Reflection of Project 4: Photoshop and InDesign Project Database

# Choosing the Project

I decided to create an online database of the projects I had developed over the year as a teaching assistant for TECM 3100. The purpose of this project is to create a database where students can access tutorials, download the materials needed, view a PDF of the final project, and easily search for specific projects.

# Editing the Written Tutorials

Although the tutorials were already written, some of the steps were hard for students to understand or not clear. Therefore, I edited the tutorials for students to easily understand steps, where to place certain document elements, and where to find certain tools. I ensured that all headings started with an –ing verb to clarify what would happen in each step.

Once the tutorials were edited, I created pages in Wordpress and edited the html to make the page uniform and define page elements. I initially attempted to create the database using XML, but my research yielded solutions to upload XML files to create individual Wordpress pages required a Pro account. Since I wanted the files to be accessible, I chose to edit the html instead.

# Audience Analysis

In order to determine the layout of the site, I performed an audience analysis based on my observation of students in the TECM 3100 class. I noted that the site had a wider audience and evaluated possible secondary audiences as well. For each secondary audience, I asked:

* What is the main reason a person from this audience group would visit the site?
* What goals does the person from the audience group have?
* How does the site help the person from the audience group achieve his or her goals?

# Site Mapping

The next step was to determine the layout of the site. I wanted the site to be easy to browse not only for TECM 3100 students (the primary audience), but also for the secondary audience. I chose to create three main navigation options:

* Project Schedule
* InDesign Tutorials
* Photoshop Tutorials

The *Project Schedule* is intended for TECM 3100 students following a set schedule of tutorials. The schedule eases students into learning the new programs as well as the basic and advanced tools of each program. The project schedule is arranged based on when students were introduced to new assignments.

The **InDesign Tutorials** and **Photoshop Tutorials** pages are intended for the secondary audiences. These menus are divided into **Beginner** level tutorials and **Advanced** level tutorials based on the skill proficiencies needed. **Beginner** tutorials explain how to use the basic tools in detail whereas the **Advanced** tutorials assume the user already knows where to find and how to use basic tools of InDesign and Photoshop.

The most difficult part of making the site map was not determining where each category should go, but rather how to display pages that are linked in multiple menus. For this project, I color-coded the “repeating” pages and noted that the pages, although portrayed twice in the site map, were the same page.

# Finishing the Site

Once I determined where each file would go, I needed to add pages describing the contents of the folders. I wrote content for the following pages:

* Home
* Project schedule
* InDesign Tutorials
* Beginner InDesign Tutorials
* Advanced InDesign Tutorials
* Photoshop Tutorials
* Beginner Photoshop Tutorials
* Advanced Photoshop Tutorials

These pages described the content in the folders, described the skills needed to complete the project, and questions that might arise concerning the contents of the folder.

I also edited each page to include the first page of the PDFs to give an example of the final product. I also added download buttons for users to download the files needed to complete a project.

Overall, the most difficult part was deciding how to post the content. My limitations are a result of using a free account, but also I chose to focus on certain content over others. I decided not to make video tutorials and instead focus on improving the quality of the written tutorials and spend more time improving the usability of the site. I hope to continue to add to and improve the site since it serves as a good portfolio of work and offers a source of tutorials for students learning Adobe InDesign and Photoshop.