'**91907 Plan 2023**

**Scenario**: This Assessment activity requires you to design and create a Muesli Bars Box for a startup company called ‘Gaia Foods Ltd’. This company is located in a remote Island in the South Pacific called Ofu and their products has become a household item for people’s grocery shopping list.

Details and specifications of the box will be provided in a separate document.

You are going to be assess on how well you use a development process to plan, trial and test the development of a digital technologies’ outcome.

This **assessment** activity requires you to use complex processes to design develop a package of muesli bars for the tiny business Gaia Foods Ltd.

**Purpose (of the outcome)**

The goal of this project is to create a box of muesli bars for a small South Pacific island startup firm called "Gaia Foods Ltd."

The design must be printed on A3 paper, and the project management and development plan must be done on Microsoft Teams.

**Target Audience/End User**

The target market for this product is anyone who needs a healthy treat on a regular basis, including primary school children, university students, and even senior people, according to the business's goal to make it a usual item on people's weekly shopping lists.

**Stakeholder's Requirements for the Label**

|  |  |
| --- | --- |
| Requirements: | Status |
| Setup the plan on Teams on your own section | 👍 |
| Document title MUST be '**91907 Plan 2023**' | 👍 |
| You MUST do all the plan on Teams so that I can check your work at any time. | 👍 |
| You MUST have at least 3 research products with comments (refer to e.g. below). | 👍 |
| You MUST have at least 2 draft. | 👍 |
| You MUST communicate with the Stakeholder often including 2 discussions. |  |
| Text data for the box are provided and some images, the rest are from the internet. |  |

**Contents of the Muesli Bar**

Dimensions and software required:

Overall muesli bar dimension: 378mm (width) and 189mm (height) - this image fits on an A3 paper size.

Background color: green

Text Color: black, white etc.

Digital Copy: A3 with no margins as it is not supposed to be printed. I only printed one copy as a draft.

Paper Copy: A3

Page layout software: Adobe InDesign

Image editing software: Adobe Photoshop. InDesign

**Images**: there's a lot of images provided by the teacher, mainly belong to the teacher but I also got images from free web sites such as:

<https://ccsearch.creativecommons.org/> and <https://pixabay.com/> and <https://unsplash.com/>

**Text**: text information is provided by the teacher on a Word document.

**Typography**

**Logo font/type**

Arial, 12pt, Regular, Strong; Effects

Logo: Impact, 48pt, Regular

Body text: Arial

**Group:** font-family – Arial, 24pt, Regular

**Research and Analysis**

|  |  |
| --- | --- |
| **Product 1**  Flemings  Æuesli  Perrg  Source: <https://www.countdown.co.nz/shop/productdetails?stockcode=509566&store=9486&gad=1&gclid=EAIaIQobChMIy-Po85Ln_gIVQ1MrCh3A8Q20EAQYBCABEgKbJfD_BwE&gclsrc=aw.ds> | **Advantages –** The advantages of this muesli bar is the box because it stands out when you see the box. The box matches with the flavors that has inside the Muesli bar. The color of the box is pink and white and it represents the Muesli bar as well. The logo of the box is good because I like the font of the text and it is attractive for people to see.  **Disadvantages –**  The disadvantages of the box is the text that is written is small and it can be hard for elderly people to see properly  **Interest -** the use of the word chewy can be interesting |
| **Product 2**  Nice &  Natural  BAR  Source: <https://www.paknsave.co.nz/shop/category/pantry/hot-drinks/green-teas> | **Advantages** – The advantage of this is the logo of the box because we can see the text of the heading clearly and It is big and easier to see from close and far.  **Disadvantages** – the disadvantages are the text because it's hard for some people to see the words properly because it might not be clear for elderly people and people who wear glasses  **Interest** – The interesting part of this is the background where we can see the almonds and the leaves in the sides and it attracts people to buy this product because it shows that this Muesli bar is healthy to eat. |
| **Product 3**  Source:  cutur e  MUfSLE  BARS:z  <https://www.paknsave.co.nz/shop/category/pantry/hot-drinks/green-teas> | **Advantages** – The advantages is the bright colors that can easily attract the customers to buy the product. The heading text is easier to read because it is big enough and readable.  **Disadvantages** – The disadvantage of this box is the text in the middle it is a bit little and hard to see for some people to see  **Interest** – The interesting part of this box is when you see the box from afar it standouts. It standouts by the bright colors and it represents the flavors of the Muesli bar. |
| logo  FOODS  tro  b a ß 3 simple  ONLY and  islands.  add ORGANIC. NATURAL in  like and dairy  hat's allit is!  BAKE THEM in  05E26 or RGB(16.  Ga (241.216.97)  bwkg nd:  072 c  ny Gaia  Lisiate Cr. Spit.  La sm. Ofu  E IN MADE IN OFU  uRY FREE ctnlate with  of of Pmtein &  Multi-or* n Cé  swg  YIY5  aq  (æq 606  :xoed Rd sßu!m  K'!ep •  qm •mou  uuq;eo  syvg | **Advantages** – The advantages for this Musil bar design is that it is clear for people to see properly especially for people like young teens and elders who wears glasses.  **Disadvantages** – The disadvantages are the color because it can be a different color that goes with the color green background    **Interest** – The interesting part of this design is the logo because the dark brown stands out with the background especially the font. It will make people get attracted to it as well. |

**Poster Layout Details and Typography**

Gaia Food LTD logo - Font or typeface: dark green, 60pt, White;

Body text:

**Selected Software**

**Adobe InDesign features**

Selection Tool, Direct Selection Tool, Rectangle Tool, Type Tool, Guide, Scissors Tool, Pen Tool, Add Anchor Point Tool, Delete Anchor Point Tool, Ruler, Color Swatch, Ruler; Spelling & Grammar feature.

**Snipping Tools or Snip & Sketch or 'Windows + Shift + S' key combination**

**Photoshop**

Eyedropper Tool

Color Picker

**Adobe Illustrator**

Rectangle Tool, Add Anchor Point Tool

**DATA INTEGRITY AND TESTING PROCEDURES**

**Data Integrity**

...

**Testing Procedures**

**Page Layout - Draft 1**

GAIA 
CEREA 
sn 0601 
GAIA 
CEREAL 
I-Tb 

The Poster layout and design were all done in Adobe InDesign

All colors were sampled using InDesign's color mixer or color swatch, I also did some

research on the web for some of my colors.

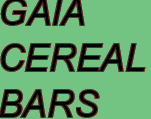
**Page Layout - Draft 2**

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**Page Layout - Draft 3**

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**Logo Design (image editing) - Draft 1**



The logo text looks nicer when I changed the size of the logo and the Stakeholder agreed to keep it as centered.

**Logo Design (image editing) - Final**

GAIA 
CEREAL 
BARS 

This logo looks better when I change the font of the logo.

**Stakeholder Feedback/Peer Feedback**

hey sir, this is my draft that i drew on paper. 
Maiala Tuinukuafe 9:50 AM 
that's good Angel, you can move now 

**10. Make Changes to your Design as per feedback if needed(Sketch 3)**

10:10 AM 
Sir i made my design dark green, jst the way u asked. 
Maiala Tuinukuafe 10:13 AM 
great you can move on and finish it off 

**Stakeholder Discussion 1**

Refer to Stakeholder feedback above.

Stakeholder provided all initial requirements such as digital images, assessment booklet and other pdf and text files on the student drive but most of the instructional data/information are provided on Microsoft Teams, communications was mainly conducted on Teams as well.

**Stakeholder Discussion 2 - Final**

Refer to Stakeholder feedback above.

All the completed InDesign graphic files and plan was placed(handed in) in the Student Dropbox folder.

**Relevant Implications**

**Legal: Copyright** – The Stakeholder provided insights into the Muesli bar, contributing the majority of paragraphs in this paper, while the teacher provided the wording for the primary logo. Collaborating with my teacher, I handled color selections, and guidance on font choice was offered by the teacher. I extend my gratitude to the Stakeholder for sharing information, with the intention of using it exclusively for educational purposes and respecting copyright.

**Ethical** – While opinions may differ on aspects such as content, colors, or fonts on this page, it is important to note that none of the information or facts are intended to cause offense. The content is created to be inclusive and accessible to students, teachers, parents, and the community, encouraging everyone to make use of the provided information.

**Functionality** – This document seeks to encourage the purchase of the Muesli bar, and using distinct fonts, colors, and shapes can be advantageous for a significant portion of the audience. Nonetheless, it's crucial to acknowledge that while these choices may resonate with many, some readers may find vibrant colors disconcerting.

For attracting the audience's attention, darker background shades like yellow and deep green are frequently used with lighter lettering. Furthermore, enhancing readability is achieved by employing header fonts such as Cooper Black, which features a yellow tint on a darker green background at a 12-point size.