

11 IPT Promoting TAS Subjects Group

Project Documentation

Students names:

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Here's our document for our initial ideas and planning questions/and more:

<https://docs.google.com/document/d/1ipFNoRWdCfVfBGCseqnt43MdTZ8a2cd8sy7-OlaYSJo/edit?usp=sharing>

Initial Ideas and Planning:

Gantt Chart:

<https://drive.google.com/drive/folders/1nH1GdIXIDsynYdIDMppogztUUKOBVQ1?usp=sharing>

Please paste a screenshot here - you will also need to submit a downloaded version of your Gantt chart to this submission.

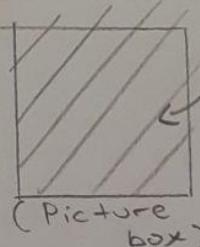
Table of Roles and Jobs

TASK	PERSON COMPLETING TASK	SKILLS/TASK LEADER
Poster	Efrat	Efrat; Designing in Canva
Video	Raymond	Raymond; Animating in Animaker
Website storyboard, website and collating everything together (including personal logbook and Gantt chart)	Zhitan	Zhitan; Google Sites and draw.io

Sketches and evaluations

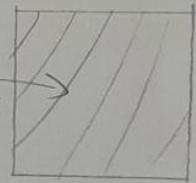
- add pages where necessary

Sketch 1 - Poster



Food Image

Image
of glass



Vet + hospitality

Food and Beverage

(background will be white and there would be lots of space in the side) lines indicating the separation

Food

(Text of what food you get to create)

Font of titles will be in Montserrat

Beverage

(Text of what drinks you get to make)

Body font will be in Montserrat

Why Join

(Text on why you should join the course)

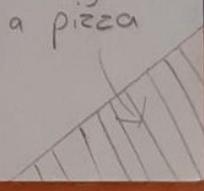
Image of students cooking

Image of a cut picture of glass



Image of a pizza

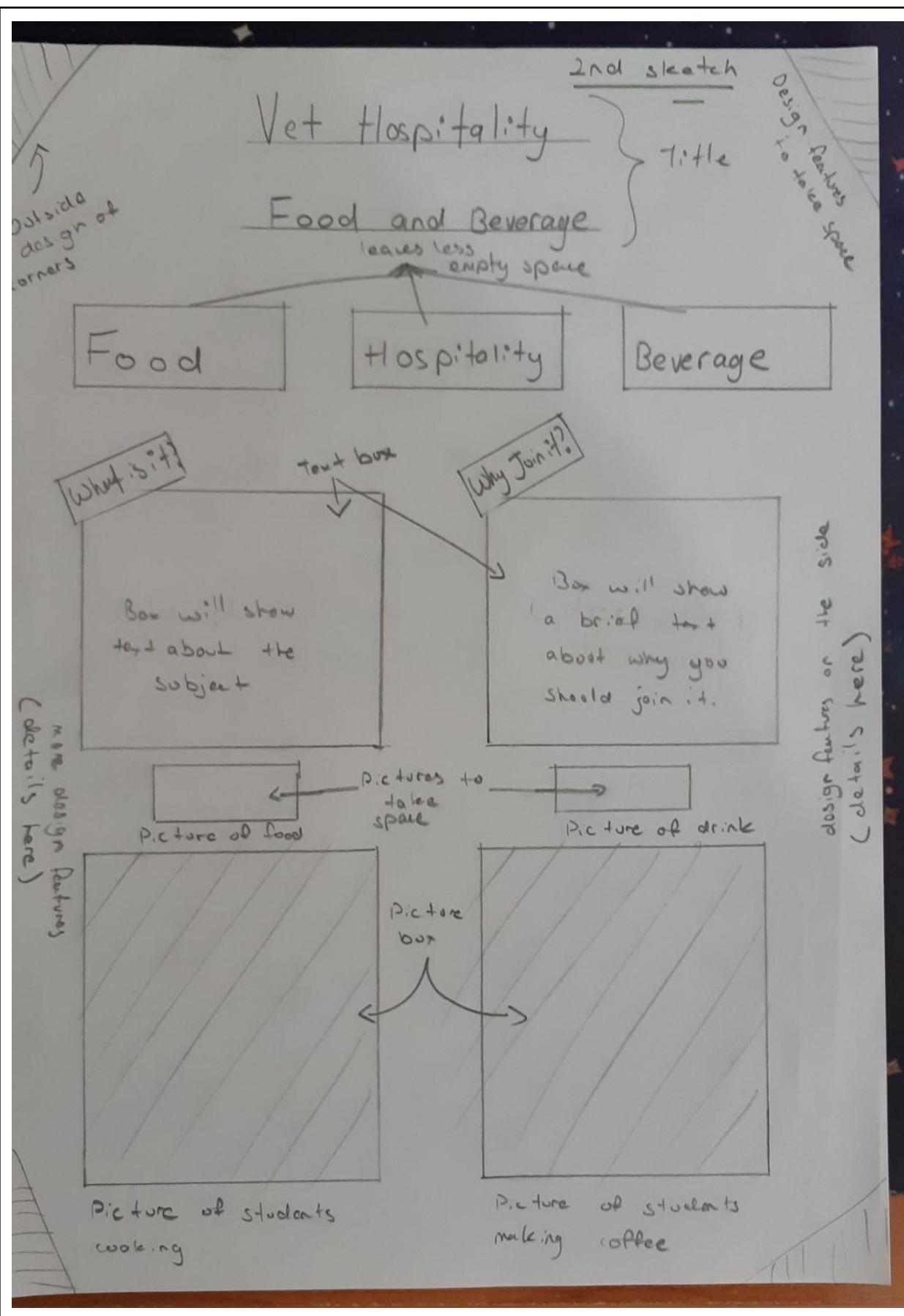
Image of students making coffee



Evaluation

This is the first sketch of the poster and takes a simplistic but eye-catching design to the viewer. Everything is in line and in the middle whilst there are minimal details on the outside to make it have an aesthetically clean look.

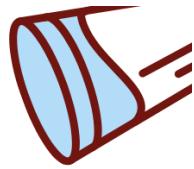
Sketch 2 - Poster



Evaluation

This is the second sketch design for the poster it outlines and indicates where text boxes and pictures will go. It also outlines what images will be placed on the poster as well as 3 titles to grab the attention of the reader. This poster takes up as much space as possible in order to grab the viewer's attention to the poster

FINAL SKETCH - Poster



Vet Hospitality Food and Beverage

FOOD

You will be able to create delicious food in the course and will be able to cook for school events such as athletics carnival or special days in the year.

BEVERAGE

Students can create a variety of different drinks as well as making food. These drinks can consist up to coffee, milkshakes and fancy restaurant type of drinks.

WHY JOIN

Joining this course will allow you to expand your skills in the hospitality sector if you decide to work in it after school. Finishing this course will also give a degree as it is a tafe course.



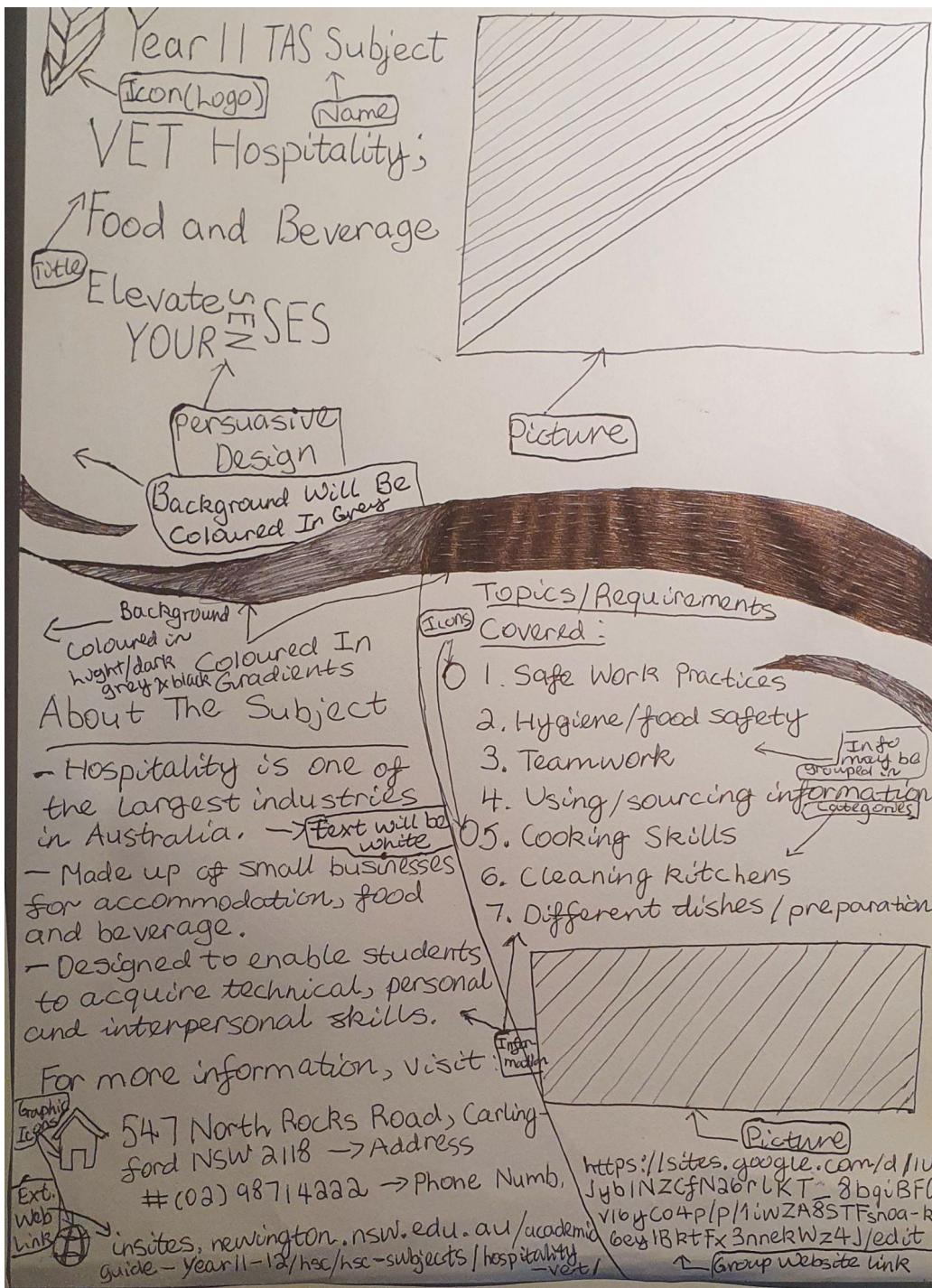
Evaluation

The final design that I've gone through is the more simplistic design. The poster contains minimal colour on it and uses the colour white which is a very eye-catching colour. The glass and food on the corners are to take up space and not make it feel very bland. Pictures of Carlingford high school students have been used to show what they make during the class. The short paragraphs in the middle outline a brief description of the big all capital letter titles. All the texts are in black in order to give more contrast to the poster and the boldness of the font gives a more eye-catching look to the poster.

Summary of design ideas for poster

There have been 2 sketches that are made and both was different from each other but have some similarities. One was simplistic which would look more modern and the other was more heavily detailed to look like a more advertising poster. In the end, the simplistic one was chosen as it had a “cleaner” aesthetic to it, which I think is more eye-catching to the audience.

Sketch 1 - Flyer/Pamphlet



Evaluation

I had considered this version of our flyer as I particularly liked the layout of the elements. It allowed me to have ample space to be persuasive about the specific

course that I'm promoting, and everything is clear to follow. There are icons to represent the web for finding more information and also the school's contact details.

This embodies the placement of text, namely 'Elevate Your Senses', which is an attempt at persuasion. I had also annotated this version extensively, on what each of the elements will involve, and also colours that will be used for some of them. The

disadvantages of having the information set out like this involve that the colour choices for specific elements (background and the filled-in colours of the curvatures) may make it a bit boring and also the curves that divide the top and bottom sections are difficult to recreate in a flyer-maker software or website. I had not chosen to do this sketch, due to my lack of experience creating the curvatures that divide the top and bottom sections of the flyer.

Sketch 2 - Flyer/Pamphlet

Year 11
Name
TAS Subject

↑
Shaded
section

VET Hospitality

Food and Beverage

Slanting lines decode a background picture

Main & subtitles.
Main will be in red and sub will be in black.

White background

Elevate
YOUR
SES

ABOUT THE SUBJECT

Design elements with text

Headings

One Of The
Largest Industries In Australia

Hospitality is one of the largest industries in Australia. The topics that will be covered involve teamwork, sourcing/using information, and cooking and cleaning kitchens.

What Does Hospitality Include?

Hospitality is made up of small business that include accommodation, food and beverage.

Red background but white symbol.

Body text

Outcomes
For Students / Further Information
Hospitality is designed to enable students to acquire technical, personal and interpersonal skills. For more information, please visit CHS or call at (02) 9871 4222.

More information can also be found at the Hospitality Newington website.

CHOOSE HOSPITALITY!

You should definitely choose hospitality and won't regret it!

Persuasive text elements

Group's Website

Black background

<https://sites.google.com/d/1Ujyb1NzCfNa6rRkT-8bgJBFOV1byCo4p/p/1inZA8STPsnoc-k6ew1BktFz3nnekWz4J/edit>

Evaluation

This layout design and picture placement are optimal for my information. The 'About The Subject' information is also spaced out into three individual sections that have a symbol picture and a bit of text underneath it. The overall placement of specific design elements and also the anticipated text size of some features make this a viable option for my group's flyer. Another advantage will be the fact that I directly sketched it from a template that I'd find from Canva, meaning that I wouldn't have to worry about curvy shapes that divide the areas of the flyer. From there, I can download it as a .png file and attach/link it to the website for it to be viewed and downloaded. The disadvantages that arise from the sketch is the potential for it to have too much text, and the icon symbols being too small in conjunction with it. The 'VET Hospitality; Food and Beverage' title may not go well with selected backgrounds, meaning that I would need to check the colour and pick the one that makes the title the most legible. I had chosen to do this sketch as I believe it looks better than Sketch 1. In my designing process, I will need to make sure that the text gets spaced out and looks tidy in the actual digital version, and will opt for larger-sized images which will not make the body text seem overwhelmingly large.

FINAL SKETCH - Flyer/Pamphlet

Year 11

TAS Subject



VET HOSPITALITY

FOOD AND BEVERAGE

Elevate
Your SES

About The Subject



One of The Largest Industries In Australia

Hospitality is one of the largest industries in Australia. They incorporate an interrelated nature, where sectors across the industry and complementary industries like tourism and events are operated by businesses. The topics that will be covered involve teamwork, sourcing/using information, and cooking/cleaning kitchens.

What Does Hospitality Include?

Hospitality is comprised of small businesses that provide the services of accommodation, food and beverage. The restaurant and catering sectors continue to experience growth as our time-constrained society seeks convenience by eating out.

Outcomes For Students/Further Information

Hospitality is designed to enable students to acquire technical, personal and interpersonal skills. For more information, please visit CHS at 547 N Rocks Road, Carlingford NSW 2118 or call at (02) 9871 4222. More information can also be found at this website:
<https://insites.newington.nsw.edu.au/academicguide-year11-12/hsc/hsc-subjects/hospitality-vet/>.

CHOOSE HOSPITALITY!

You should definitely choose hospitality, and you won't regret it!

<https://sites.google.com/education.nsw.gov.au/year-11-tas-subject/home>

Evaluation

This is a great flyer with all the design elements that are required. The textual colours make it seem professional, yet convincing, and all the colours match the style as well. The 'VET Hospitality' in block letters can be deciphered from the background image's colour, and also each of the three symbols has a purpose in informing the reader more information about the subject and urging them to elect it as a course for study in Year 11. Also, the word placement 'Elevate Your Senses' further conveys meaning to the audience as well.

Summary of design ideas for the flyer/pamphlet

There were two sketches that had been presented as well for our group's flyer. One has a more complex aesthetic (with wavy lines and divisions that may be difficult to recreate in software), while the other looks more generic and clearer. I had chosen to base the final design on this second one, as I believe that it would be easier to do one that has a template to be used already online, and also, it would allow me to communicate essential notions in an intriguing manner. The layout will also add a degree of professionalism to the flyer; almost making us like an organisation whose job is to promote subjects offered in CHS!

Storyboard for Video/Animation

Storyboard for Video (Links):

1. https://drive.google.com/file/d/1YplFduzU5BNagCijnKdHurO_ErpdtD7/view?usp=sharing
2. <https://drive.google.com/file/d/1M8o4KlvbUnTLTw7HBaq9PJYbaPI8XOjb/view?usp=sharing>
3. https://drive.google.com/file/d/1_0uzg7yjFRmAW44ZQKoSUaSjT7lfaL5b/view?usp=sharing

Script for Video/Animation

Links to view screenshots are noted in the group website.

Hospitality 2022

Are you interested in cooking, making drinks and serving customers? Well if you are, then do we have the subject for you. Hospitality!

Hospitality

- is a Practical focused subject
- doesn't have much theory
- has lots of hands-on activities
- Includes a TAFE Certificate.

Hospitality includes making and serving

1. Coffee Drinks
2. Sandwiches
3. Other Simple Dishes

We also learn how to:

- Operate Espresso Machines
- do various cuts of vegetables
- Use Knives safely.

Hospitality Theory

Hospitality does have some theory but it's a very small amount, only a couple of booklets a term. There are no grades in this subject. It's all based on a competent or incompetent basis, meaning that as long as you are able to complete the work, you have passed.

Hospitality rewards you with a level 2 TAFE certificate. Meaning....

It will be much easier for you to find a job and allows for further

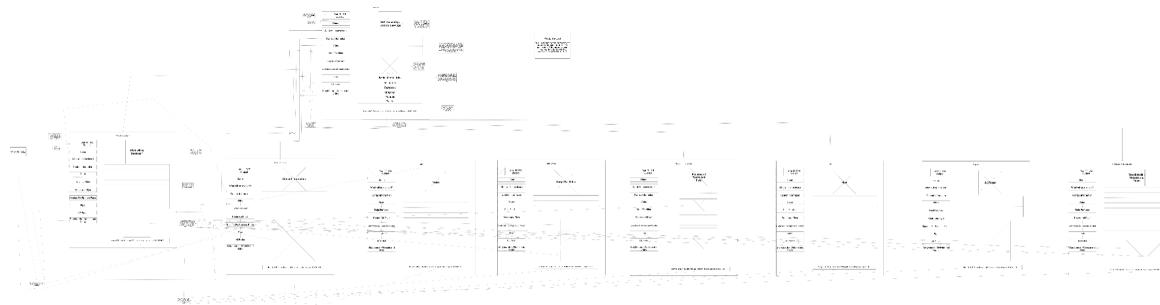
education down the line (such as a level 3 certificate).
Here are some examples of what you will be making!

Thank you for watching!

Storyboard for Website and Website Link

Website Storyboard Link:

[https://drive.google.com/file/d/1jnglMRWxKSU5_rMBbjjSCea8ziQL4Zli
/view?usp=sharing](https://drive.google.com/file/d/1jnglMRWxKSU5_rMBbjjSCea8ziQL4Zli/view?usp=sharing)



Actual Website Link:

<https://sites.google.com/education.nsw.gov.au/year-11-tas-subject/storyboards-websites-and-videos>

Evaluation of Product And Development

Evaluation (Final Product and Project Development)

The poster is a simplistic A3 design to catch the viewer's attention whilst also telling information about the subject itself. It contains 3 small body paragraphs and a big bold title on the top to attract the viewer's attention to what this poster is about. The flyer is A4 which contains information about the hospitality business such as how successful it is, how big the industry really is and outcomes for students within the industry. It aims to be persuasive in its wording, and also eye-catching as Year 10 students perceive images of food, things that they may be making if they choose Hospitality in Year 11. The video is a short 3-minute semi-animated slideshow with information regarding what the hospitality subject involves. The video explains both what you will be doing during the year and further possibilities after compulsory education. The video also details some of the foods that students will be making and what skills they will gain from this subject.

We had encountered a few issues with the video made with Animaker, namely photos that are out of proportion and also the low resolution overall on a version of it. Raymond was the person who tried to fix such problems, and he did do that quite well (despite the video still missing a full stop on a frame). Consequently, there was an issue with the colour used on our flyer, which I addressed by putting a colour that better suits the specific background and also makes the whole product more professional. Efrat's poster wasn't even made in A3 paper size, which I later told him to change and make it more appropriate. He did do that and provided a new sketch as well (reflecting his new poster version). Improvements that could be made for future reference/redevelopment could be to further improve some pages of the website, and also the video promotion made in Animaker (as I believe that Raymond could still have done a better job, despite producing something that looks great already).

I had tested our group's website on my mobile phone as it has a smaller screen than my school computer, in order to check how the website looks and if everything still functions as intended. We used software and hardware tools to arrive at a digital product; Canva was used to generate the poster and flyer and Animaker was used to make the video. The media that was used involved photos that were taken of people doing the subject, and video-making software that Raymond used allowed him to put background music and arrange the photos in a way that is interactive and intriguing to view (while being persuasive). Canva allowed us to arrange photos and design elements in a set pattern/layout so that they are clear for the reader on the poster and flyer, and also interesting to view. As such, the media will make our product better and more persuasive, as students of Year 10 would most likely be enticed to elect this subject in Yr 11 if they see a first-hand experience of actual people who are undertaking the subject.

Below are some pictures that I took of our website (and side navbar):

VET Hospitality Food and Beve...

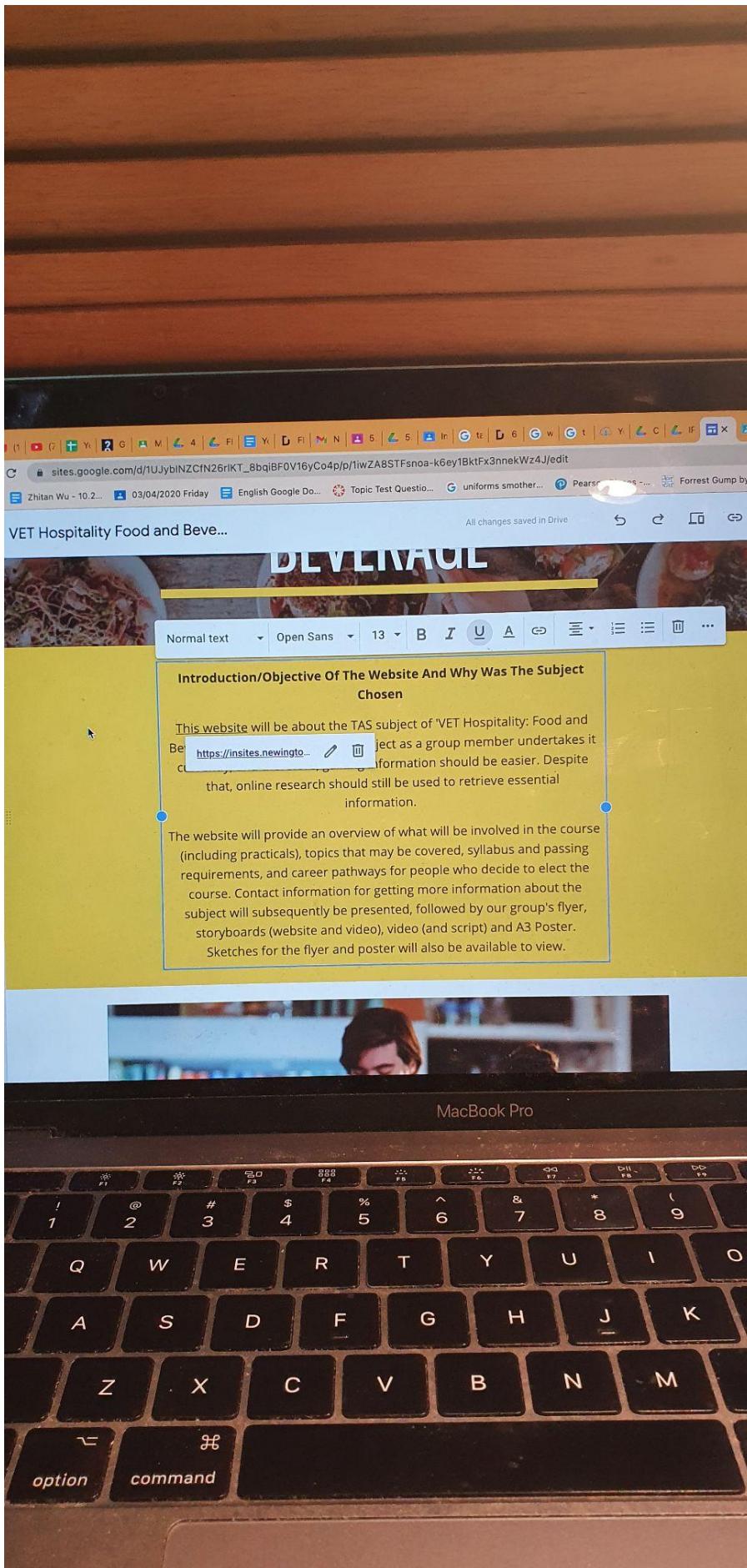
All changes saved in Drive

Year 11 TAS Subject

**VET HOSPITALITY:
FOOD AND
BEVERAGE**

Introduction/Objective Of The Website And Why Was The Subject Chosen

This website will be about the TAS subject of 'VET Hospitality: Food and Beverage'. We have chosen this subject as a group member undertakes it currently, and therefore, gaining information should be easier. Despite that, online research should still be used to retrieve essential information.



The screenshot shows a Google Sites page with the following details:

- Address Bar:** sites.google.com/d/1UJyI...
Apps | Zhitian Wu - 10.2... | 03/04/2024
- Title:** VET Hospitality Food and...
- Sidebar (Left):**
 - Home**
 - What will be involved?
 - Contact Information
 - ▼ Video
 - ▼ Poster and Flyer
 - Storyboards - Website and Video
- Main Content Area (Right):** This area is currently empty.

Introduction/Objective Of The Website And Why Was The Subject Chosen

This website will be about the TAS subject of 'VET Hospitality: Food and Beverage'. We have chosen this subject as a group member undertakes it currently, and therefore, gaining information should be easier. Despite that, online research should still be used to retrieve essential information.

The website will provide an overview of what will be involved in the course (including practicals), topics that may be covered, syllabus and passing requirements, and career pathways for people who decide to elect the course. Contact information for getting more information about the subject will subsequently be presented, followed by our group's flyer, storyboards (website and video), video (and script) and A3 Poster. Sketches for the flyer and poster will also be available to view.



Social and Ethical Issues

Our website can be viewed on any device (phone or computer); it will just either be scaled down or enlarged. The sizes of the images are about moderate, though they do take up some space on the website. These images should be large, so that as much detail can be seen through, making the whole website more aesthetic. The person who will be browsing the website can remain anonymous, due to the published site link and so, everyone can access it without others knowing. The images in the video are free to use as a teacher took them for students' use, including the images that are present on the poster. As such, the subjects should know and be alerted that they have been photographed by the particular teacher. In the video, there are only images of food (with no actual people), so it should be alright. Finally, the information that's on the website is accurate, as it's taken from a reliable source online and Raymond knows a thing or two about the subject as he undertakes it.

Most of these social and ethical issues are also what we had to consider when making our products. Of most vital importance is the inclusion of actual people's faces (namely while doing tasks related to the subject) and also the information on the website being

truthful and accurate. If the subject isn't notified of the photograph being taken, a breach of privacy arises, which can have legal consequences in the real world, and also a website that has inaccurate information may face similar risks (possibility for the website makers to face serious charges for misleading information). Therefore, it is best that we consider these issues that can arise, before designing and making our products, so that we don't need to change it halfway in order to tailor them to specific preferences.