

## **Criterion A: Initial investigation**

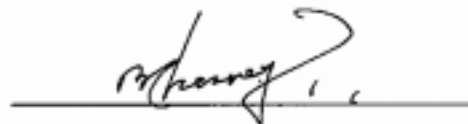
My client Mr. Basil, is a teacher supervisor in a school community & service club in Sinarmas World Academy(SWA), called Earth Club.

He realized that having a club in school cannot simply be done without interaction with local communities. Even for Earth Club. Since one of it's aim is to involve students at our school in green projects, they need to make students aware of the group and things they could do to involve themselves in activities that benefit the local/global community.

Unfortunately, Earth Club's promotion is currently limited to posters. Which are stated by Mr. Basil as 'ineffective', since wasting paper is not part of Earth Club's intentions. Mr. Basil is also worried that people doing nothing to help their community, an lacking awareness of these problems Earth Club is trying to solve. Thus, a new promotion method is a requisite for the club.

There is a wide range of multimedias available today for promotion. However, a website and youtube-channel had been specifically preferred by Mr. Basil as it have great benefit when prioritizing eco-friendly promotion. Furthermore, it can be aimed at both a large(world) and small(school) scale audiences. Since all students in SWA are computer users, these are good choices. Thus, I decided to help create a suitable IT solution for Mr. Basil to solve this problem in one year; promoting Earth Club and to address environmental issues.

**Word Count: 235**

A handwritten signature in black ink, appearing to read 'Basil Chesney', is written over a horizontal line.

Signature of Basil Chesney  
- Supervisor of Earth Club