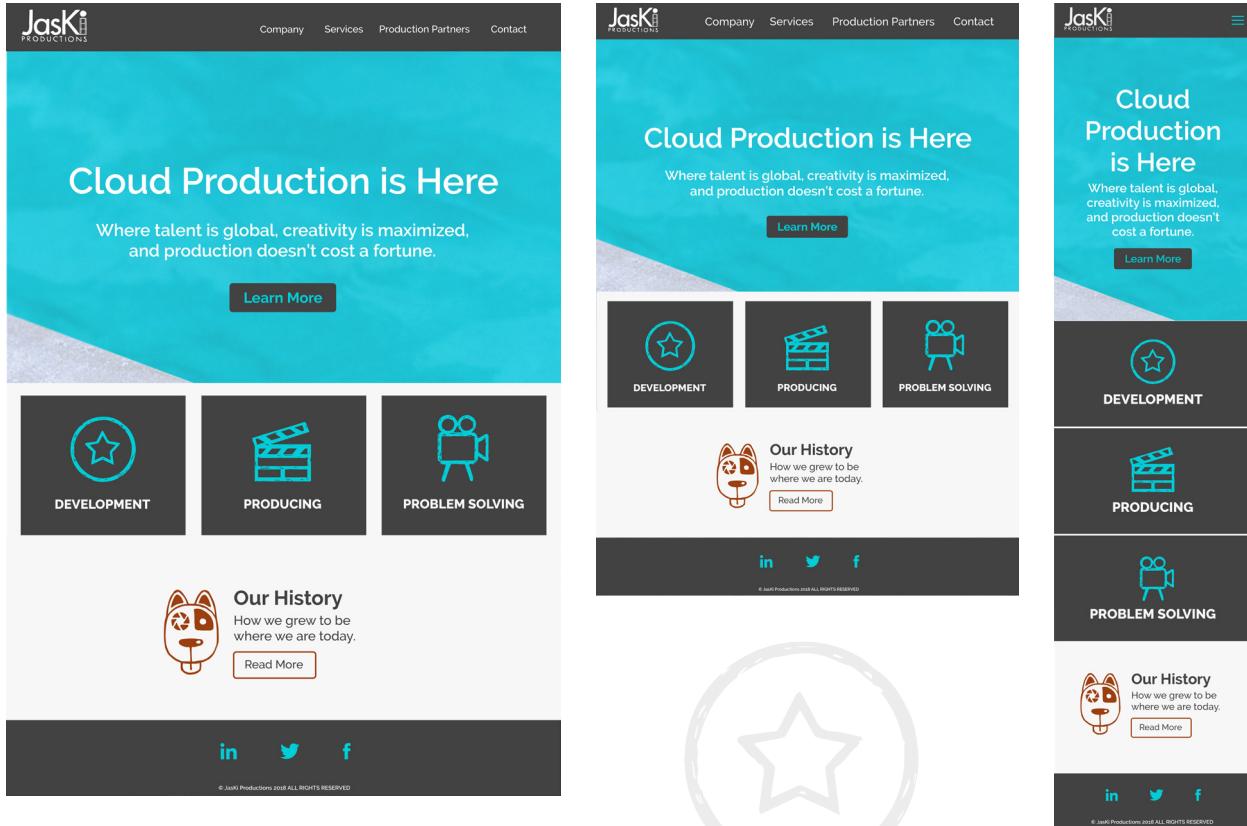
Wireframes

This is the chosen low fidelity wireframe for the JasKi Productions website. The header includes the logo and a navigation bar. The navigation bar reflects the site map structure. The main body of the website contains a background videos that shows a 30 second looping animation. Layered on top of the video is the call to action message and button that brings the user to the services page.

Below the background video is a section that prompts the user to find out more about the three main services provided by JasKi Productions. These three cards will direct the user to the corresponding services page.

The third section of the website shows a prompt to read more into the history of how the company was built by clicking the button. The footer social media links to Facebook, Twitter and LinkedIn as well as the copyright information.

High Fidelity mockups



Wireframes

This is the chosen low fidelity wireframe for the JasKi Productions website. The header includes the logo and a navigation bar. The navigation bar reflects the site map structure.

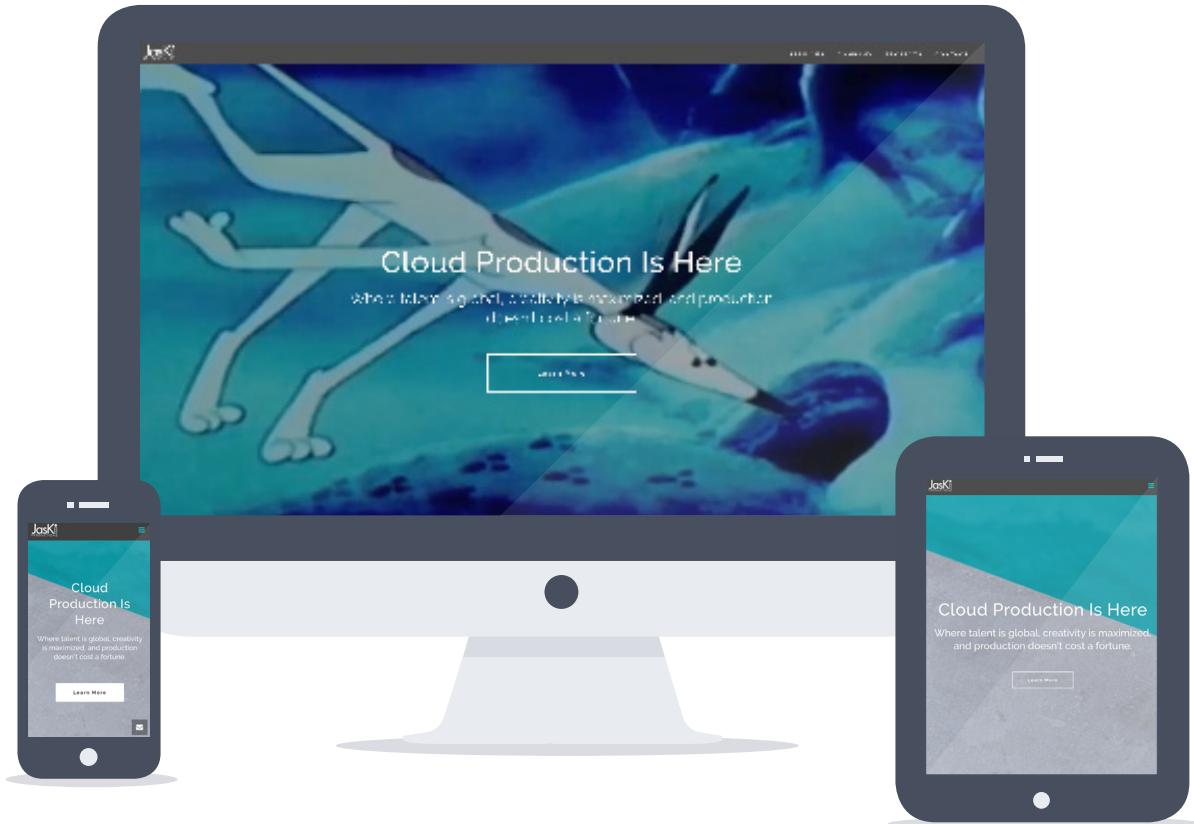
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The third section of the website shows a prompt to read more into the history of how the company was built by clicking the button. The footer contains social media links directed to the corresponding pages as well as copyright information for the site.

Website features

(continued)



Responsive Design

Modern day industry standard is to use responsive design for best practice. Responsive design means the content layout will change depending on the device for optimal viewing experience – easy reading and navigation with a minimum of resizing, panning, and scrolling—across a wide range of devices (from mobile phones to desktop computer monitors).

Website features

(continued)

Performance Standards

Adhering to best performance practices, we chose to have the background video appear only on desktop devices. This is because a large amount of data is required to load the background video on a cell phone—the video also takes up significant load time on a tablet. Furthermore, all images and other media used on the site has been optimized specifically for web – the smallest file size possible, while still retaining quality – to increase the website performance. Adhering to these standards results in faster page load.



Search Engine Optimization

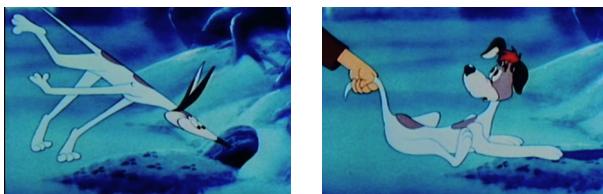
Search engine optimization (SEO) is the practice of increasing the quantity and quality of traffic to your website through organic search engine results. Using search engine optimization to the best of its ability will have a major impact on the amount of traffic a website receives. Cloud Production has not become mainstream just yet—but JasKi Productions is not the only company providing these kinds of services. Users need to be able find JasKi Production's website. This is accomplished by keywording, categorizing and tagging content on the website appropriately.

Website features

(continued)

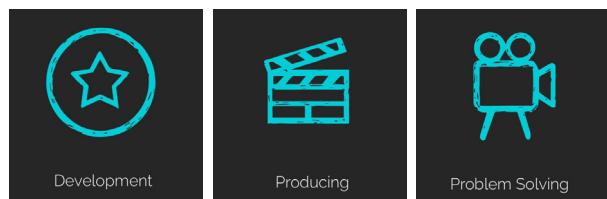
Animated Graphic Integration

The website integrates an animated 33 second background video used for the website banner. The video starts with an old countdown timer, relatable to anyone in the film or animation industry and is followed by a fun cartoon of a dog chasing a rabbit. The name JasKi came from two dogs owned by Lan Lamon. This is why the dog-related video clip was approved.



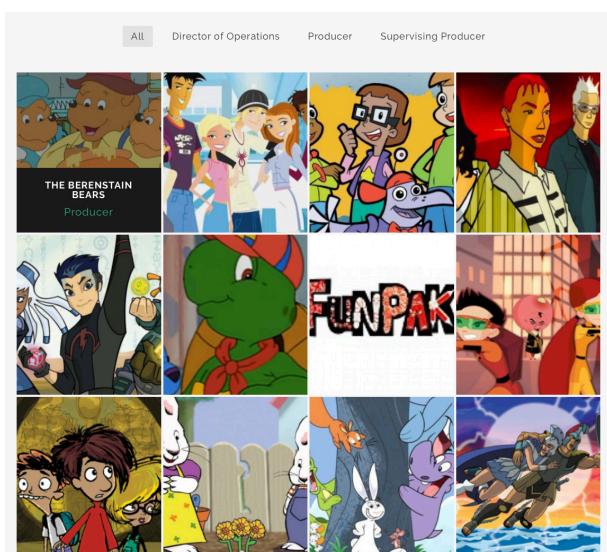
Custom Iconography

JasKi Productions stands out with custom iconography. The icons seen in the images below are hand-drawn and have been digitally rendered as graphics for both print and web usage.



Secondary Navigation

The Production Partners page features a secondary navigation that allows users to view JasKi Productions previous work and filter by category—all, director of operations, producer or supervising producer.



Documentation & tutorials

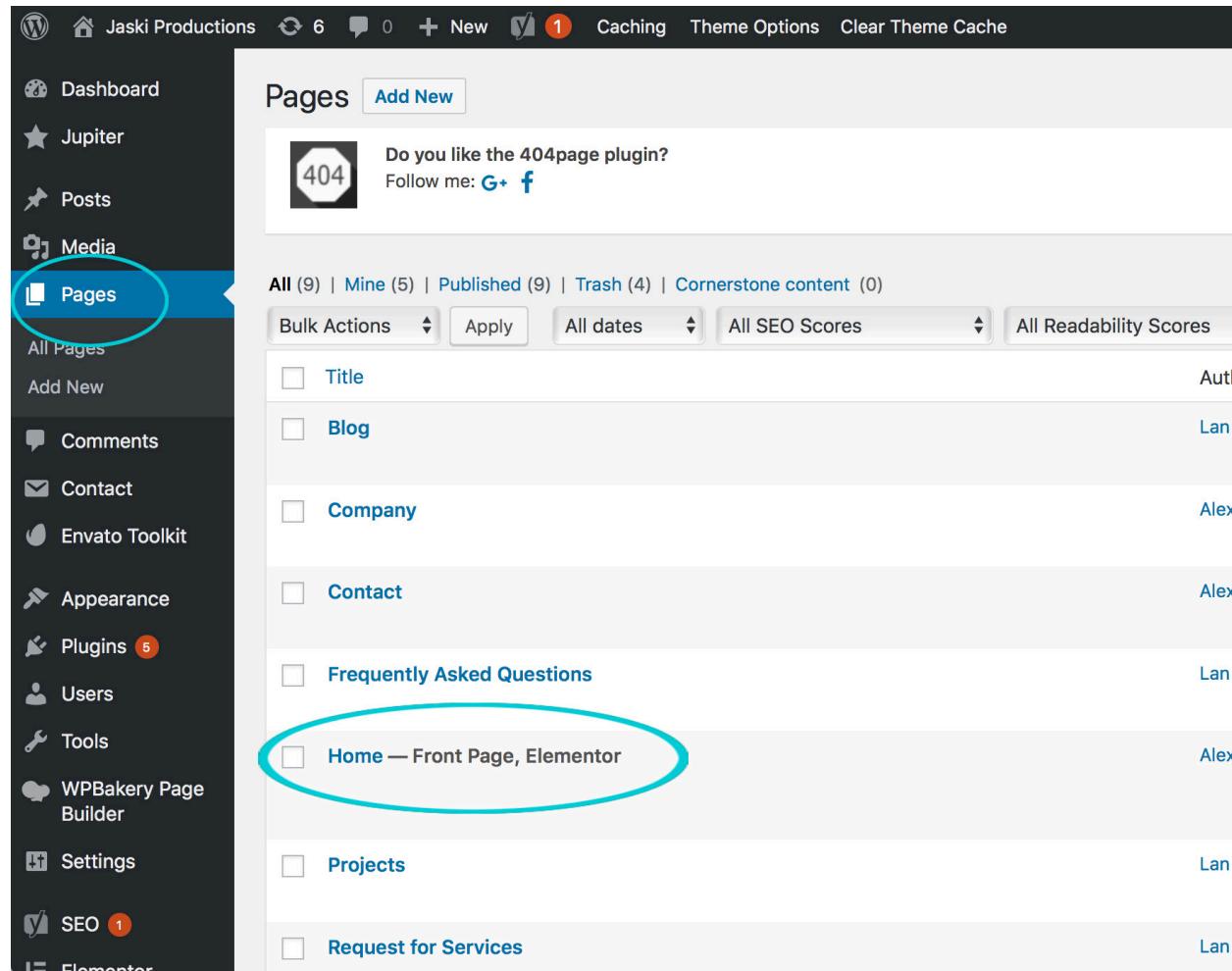
How to Activate the Blog

Step 1

Log in the WordPress website dashboard using the following URL:
jaskiproductions.com/wp-admin

Step 2

Navigate to the pages option in the left-hand WordPress toolbar and select.



The screenshot shows the WordPress dashboard with the 'Pages' menu item highlighted by a blue oval. The main content area displays a list of pages, with the 'Home — Front Page, Elementor' page circled by a teal oval. The page title is 'Do you like the 404page plugin? Follow me: G+ f'. The list includes:

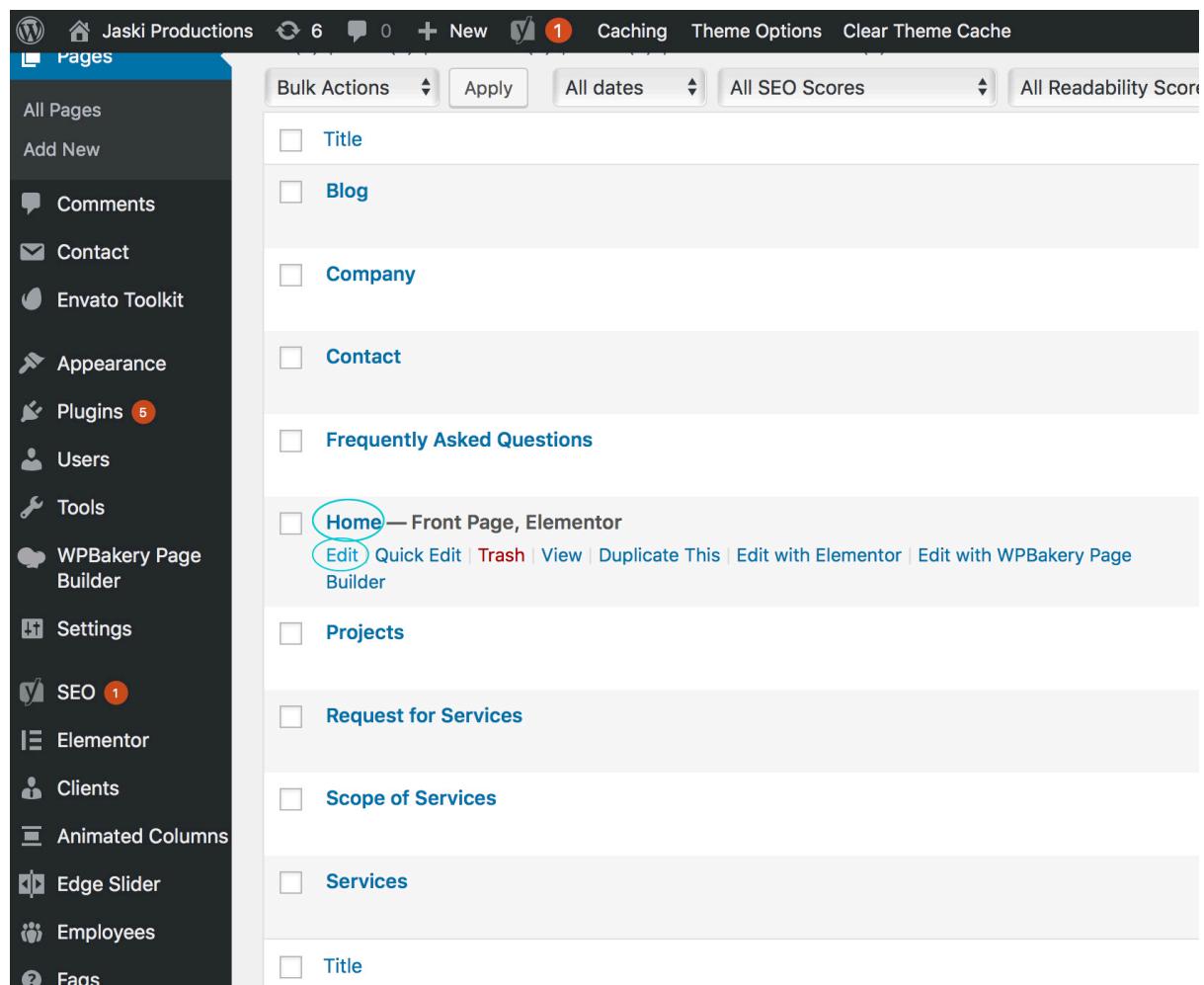
Page Title	Author
Blog	Lan
Company	Alex
Contact	Alex
Frequently Asked Questions	Lan
Home — Front Page, Elementor	Alex
Projects	Lan
Request for Services	Lan

Documentation & tutorials

(continued)

Step 3

Hover over the homepage title and several links will appear just below. Select “Edit” from the list of options that appears as you hover over. This will bring you to the **page editor** for the homepage.



Documentation & tutorials

(continued)

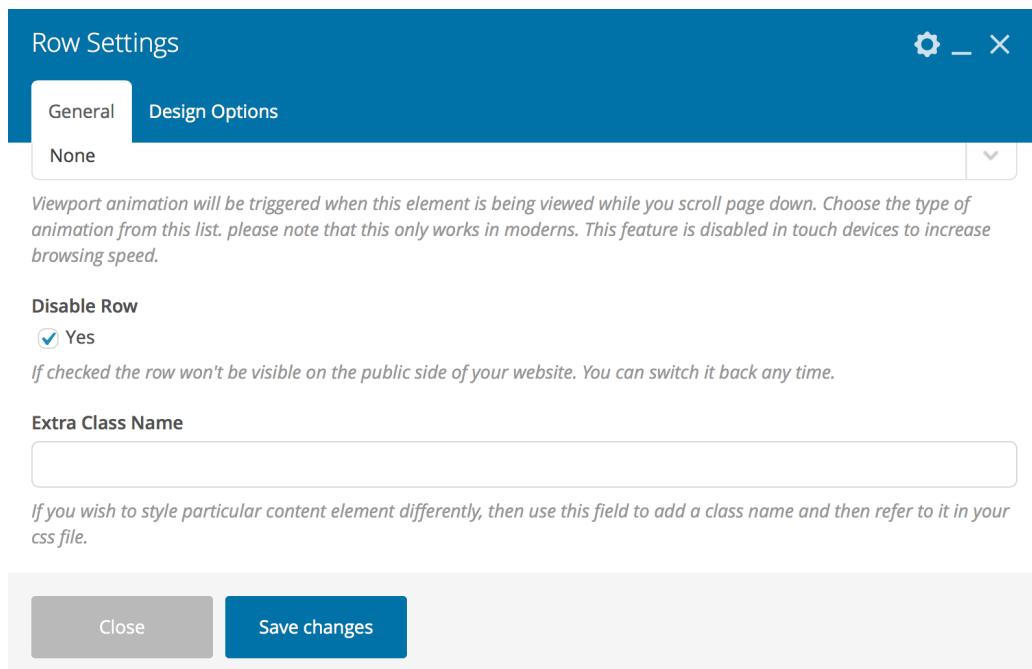
Step 4

Scroll down to the bottom of the page and you will see a greyed out section containing the blog. Click the pencil icon to edit this section.



Step 5

Scroll down the “Row Settings” window that appears overtop of the page editor. Until you reach the area that says **disable row and uncheck this box**. Save your changes here before exiting the window.

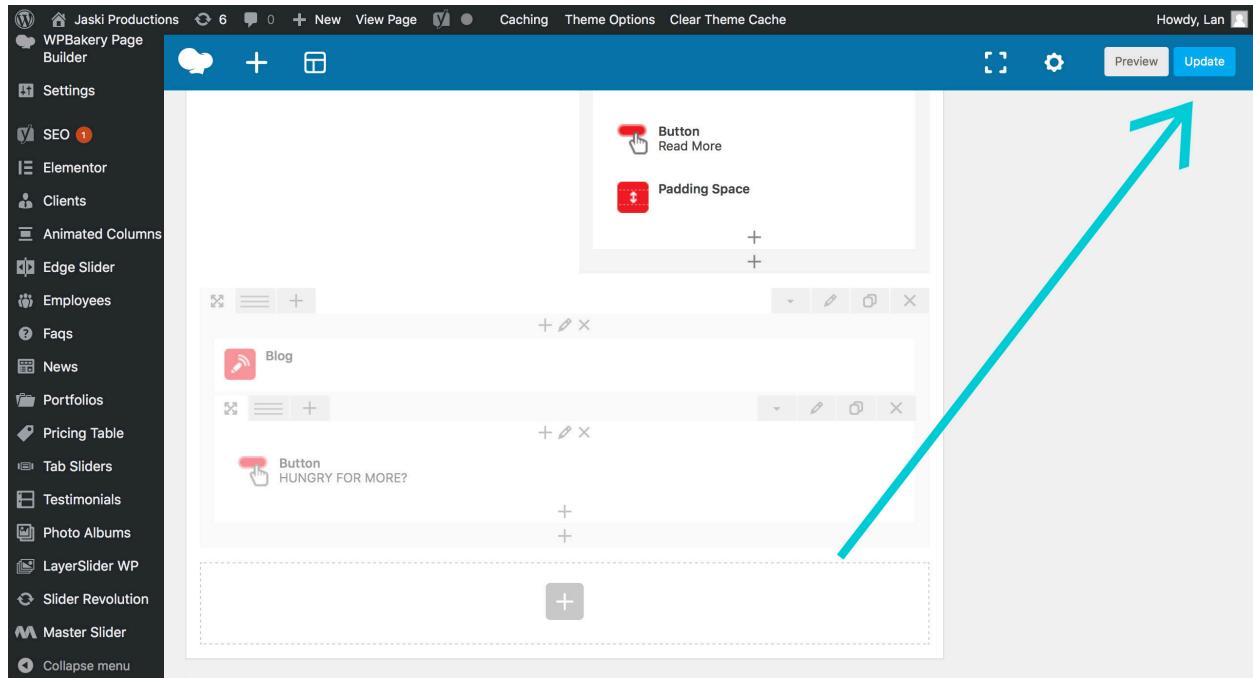


Documentation & tutorials

(continued)

Step 6

The last thing we need to do to save these changes to the page is to hit the “**Update**” button located in the top right-hand corner of the screen. Hitting the update button will make your blog live on the homepage.



Future recommendations

Disable Site Password Protection

Step 1

Log in the WordPress website dashboard using the following URL:
jaskiproductions.com/wp-admin

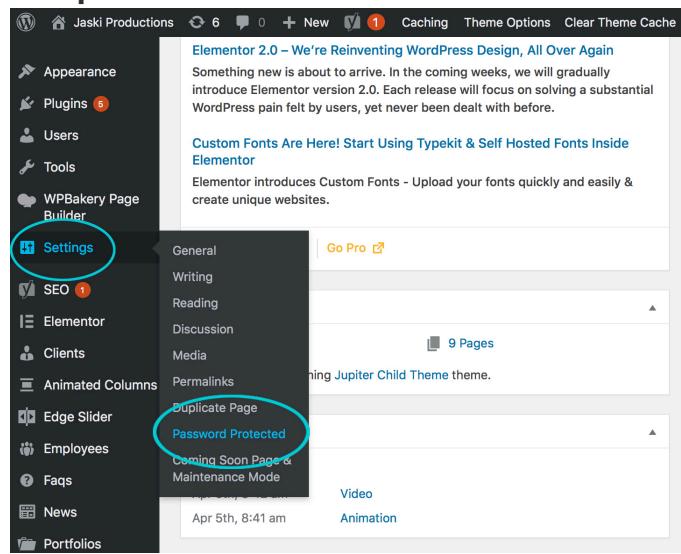
Step 2

On the left hand side (toolbar) scroll down to the **settings** option. Hover over this option and a submenu will appear. In this submenu, select the **password protected** option. This is where the password protected plugin lives.

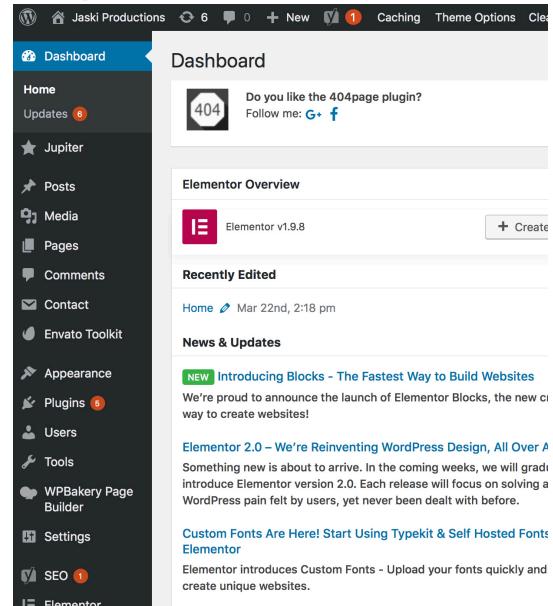
Step 3

On the page that opens, uncheck the box that says **enable**. If you wish to reactivate the password protection, simply re-check this box. Don't forget to **save the settings** in the lower left-hand corner so the settings changed will be saved.

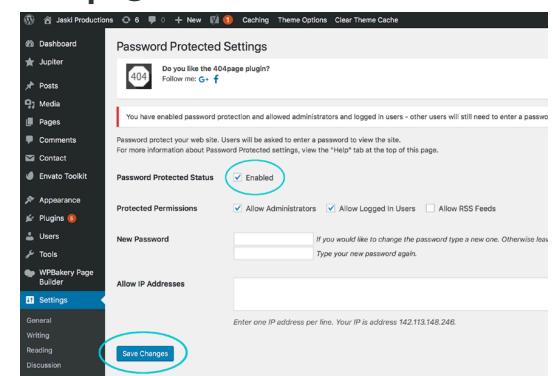
Step 2



Step 1



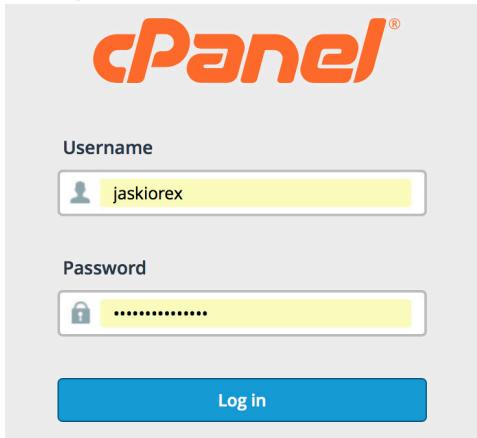
Step 3



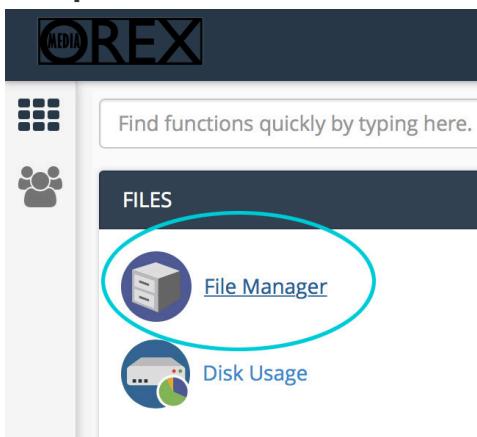
Future recommendations

(continued)

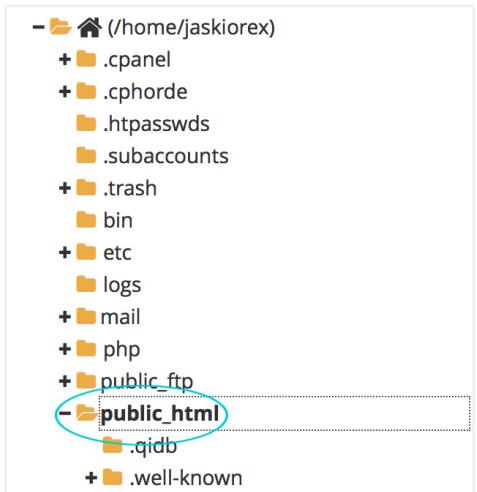
Step 1



Step 2



Step 3



Allow Site Spidering for SEO

Step 1

Login into your server, in this case cPanel.

Username: jaskiorex

Password: Proctor%rector!

URL: cpanel.jaskiproductions.com

Step 2

Click the file manager button.

Step 3

Click the public_html folder

Step 4

Find the robots.txt file and download.

Step 5

Open robots.txt file and edit (delete all code within the file).

Step 6

Save and upload it back again to cPanel.

Now Google bots will be able to spider the website for SEO purposes.

Step 4

	.htaccess
	.htaccess12052017
	.user.ini
	index.php
	license.txt
	readme.html
	robots.txt
	wp-activate.php
	wp-blog-header.php
	wp-comments-post.php

Hand Off package

Hand Off Package Contents

As part of the hand off package, you will be receiving the following items in PDF/Word documents:

- Project charter (original)
- Project charter (re-approved)
- Market research documentation
- Technology research report
- User research
 - Personas
 - User stories
- Sitemap
- Moodboard
- Style guide
- Branding package
 - Logo, sub-brand & icon files
 - Web & print files
- Wireframes
- Visual design mockups
- Video treatment documentation
- Background video file
- Written content library
- Image content library
- User testing documentation
- SEO keywords & documentation
- PDF tutorials & recommendations
- Kickoff, midterm & final design review slidedecks
- A digital copy of this booklet
- A digital copy of the ARI poster

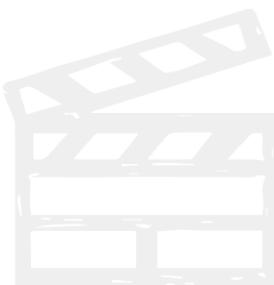
acknowledgments

A big thanks to...

Our wonderful professors, [SuCheng Lee](#) and [John Kozodoj](#) from the Interactive Media Design (IMD) Program at Algonquin College. Their constant support and feedback helped guide us through every step of the process—from research, to design, and to development.

The [Office of Applied Research and Innovation](#) (ARI) for providing a practical learning experience for the IMD students. Our Project Facilitator [Adam Freed](#), and the Director of Design at ARI, [John Omura](#). Many thanks for the organization, tools, and funding.

Our client, Lan Lamon for trusting in us and providing endless feedback to complete this amazing project. We want to thank you for participating in this educational experience with us and being a truly outstanding client!





Making production in the
Cloud possible by anyone,
for anyone, from anywhere.



SUPERVISED BY

Su Cheng Lee
John Kozodoj
Adam Freed



Ontario Centres of
Excellence

Where Next Happens