
ATL SKILLS CATEGORIES ADDRESSED IN PLANNING

- ☐ Research
- ☒ Self-management
- ☐ Thinking
- ☒ Social/Communication
- ☐ Reflection

NOTES:

Since I finished the basic structural layout of the website I used today to look into more of the stylistic basic layout. However before I could proceed any further I realized that it is the right time to put my attention to the target audience futures that I would use while designing the website.

Some websites that helped me specify and solidify the target audience and gave me information about appealing to the target audience.

http://dianev.com/web-design-help/web_design_basics/target_audience.html

<http://www.webdesignerdepot.com/2011/12/designing-for-your-target-audience/>

<https://www.exposureninja.com/define-your-target-audience/>

<http://www.webascender.com/Blog/ID/565/How-to-Design-Websites-for-a-Target-Audience#.WHaBirYrLGY>

Now that I have the general idea about the specific techniques for targeting audience I am going to start with the styling the basic layout and update on the target audience as I progress.

EXPLAIN WHY THIS REFLECTS THE ATL SKILL CATEGORY YOU IDENTIFIED:

SELF-MANAGEMENT

This reflects on self-management skill because I proactively decided to plan a strategy that will help me achieve my goal and meeting on of the criteria.

SOCIAL/COMUNICATION

This reflects on communication skills because I am progressing with using appropriate speaking and written techniques for dealing with my audience.

ARISING ACTION(S): Keep target audience in mind and follow up on this process journal entry as need.

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NOTES:

Today I finished writing the draft of the last webpage in accordance with my plan and since I have drafts for all of the pages now, I thought it is a great opportunity for me to reflect on what have I written so far and remind myself the ultimate purpose of the writings. In order to do that I went over my criteria, goal and previous entries of my process journal and looked at my approach toward writing so far and looked for things I might want to change as I will read through the drafts and write the final versions. One thing that I brought to my attention was to not forget that the ultimate goal of my writing is to raise awareness and therefore shape the content accordingly.

EXPLAIN WHY THIS REFLECTS THE ATL SKILL CATEGORY YOU IDENTIFIED:

SOCIAL/COMMUNICATION

This reflects on communication skill because I structure written information logically in order to communicate a message and write for different purposes.

REFLECTION

This reflects on reflection skills because I am considering and challenging my current knowledge about the topic and my approach so far and trying to develop new strategies to improve myself in those activities.

ARISING ACTION(S): Keep in mind the purpose of my writing.