

Promotional Website (Product)

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| CUFDIG302A- Author interactive sequences – Unit info available at http://mentone.freehostia.com/cert3/index.html <ol style="list-style-type: none">1. Plan use of authoring tool2. Prepare to use authoring tool3. Produce interactive sequences4. Check functionality of interactive sequence | CUFWRT301A- Write content for a range of media – Unit info available at http://mentone.freehostia.com/cert3/index.html <ol style="list-style-type: none">1. Prepare to write content2. Draft content3. Finalise content |
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Time allocated: 12 hours - (N.B. you have 2 lessons to produce your plan then 11 lessons to complete the SAT)

"A plan outlining the design, method and materials/resources required for the Product must be submitted prior to the assessment event. The writing up of the plan should be completed in class time within approximately 1–2 hours (approximately 500–700 words)." VCAA

Due date: Wednesday Sept 7 (at the end of the lesson period 1)

Brief

Jean Stefano is an experienced fashion designer who has trained and travelled all around the world working in product design and retail. His design area of interest is "Street Wear" and he has worked with some of the world's greatest designers in that field. After years of travel, especially in Europe, Jean is ready to settle in Melbourne and establish his own retail outlet.

Jean and his wife Anna have just purchased a building to open a retail clothing outlet in South Yarra. They have employed you to create a web presence for their business that will be informative for potential customers.

The Product will need to meet the specifications as outlined by the clients, Jean and Anna Stefano. They would like the following information to be included:

- A catchy name and logo for your website - it must exude "design" to attract your target market of fashion conscience
- A smart and sophisticated colour scheme
- Include the following aspects:
 - A welcome page
 - An explanation of the type of products, décor, etc.
 - Product List - has been provided for you to reformat and supply on the website suitable for a printable format
 - A map showing the location of the retail outlet
 - Designer biography
 - Contact details - address, phone, fax and email
 - Email address to be: shopname@google.com
 - Business hours
- They would also like:
 - The logo displayed on each page of the site
 - Easy and consistent navigation throughout the site
 - Appropriate colour scheme be developed and applied
 - Use of appropriate images (must be original)

Guidelines - What you need to do:

1. Planning and research

- Research the information about similar designers that could assist you
- Draw a site map to demonstrate the structure for the site
- Provide a written report of approximately 500-700 words, explaining:
"A plan outlining the design, method and materials/resources required for the Product must be submitted prior to the assessment event. The writing up of the plan should be completed in class time within approximately 1-2 hours (approximately 500-700 words)." VCAA

Plan Time: (2 lessons to prepare & 1 lesson to refine)

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|---------------------------|---------------------------|----------------------------|
| Friday, 12 August 2016 | Monday, 15 August 2016 | Tuesday, 16 August 2016 |
|---------------------------|---------------------------|----------------------------|

- How users will navigate the site.
- How you are going to design the site including information about the sort of images you are planning on using. Include storyboards.
- What colour scheme you are going to use and why?
- Style Guide
- How the site will meet the needs of the client and end-user.
- A time line plan showing how you plan to utilize your time (with room to check off tasks including dates completed).

SAT time:

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|-----------------------------|---------------------------|----------------------------|------------------------------|---------------------------|---------------------------|----------------------------|----------------------------------|--------------------------------|---------------------------------|-----------------------------------|
| Thursday, 18 August 2016 | Friday, 19 August 2016 | Tuesday, 23 August 2016 | Wednesday, 24 August 2016 | Friday, 26 August 2016 | Monday, 29 August 2016 | Tuesday, 30 August 2016 | Thursday, 1 September 2016 | Friday, 2 September 2016 | Tuesday, 6 September 2016 | Wednesday, 7 September 2016 |
|-----------------------------|---------------------------|----------------------------|------------------------------|---------------------------|---------------------------|----------------------------|----------------------------------|--------------------------------|---------------------------------|-----------------------------------|

2. Development of the website with interactivity to meet the client brief

4. Publish the website on the Internet (you may use a free subdomain – e.g. 000webhost.com) / *Byethost*

5. Review in writing, evaluating your website in relation to your plan. (Approximately 500-700 words)

6. Submission

- You should submit all your:
 - Drafts of content
 - Storyboard Layouts
 - Designs documentation for page layouts
 - Site map
 - Research (well annotated)
 - A printed copy of review (Approximately 500-700 words)
 - Printed report from Section 1 in the guidelines (Approximately 500-700 words)
 - Record of progress
 - Your checked off "Plan"
 - USB containing
 - Working site

- A .txt file containing the URL of your hosted site
- Developmental tasks from "Binary Blue" + "10 tips for web writing"
- An electronic version of your review

Example of "Record of Progress"

| Date | Task: | Problem: | How it was solved: |
|------|-------|----------|--------------------|
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Things you need to include in your plan and allow time for.

When do you plan on doing all the following tasks?

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| <ul style="list-style-type: none"> • Write the Biography • Check spelling and grammar • Logo creation • Template creation • Navigation • Creating pages • Inserting map • Colour insertion | <ul style="list-style-type: none"> • Collect/create imagery – e.g. products, personnel, store internal, store external • Testing – links, browser compatibility, device compatibility, speed, user • Validating – W3C, within Dreamweaver • Creating free domain or sub domain • Writing review |
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Products

Shoes

Casual classic canvas low-rise lace up \$65.95
 Casual canvas low-rise slip on \$65.95
 Casual canvas boots lace up \$85.50
 Casual canvas boots slip on \$85.50
 Designer print canvas lace up \$ 95.75
 Designer print canvas la slip on \$ 95.75

Tees

Slim fit small logo \$22.00
 Slim fit bold print \$28.00

Loose fit small logo \$22.00
 Loose fit bold print \$28.00

Hoodies

Authentic \$46.00
 Pullover hoodie \$49.50

Casual Street Wear \$75.95
 Designer Street Wear \$99.50

Shirts

Plain \$68.50
 Feature fabrics \$124.90

Casual Street Wear \$75.50
 Designer Street Wear \$109.50

Jackets

Casual Street Wear \$98.50
 Designer Street Wear \$129.50

Single breasted formal \$195.50
 Double breasted formal \$199.50

PRODUCT

VCE VET SCORING CRITERIA

| | | |
|------------------|------------|-------------|
| Assessor: | Student: | Student no: |
| VCE VET program: | School no: | RTO no: |

| CRITERIA | LEVELS OF PERFORMANCE | | | | |
|---|--|--------------------------|---|--------------------------|--|
| | 1 (base) | 2 | 3 (medium) | 4 | 5 (high) |
| Application of underpinning knowledge | Displays an understanding of the key concepts and knowledge underpinning the work task/s. Applies these understandings in the performance of work functions. <input type="checkbox"/> | <input type="checkbox"/> | Displays a sound understanding of the key concepts and knowledge underpinning the work task/s. Proficiently applies these understandings in the performance of work functions. <input type="checkbox"/> | <input type="checkbox"/> | Demonstrates a thorough understanding of all key concepts and knowledge underpinning the work task/s. Effectively applies these understandings in the performance of work functions. <input type="checkbox"/> |
| Planning, organisation & implementation | Within given specifications and timelines, plans, organises and develops the product. Outlines the planning and development of the product. <input type="checkbox"/> | <input type="checkbox"/> | Within given specifications and timelines effectively plans, organises and develops the product. Explains the key processes in planning and developing the product. <input type="checkbox"/> | <input type="checkbox"/> | Within given specifications and timelines displays a high level of planning and organisational skill in developing the product. Explains and evaluates the key processes in planning and developing the product. <input type="checkbox"/> |
| Problem solving | Recognises problems, identifies strategies for investigating these problems, implements appropriate procedures to resolve them and makes decisions on the basis of the outcomes. <input type="checkbox"/> | <input type="checkbox"/> | Recognises problems, identifies strategies for investigating these problems, implements effective procedures to resolve them and makes decisions on the basis of the outcomes. <input type="checkbox"/> | <input type="checkbox"/> | Accurately predicts and explains problems, identifies strategies for investigating these problems, implements effective procedures to resolve them and makes decisions on the basis of the outcomes. <input type="checkbox"/> |
| Evaluation of product against plan or intended outcome | The product reflects the selected design/plan (or recorded modification) in the critical respects. The product meets the required function and purpose. Specific quality indicators for the final product have mostly been met. <input type="checkbox"/> | <input type="checkbox"/> | The product reflects the selected design/plan (or recorded modification) in most respects. The product meets the required function and purpose. Specific quality indicators for the final product have been met. <input type="checkbox"/> | <input type="checkbox"/> | The final product reflects the selected design/plan (or recorded modification) in all respects. The product effectively meets the required function and purpose. Specific quality indicators for the final product have been fully met. <input type="checkbox"/> |
| Techniques and processes | The product reflects the use of key technical skills/procedures to the standard required in the workplace, including correct and safe use of equipment and resources. <input type="checkbox"/> | <input type="checkbox"/> | The product reflects mastery of key technical skills/procedures to the standard required in the workplace, including correct and safe use of equipment and resources. <input type="checkbox"/> | <input type="checkbox"/> | The product reflects mastery of all technical skills/procedures to the standard required in the workplace, including correct and safe use of equipment and resources. <input type="checkbox"/> |