

# VET Interactive Digital Media Unit 3-4 Assessment

## Task One - Product

### The Product

You are running your own multimedia company, and have been asked to prepare a proposal and plan for your client's website. You will design (following the design process), write the content and create a detailed mock up for the website. You will not actually have to build the website! The Product is your **proposal** to go to the client, which includes both the design of the website and some of the written content for the site.

### Units of Competency

This task covers the following Units:

#### **CUFWRT301A Write content for a range of media**

1. Prepare to write content
2. Draft content
3. Finalise content

#### **BSBDES302A Explore and apply the creative design process to 2D forms**

1. Source information on 2-dimensional design
2. Explore the creative design process for 2-dimensional forms
3. Communicate concepts or ideas through application of design processes to 2-dimensional forms

### Planning

After we discuss the requirements of this task, you need to spend an hour or two to prepare a plan and proposed timeline or production schedule to ensure the deadline for this task is met.

As you work through this task, take some time in each class to make a brief note of what you did during the session and how you are progressing in meeting the production plan. Make a note of any problems or issues you face and how to solve or get around these issues.

You will have a total of 15 hours to work on this task.

### The Brief

The City of Manningham has decided to inaugurate a Street Food Festival to celebrate and promote the city. The date of the festival will be Sunday March 18<sup>th</sup> from 9 to 9. The precinct around the corner of Williamstown and Doncaster Rds, will be closed to traffic and the streets turned into a carnival of food and street entertainment. Here is an interview with the Festival Coordinator describing the event.

#### **What is it?**

*We hope this new event might become an annual feature of the City of Manningham. We aim to invite local restaurants and cafes, as well as those from other parts of Melbourne and Victoria, to hire a food stall to promote and advertise their offerings to those attending the event. Visitors will be able to sample a wide range of delicacies, as well as enjoy street music, buskers and other entertainment – it will be a festival of colour, sound and taste. Street Food Festivals are very popular in many parts of Victoria, in fact, all over the world.*



### **What kind of business do you think will take part?**

*Well as I said, we want to see as many food and beverage businesses as possible join in. It will be a great chance for local businesses to promote themselves. We want producers who are creating unique and tasty foods. We are keen to attract food stalls that feature international cuisine as we are a multicultural city. The foods of many regions including Asia, Africa, Europe and the Pacific should form a focus of the festival.*

*We are also especially keen to include those who are promoting local Aussie specialities!*

### **Why do you want a web presence?**

*There are a few reasons why we would like to go online: The first is that we want to promote the festival to ensure as many residents and visitors turn up as possible. There will be a small entry charge and visitors can purchase food and beverage tickets for between \$5-10, which will entitle them to sample from any of the food or drink stalls. Free showbags will include advertising and other information. We hope to attract around 50,000 visitors throughout the day, to ensure the event is successful. It's a big aim and we are hoping the web site will be a key part of our promotional strategy. We will have special parking provisions and shuttle buses to ensure visitors can attend easily. We'd like to set up our website so people can sign up to keep the buzz going with special news updates, prizes and competitions leading up to the festival. Perhaps we also need a social media presence with Facebook, Twitter or a Blog etc. We want this event to attract a wide audience from young families, with young children right up to the senior citizens. We'd particularly like to appeal to the youth of Manningham ie the under 20's.*

*Secondly we want to attract food providers from Manningham and right across the state to participate in the event. We believe it will be very profitable for them and, of course, provide invaluable publicity and promotion for their businesses. We need to communicate some of the practical information to potential stall holders such as facilities provided, health and safety requirements etc, but don't want to bog them down with too much official stuff.*

*Thirdly, we like to invite sponsors to help finance the event. We need to tell them what we offer in terms of promotion and publicity if they do become a sponsor. We need an online form for them to apply to sponsor this event.*

*We don't yet have a name for the festival or a logo or any promotional material. It's up to you to employ creative techniques to come up with these, and, therefore the look and feel of the website you are planning. If possible, we'd like to see 2 or 3 possibilities and then select the best!*

*We do have a few themes in mind that relate to our city. You may like to focus on one of these?*

*They include:*

*1) Our history - for thousands of years the Wurundjeri tribe was closely linked to the natural environment of Manningham. We feel our community really values our aboriginal past. Other historical aspects of our development into a modern, vibrant city are also important. The first European settlers began growing wheat, vegetables and grapes in the 1830s before eventually planting orchards throughout the area.*

*The district's real growth came with the discovery of gold in Warrandyte. By 1851 thousands of fortune hunters were trying their luck panning the streams and digging the rich soil around Harris Gully.*

*Manningham has always retained many links to our cultural heritage with a large number of heritage places, buildings, trees and landscapes, reflecting the area's habitation by local indigenous people, early gold mining settlements and orcharding past.*

*2) Our People come from diverse backgrounds, with about a third of our population or their parents born overseas in countries such as the UK, NZ, China, Malaysia, South Africa, Italy, Greece, the Middle East and more. We have a policy of celebrating our community's many different cultures as expressed through languages, traditions, religions, dress, arts, dance and lifestyle. We expect the food festival to reflect this rich cultural mix.*

3) *Our environment - We pride ourselves on being a green, environmental city. Manningham is only a short way east of central Melbourne, yet we enjoy the peace of being 'out of the city' ie green open spaces, scenic outlooks to the ranges, and tranquil walks along our rivers. It is this balance of city and country that makes Manningham special.*

*I hope this gives you some idea of our City and what we hope to achieve. Feel free to visit council website for more information or have a chat with me, if you have further questions.  
Good luck!*

## Section 1: Planning

Prepare your Production Plan: make a list of all the key tasks involved in completing this brief. Work out what resources and time you will need for each, then complete a timeline using the proposed timeline sheet as attached.

This plan should take 1-2 hours of class time and be 600 – 700 words long. You will need to submit this plan to me before you begin work on your Proposal.

Towards the end of each class, note what you actually did during the session and briefly comment on how you are progressing in meeting the production plan.

Make a note of any problems or issues you have and how you solved or overcame them. This is part of the assessment, so don't skip it!!!

## Section 2: Proposal

Prepare a professional proposal for your client. (around 2-3 pages + sketches/graphics)

Your proposal will include the following:

### 1) Project Overview:

1.1 In your proposal briefly describe the client (City of Manningham) you are submitting the proposal for, and your understanding of their product (the Food Festival)

1.2 Your client has asked about using the Pink hit, "Get the Party Started" on the web site. Answer this question and explain the copyright laws that are relevant to the website you are designing for your client.

1.2 Suggest two more questions you would like to ask your client

1.3 Outline at least 2 goals or functions of the web site and how you aim to achieve each.

1.4 Clearly state the target audience/s you are designing the website for. Describe the characteristics of the target audience/s.

1.5 Describe how you and your client will test or measure whether the site (once it is constructed) is fulfilling it's function.

### 2) Website Design Components:

2.1 Before you start designing your website, give the address, name and a brief analysis of 2 existing food festival (or similar websites) – what you like and/or don't like about them. Include screen dumps to illustrate your analysis. Also see if you can find inspiration from other sources such as books or magazines, document any non-web sources.

2.2 Use and carefully document creative thinking strategies to develop a name and a logo for the Food Festival. Don't be afraid to use a variety of materials and to scan non-digital art into your designs. Document the thinking and development behind the designs you come up with. Develop **3** possibilities and discuss these with the Festival Coordinator (ie me) to obtain feedback, before going onto design the website.

2.3 Prepare a detailed description of site you are proposing – this will be largely visual with lots of sketches and mock ups done in Photoshop etc. Outline the colours, button design, layout, navigation and so on of the opening page.

2.4 Website storyboard/flowchart/sitemap - A diagram showing the different pages on the site and navigational links. Indicate any special features such as forms, external links, multimedia etc that you would include (remember you don't have to actually create these!)

### 3) Written Content

3.1 In this section you will need to prepare the written content for 3 pages of your site. Use your underpinning knowledge of the writing, communication and presentation principles, we have looked at in class. You will write the text for the page and show how will it be presented. The three pages are:

- ABOUT Manningham and the Festival,
- Sponsors Page and
- Stall Holder Page.

3.2 As well as preparing text for the web, you must clearly explain and/or annotate to show what you did to make it more suitable for the web.

The City of Manningham has supplied you with some of the written content for their website. (see below or an electronic copy is on the resource drive) Text is provided for the Sponsors and Stallholders Page, but you need to 'repurpose' (ie rewrite) it and present in a way that makes it more suitable for reading on the web. Rewrite and edit it using appropriate language for the specific audience and purpose. You do not need to use all the text supplied (although you may), choose the most relevant information for your audience, rewrite as necessary or add material to make it more appropriate to the audience.

Layout the text as if it was the webpage, however you do not need to construct the web page eg use Photoshop / Illustrator for this layout. Make sure you rewrite and format the given content for the website. Annotate it to show what you have done to make it easier to read on the web. Use a variety of the techniques that you have learnt for producing writing for the web.

As well as rewriting the supplied content for the Sponsor and Stall Holder Page, research and write the content for the About the City of Manningam and the Food Festival Page/s

- **Research** relevant information from a variety of sources and make a first draft of content for the About article; include images as part of the article.
- Make a **second** draft - improvement. Simplify the content and correct any grammatical errors. Make sure the tone is personal and direct, relevant to your target audience and correct voice (active, not passive!) Consider the word count, the size of words, sentence and paragraph length. Does the content need chunking (ie more than one page?) Include headings and subheadings for items, where appropriate.
- Write a **third** draft – think about presentation of your text. Should it include bullet points, columns, tables, breaks, more whitespace? Which font type and size, emphasis and links? Write captions and ALT tags for images.
- **Fourth** (final) draft - proofreading. Print out your third draft and correct it thoroughly (by hand) for errors (factual, grammatical and spelling errors). Make any changes.

Keep ALL draft copy in Word documents called draft1.doc, draft2.doc and so on.

Supplied CONTENT for:

### Sponsors

As a Sponsor of the Manningham Food Festival your business/brand will receive the ultimate attention of the thousands of people involved in and attending the Festival, prior and post event.

Your support of this event will be highly recognised and packages can be tailored to suit your particular business or organisation's needs.

To discuss your requirements contact Festival Coordinator on 98414114 or [foodfest@manningham.vic.gov.au](mailto:foodfest@manningham.vic.gov.au)

### GOLD SPONSOR □ The Ultimate package!

Your name / brand directly associated with the Food Festival

What you get □ Logo Prominence and acknowledgement as Major Sponsor on all appropriate marketing collateral e.g. program, website, flyers etc. Acknowledgement in appropriate press releases. Acknowledgement at the Food Festival. 6x3m stall site in premium location at the Food Festival. Opportunity for additional branding at the Food Festival e.g. banners etc. 1 x show bag insert. 50 x entry tickets to the Food Festival for staff or valued customers 10 x Free VIP entry tickets to the Food Festival Number available □ ONLY 1 Cost \$2,500

### SILVER SPONSOR □ Top level sponsorship package for key businesses

What you get □ Logo and acknowledgement as Key Sponsor on appropriate marketing collateral e.g. program, website, flyers etc. Acknowledgement in appropriate press releases and at the Food Festival. 3x3m stall site in premium location at the Food Festival. 1 x show bag insert. 20 x entry tickets to the Food Festival for staff or valued customers. 6 x Free VIP entry tickets to the Food Festival Number available □ ONLY 2 Cost \$1,500

### BRONZE SPONSOR □ Great package for businesses

What you get □ Logo and acknowledgement as sponsor on appropriate marketing collateral e.g. program, website, flyers etc. Acknowledgement in appropriate press releases and at the Food Festival. 1 x show bag insert. 10 x entry tickets to the Food Festival 2 x Free VIP entry tickets to the Food Festival Number available □ ONLY 5 Cost \$1,000

**FESTIVAL SUPPORTER □** The Food Festival will bring a lot of people to the City of Manningham. So even if you're not a food-related enterprise, help make this Festival a success by becoming a Food Festival Supporter.

What you get □ Listing of company name on website as a supporter of the Real Food Festival. 2 x Free VIP entry tickets to the Real Food Celebration

Number available □ UNLIMITED Cost \$100

To apply to sponsor the Food Festival send us the following information: Your Name/Business, address and contact details, level of sponsorship, any special needs.

## Becoming a Stall Holder

Those interested in operating a stall at the Food Festival must read and agree to the Stall Application Requirements below before applying. We have not made the application form available from this website as we would prefer that you make contact with our Festival Coordinator, in the first instance. The Committee will determine your suitability based on the considerations below and, if applicable, will send you the application form and other paperwork.

### Stall Application Requirements

The Food Festival will be a 'Waste Wise Event'. The Festival organisers and all stallholders will take responsibility for waste management by adopting sound purchasing and packaging policies, waste and recycling collection services and clean up practices. Festivals, by their temporary nature, generate a high volume of disposable materials. Waste Wise Events aim to divert the maximum amount of material from being sent to landfill.

The Festival Committee strictly controls the type and number of each type of stall at the Festival.

Approval will only be granted under the following conditions:

The food/beverage being sold are acceptable to the Festival Committee.

The only food/beverage sold is that indicated on the application form.

The stall will be located on a site determined by the Festival Committee.

No vehicles will be permitted in the Festival stalls area. All trolleys and means to transport stall items from the general carpark must be provided by stall holder

All stallholders will attach a copy of 'Certificate of Currency' (available from your insurer) proving Public Liability insurance cover for the enterprise at Food Festival

Stallholders will need to bring the original of your 'Certificate of Currency' to the Festival so it can be viewed by the Festival Committee before setting up.

Selling food from a temporary food stall requires a number of important considerations. Cleanliness and hygiene standards are as important for temporary food premises as they are for any shop or restaurant that has food for sale. The set up and operation of a food stall shall comply with the Food Safety Standards from the Food Standards Australia New Zealand (see website)

Only recyclable drink and food containers and eating utensils can be used. On the Application form will need to be details of the recyclable products you will be using.

The standard stall area is 6m x 4m. Additional charges will apply for larger sites.

All power leads must be tagged. Any untagged power leads will be required to be tagged on site with any associated costs for this being paid by the stall holder.

Approved Stall Holders will need to agree and conform to the City of Manningham Stall Holders Code of Conduct which is :



Exhibiting at all times a positive and friendly approach with the purpose of ensuring Festival attendees have an enjoyable and memorable experience.

Ensuring we are not under the effects of drugs or alcohol while on duty.

Being alert but not alarmed! Noticing anything that looks dangerous or risky to public safety, and reporting it to the Festival Manager.

Taking steps to resolve any untoward situation safely and quickly.

Have the utmost commitment to recycle waste as per the Festival requirements.

Respecting and assisting each other, and all people we come in contact with, to the best of our ability.

Following OH&S practices and policies, eg tagged cables, clear walkways, safe lifting and wearing protective clothing, hat and footwear as required and abide by the food authority guidelines.

If the stall holder can agree to these conditions, contact our Festival Coordinator, to discuss applying to be part of the Food Festival.

### Section 3 : Collate the Proposal

Assemble your proposal and content, in a bound A4 folder.

Folder should be presented as you would to a client. It should look professional, including a cover page . This product (ie your proposal and design work) has great potential value, so make it look good!

Include all drafts, concept research and development, production timelines (what you planned and what actually happened)

Claire, I think to be true to a Product task type and setting this up as a sample, this self-evaluation / question section would be better as an interview with you (client). Self-evaluation is great for formative assessment, but not ideal for scored work. This would then cover of the UoC requirements for seeking feedback and reflection on own work.

~~You must also write an evaluation of your work, which looks at these things:~~

Once you have submitted your work, you will be required to attend an interview to discuss your proposal. Questions covered as part of the interview will include:

1. What problems did you encounter? What techniques and processes did you use to resolve these challenges?
2. Did you meet the deadlines you set yourself in the timeline? If not, why not?
3. How do you think that your work fulfills the client's needs?
4. What creative thinking techniques did you use? How helpful were they?
5. Explain some of the considerations you gave to the design and content? (for example: How did you consider the readability of the text (PC 14)? How did you change perspective or evaluate your ideas in different ways (PC 2.4)?
6. Discuss the details of the challenges or issues you might have faced by having to present this proposal in a 2D format (RK).

Electronic versions of all work must be saved with logical names, in your home directory. However, you will submit this product in hard copy.

### NOTES

**PRODUCT 2012**

**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)
<b>Application of underpinning knowledge</b>	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"/>
<b>Planning, organisation &amp; implementation</b>	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"/>
<b>Problem solving</b>	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"/>
<b>Evaluation of product against plan or intended outcome</b>	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"/>
<b>Techniques and processes</b>	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"/>

PRODUCT 1, 2012: Food Festival – Interpreting the Scoring Criteria

CRITERIA	LEVELS OF PERFORMANCE				
	1 (base)	2	3 (medium)	4	5 (high)
<b>Application of underpinning knowledge</b>	<ul style="list-style-type: none"> <li>Applied a basic understanding in the completion of the writing and design of the site</li> <li></li> </ul>		<ul style="list-style-type: none"> <li>Applied a sound understanding in the completion of the writing and design of the site</li> <li></li> </ul>		<ul style="list-style-type: none"> <li>Effectively applied a comprehensive understanding in the completion of the writing of the site</li> <li></li> </ul>
<b>Planning, organisation &amp; implementation</b>	<p>You have</p> <ul style="list-style-type: none"> <li>Constructed and followed a production schedule</li> <li></li> </ul>		<p>You have</p> <ul style="list-style-type: none"> <li>Effectively constructed and followed a production schedule</li> <li></li> </ul>		<p>You have</p> <ul style="list-style-type: none"> <li>Effectively constructed and followed a comprehensive production schedule</li> <li></li> </ul>
<b>Problem solving</b>	<p>You have:</p> <ul style="list-style-type: none"> <li>Made a reasonable attempt to solve problems independently</li> <li></li> </ul>		<p>You have</p> <ul style="list-style-type: none"> <li>Effectively solved problems for yourself</li> <li></li> </ul>		<p>You have</p> <ul style="list-style-type: none"> <li>Solved problems in an independent and mature manner</li> <li></li> </ul>
<b>Evaluation of product against plan or intended outcome</b>	<ul style="list-style-type: none"> <li>Briefly outlines process for site evaluation</li> <li></li> </ul>		<ul style="list-style-type: none"> <li>Satisfactory outline of process to evaluate site</li> <li></li> </ul>		<ul style="list-style-type: none"> <li>Comprehensive outline of site evaluation process</li> <li></li> </ul>
<b>Techniques and processes</b>	<p>You have</p> <ul style="list-style-type: none"> <li>Used design and writing skills and procedures</li> <li></li> </ul>		<p>You have</p> <ul style="list-style-type: none"> <li>Demonstrated the main design and writing skills and procedures</li> <li></li> </ul>		<p>You have</p> <ul style="list-style-type: none"> <li>Mastered and implemented all required design and writing skills and procedures</li> <li></li> </ul>