**TASK 5 – Production Digital Promotion Product**

**Project (81 marks, 12.5%)**

**Task**

In this task, you will be required to design and develop a web page to be included on a local travel agent’s web site. The manager of the travel agent was impressed with your video, and would now like you to create a web page dedicated to this special tour. The web page should include essential information about places to see, activities to be involved in, special events etc. As this web page will contain the video you created for this tour, it should provide more information on the places and activities highlighted in the video. You will need to utilise a range of digital applications to develop your solution such as, graphic and animation production, audio and video editing, web page authoring tools and the many peripheral (hardware) devices available. The web page needs to ‘fit’ the style of the travel agency’s current web site, whilst seizing the attention of the specific audience. The ultimate goal of the website is to attract more sales for the tour.

**Time Requirements:** four weeks

**Due date: Term 1 Week 11 – Thursday 12 April 2017 (at the end of the lesson)**

**You will need to:**

You will need to develop a formal report to document your research and your design process, this will need to include a cover page, automated table of contents, page numbers, headings/subheadings and appendices.

**Part One**

You will need to document the specific requirements of the project that reflect the needs and wants of the set task. This should cover the following:

* Make a *Statement of Intent* including:
  + - Statement of the problem
    - Details of what you will produce to satisfy the requirements of the design brief.
* Identify the *target audience* for your intended web page.
* Investigate and identify any *issues or requirements* associated with this product from the identified audience (usability, accessibility, user experience, user interface etc.)
* Identify the project management approach you will take to create your web page and justify why you have chosen this approach.
* Develop a list of five *design criteria* (these will be used to assess the success of your design later in the report)
* Collect any images, photographs etc. that you intend using/modifying in your project
* Reference all sites visited and images collected

**Part Two**

You will need to develop at least two (2) ideas for your web page design that will satisfy the project requirements identified in your design criteria and the design brief:

* Communicate the two *design ideas* through thoroughly annotated sketches, images, storyboards and diagrams (this can include different types of presentation mediums). Annotations should include elements and principles of design, composition rules used, navigation controls, organisation of content, usability, inclusivity and accessibility features.
* Create a site map of the travel site and highlight where your page will be placed in the site.
* Show the progression of how your ideas have developed through your designs
* Critique you three designs by carrying out a detailed *design criteria analysis* on each, this should be done using a number rating scale (e.g. – 3/3 or 1/3 to how well it is covered) as well as a sentence or two of explanation for each criteria statement.
* *Select and justify the design* you think is most appropriate; explain in detail.

**Part Three**

Start work on producing your web page design

* Create a *time plan* (Gantt chart) that allows you to predict how long each section of the product design will take (this should help you to meet the due date)
* Create a *flow chart* of all of your work flow.
* In your *journal*, keep track of the progress you have made to your promo design (including screenshots and comparisons to your predicted time plan) plus any relevant notes on the software, hardware and processes that you use to produce this project.
* Use appropriate software tools, skills and techniques to complete your design proposal
* Be able to solve your own problems by accessing various resources e.g. help files, online tutorials, teacher and peer support etc. explain these in your journal.
* Remember presentation is important – use tools, skills and techniques appropriate to you producing a quality industry standard product.

**Part Four**

You will be required to analyse your web page design and the production process you used, by answering the following questions:

* Did you satisfy the project requirements, design brief and design criteria?
* Did you meet your timelines?
* What did you do well? and What could you have done better and how?
* Do you believe that you challenged yourself to learn new skills throughout the task? Explain.
* Explain how and why you incorporated the following concepts into the design of your page:
  + - Usability
    - Inclusivity
    - Accessibility
    - User eXperience (UX)

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| **What needs to be submitted for assessment** | **Due date** |
| Part 1: Planning | **Thursday 12 April** |
| Part 2: Designing | **Thursday 12 April** |
| Part 3: Producing | **Thursday 12 April** |
| Part 4: Evaluating | **Thursday 12 April** |

**Task 5: Marking key Total: 58 marks**

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| **Item** | **Description** | **Possible Mark** | **Allocated Mark** |
| **Part 1**  (16 marks) | *Statement of Intent*  1 mark for a description of the problem  1 mark for a description of the intended solution | 1  1 |  |
| *Target audience identified*  3 marks for detailed analysis of target audience (at least three categories examined in depth or five categories outlined)  2 marks for an analysis of target audience (at least two categories examined in depth or three categories outlined)  1 mark for limited explanation of target audience | 3 |  |
| *Target audience requirements*  3 marks for discussion of three possible issues/requirements  2 marks for discussion of two possible issues/requirements  1 mark for discussion of one possible issues/requirements | 3 |  |
| *Project Management outline*  3 marks for discussion of project management approach and justification of choice  2 marks for discussion of project management approach to be used and some justification  1 mark for identification of project management approach | 3 |  |
| *Design Criteria*  5 marks for appropriate explanation of 5 design criteria statements  4 marks for appropriate explanation of 4 design criteria statements  3 marks for appropriate explanation of 3 design criteria statements  2 marks for appropriate explanation of 2 design criteria statements  1 mark for appropriate explanation of 1 design criteria statement | 5 |  |
| **Part 2**  (14 marks) | *Design Ideas*  6 marks for the development of 2 effective designs including detailed annotation and a progression of ideas.  5 marks for the development of 2 effective designs with detailed annotation  4 marks for the development of 2 effective designs with some annotation  3 marks for the development of 1- 2 effective designs with some annotation  2 marks for the development of 1-2 effective design with limited annotation  1 mark for the development of 1 effective design with limited annotation | 6 |  |
|  | *Site Map*  2 marks for a correctly designed and labelled site map of the travel agent site (outlining where this page will be)  1 mark for map of travel agent site, incorrect formatting | 2 |  |
|  | *Critique of the designs*  4 marks for 2 detailed design criteria analysis  3 marks for 2 critiques with some analysis  2 marks for 2 critiques with limited analysis  1 mark for 2 critiques with a superficial analysis (rating only) | 4 |  |
|  | *Selection of the design*  2 marks for choice made with reasoned and full justification  1 mark for choice made with partial justification  no marks awarded for choice made with no justification | 2 |  |

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| **Part 3**  (31 marks) | *Design criteria statements met*  5 marks for five design criteria statements met  4 marks for four design criteria statements met  3 marks for three design criteria statements met  2 marks for two design criteria statements met  1 mark for one design criteria statement met | 5 |  |

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|  | *Application of the principles and elements of design*  3 marks for effective use of at least three design principles and the necessary elements to create them  2 marks for effective use of at least two design principles and the necessary elements to create them  1 mark for effective use of one design principle and the necessary elements to create it | 3 |  |
|  | *Professionalism of design*  1 mark for the consistency of design throughout (e.g. colours, layout, fonts)  1 mark for demonstrating originality/creativity in the design | 1  1 |  |
|  | *Application knowledge*  5 marks for a high level of skill demonstrated in the selected application/s  3 marks for a medium level of skill demonstrated in the selected application/s  1 mark if only basic tools utilised in the selected application/s | 5 |  |
|  | *Inclusion of media*  *Video/Audio*  1 mark for the inclusion of the video from Task 3 and or modified audio/video piece  *Images*  3 marks if all images utilised are self-created or extensively modified  2 marks if all images included are modified to look different to the originals  1 mark if images have limited modification | 1  3 |  |
|  | *Content*  3 Marks for suitable content arranged according to audience needs and readability  2 marks for content structured for readability  1 mark for suitable content | 3 |  |
|  | *Daily journal*  3 marks for detailed and complete notes kept each day including screenshots  2 marks for detailed and complete notes kept each day  1 mark for detailed and complete notes kept some days | 3 |  |
|  | *Time plan*  3 marks for Gantt chart including both the proposed time plan and the actual time taken with suitable tasks outlined  2 marks for the Gantt chart including the proposed time plan and the actual time taken with limited tasks outlined  1 mark for proposed time plan only | 3 |  |
|  | *Flow chart*  2 marks for flow chart reflecting the flow of tasks to be completed, using correct flow chart conventions  1 mark for flow chart demonstrating tasks to be completed | 2 |  |
|  | *Comprehensive bibliography*  1 mark for correctly referenced bibliography | 1 |  |

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| **Part 4**  (18 marks) | *Evaluation questions*  3 mark for detailed response to meeting project requirements in the design brief and your design criteria.  1 mark for detailed response to meeting timelines  1 mark for detailed response to what was done well and what needed improving  1 mark for detailed response to learning new skills  3 marks each for detailed explanation of how the concept is incorporated into the design of the page and why.  2 marks each for general comments about how the concept will be incorporated into the design of the web page.  1 mark each for superficial comment/s about the concept in relation to the design of the web page. | 18 |  |
| **Report**  (2 marks) | *Formatting requirements*  Cover page, automated contents page, styles, page numbers and appendices included | 2 |  |
| **TOTAL MARKS** | | **81** |  |

**Teacher comment:**