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Date

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Unit 4

Idea 1 – Website aimed at people who are involved in alternative skills aimed at all skill levels and ages

Outline -

Website so that people who are interested in alternative skills can find a common ground. Skills such as skateboarding, diabolo, blades and devil sticks. I intend to have various media included in the website such as photos, textual reviews and downloadable videos so that visitors to the website can take the videos from website and view them on a more portable device such as iPod or mobile. I would like the site to be a respected 3rd party opinion when it comes to skills I have mentioned. I would also like to review music that often represents this scene.

Audience -

This website is aimed at all who are involved with alternative skills, whether that person is a beginner or professional. However most of the target audience are young adults/teenagers, websites like this already exist but few of them blend more than 1 or 2 skills, this is why I want to create this website because it will create a place where people of similar interests can visit.

Content –

This website intends to please a rather broad range of people who are involved in the alternative scene. Designed to serve all I would like to separate each discipline and skill level. I would like a sort of bulletin board to publish new news and events on the home page. I would want to keep navigation and basic style generic to the entire website. Within each skills part of the website I would like to keep videos, news and reviews specific to that skill, I would like an upload or email capability so that users of the website can send in their own stories, photos etc. I would like an archive of videos that can be tutorials with download capabilities. I must remember at all times that I am trying to give as much to those who may be rookies and to higher experienced people. I would also like to gain advertising from suppliers of kit, I would like for the adverts to change dependent on what section you may be viewing.

House Style (need pics) –

I want to create my website using Photoshop, Fireworks and Dreamweaver I want my web site easy to navigate with logical menus and sub-menus presented in a variety of colours but do not break codes and conventions merely bend them slightly so as to please the eyes of new comers and regular visitors. I would like an unusual style with bright and vibrant colours.

Viability –

The skills I want to bring together are popular within their specific communities, the scenes incorporated with extreme sports/circus skills include; festivals music and related clothing. All of which would find advertising space on the website. Also shops weather online or high street would find a welcomed place on the site, as for actually encouraging businesses involved in the things I have mentioned I don't think it would take much effort once the site is placed on the map, because

notoriously anything alternative is often hard to find and I'm sure they want to promote themselves in any way possible

Idea 2 – website aimed people who are involved in alternative skills. Aimed at a beginners skill demands

Outline –

This web site is aimed at both male and female of various age range that want to enter the world of alternative skills, I would like to focus on beginner skills, cheap kit, walk through and advice on skills progression. I want to create an online facility to allow people to discover a new hobby or talent. I would like to involve the skills I have mentioned in idea 1, like idea 1 I would like to allow access to videos, pictures and reviews. I would want to make all of the media on the website downloadable and compatible with portable multimedia devices such as mobiles and iPods.

Audience –

Fundamentally I want this idea to attract an audience of a young pre-teen age but also be a valuable resource for older people as well that wish to explore a new skill. I think that a lot of the people that will enjoy this medium of website may be in to the sports, music and clothing culture that surround it. Here I am restricting myself because I am essentially looking for young individuals around the age of 10 that want to stand out and dare to be different, however many children of the age I am targeting have a fixed fascination with football, dinosaurs and pop culture.

Content-

The website is aimed at a concentrated group in a broad spectrum of opinions and beliefs. I want my website to serve all included in the section of society that are young and want to engage themselves in alternative skills, I want a broad range of media to assist the users of the website, I want easy to follow tutorials in text, picture and video form all available for download compatible with portable devices, I want to focus more upon skills and tutorials with this idea rather than things such as reviews and news as I don't believe that people new to the world of alternative skills will be as concerned about the latest carbon fibre deck costing elevinty million pounds, in relation to wanting to know how to land there new trick properly. I will still have article style publication in the website however they will be more concerned will how to progress to the next level or even where to by cheap beginner kit from.

House style-

Rather than appearing all brash and radical like idea 1 I want to make this site easier the eyes to remove the possibility of scaring off possible visitors. I would like it to have a logical navigation system that is easy to follow but has an alternative appearance with mixes of different colours, and movement. I do not want to totally abandon the radical look I was aiming for in idea one just tone it down a bit.

Viability-

My T/A are people who are new to the scene of alternative skills, their innocence it they key to providing an active audience to the site that will create profit, the audience will not know where to buy their desired clothing music etc this is where my website can create a profit, and the hopefully extensive library of videos with download capabilities will allow me to retain visitors to the site.

Idea 3- website aimed at high level diabolo, skate etc

Outline-

This web site is aimed at both male and female who are more experienced in alternative skills. They are at a high level in between professional and experienced amateur. I doubt that tutorials of tricks area as useful in a website aimed at a target audience such as mine, how ever I would like to post downloadable sessions of skate, diabolo etc videos. I would lime to post other media as well such as photos possibly emailed to me from visitors to the website. And I would like to review new items to the market.

Audience –

Male and female of ages predominantly around late teenage years, but there may be some exceptions to outrageously good younger people or even older people whom want to retain their youth; this specific target audience reduces the number of people I can aim at dramatically as the skills are often unknown to many people and those that do involve themselves in the skill often give up and never chase after the possibility of being pro, so the number of high levelled diaboloists, skaters etc are limited.

Content-

Because the target audience is as I have stated tutorials on tricks etc are not useful at all. However I would like to retain the multimedia aspect of the website. Rather than trick tutorials perhaps I could post videos of visitors to the website that could be emailed to me and I could up load, I could still review kit because there is always a new innovation that changes the way people can do things, I may be able to write reviews on new pros to the scene and critical new that needs to be known such as world record beating attempts at something relevant to the area and events and festivals relevant to the scene.

House style-

Because this website is aimed at higher skilled people I want the look and feel of the website to reflect this, I would like a more regular respectable appearance perhaps ignoring that more radical colours that are often expected and going for a clean website that does not appear brash but contains all that could be needed with a logical navigation system.

Viability –

Because I am aiming for a specific audience that is very limited there are clear issues to conquer before the idea would become at all worth making. I could make room for advertising but i think this would go against the style of the website; however I

will still have the ability to publish videos, reviews etc that will draw a significant audience, but will require regular up date if I am to retain my audience.

Idea 4 – website for alternative skills (all levels) but specifically the extreme sports (skating, bladeing and scooter)

Outline- there are many sites aimed at my audience but are split by the discipline that they specify in I want o create a core of all of the skills I have mentioned. I still intend to have a broad use of multimedia, however the style will change to fit the extreme sports scene, the same rule goes for the whole style of the website including use of colour which is different to that of the circus skills scene. I do want to allow the website to suit all levels of skill, so that I can still allow myself to target a broad age ranged target audience. I would like to keep the disciplines separate from one another on the website apart from the home page which I would incorporate all of the separate skills. I want to maintain the same style throughout the website to follow conventions but I would like to alter the main colour of each section of the website E.G Skating could be green bladeing could be red etc.

Audience –

Because of the number of extreme sports I am involving in my website that gives me a broad audience but generally my audience is around the ages of 12-20's male and female but predominantly male. Of all levels of experience, this means that I cannot serve all levels of skill to a fantastic level because of the commitments to other disciplines and abilities.

Content –

Because I have a number of entirely different skills in the same place I need to keep them separate to create a logical layout within the website, with the exception to the rule being the home page in which I intend to summarise the “goings on” of each section of the website. Within each of the sections I want to have relevant news, pictures, reviews and videos that are suitable for all levels of experience. I want some of the videos to be tutorials for all skill levels but predominantly for more novice people, I want all of the content of the website including videos to be downloadable and compatible with portable media players.

House style –

The website will be created using Photoshop, Fireworks and Dreamweaver. I want all of the different disciplines to be kept separate in the website with a relevant colour for each skill but want to keep the general look the same throughout. I want to use a broad variety of colours but do not want it to look to farfetched.

Viability –

There are many extreme sports websites, but few of them incorporate more than one discipline and even fewer have downloadable videos. There are a large number of tutorial skate videos in site such as you tube however many of these are very amateur and not nearly thorough enough for the purpose of teaching. I think that I could get a rather large audience if I succeed to fulfil all of my intended goals within each of the disciplines

Idea 5 - website for alternative skills (all levels) specifically circus skills (diabolo, juggling, devil sticks etc)

Outline –

I want to bring together skills that are very different and are over looked in the world not many people have heard of things such as diabolo or devils sticks. Despite this there is a thriving community of people whom enjoy these circus skills. There are very few websites for the skills I have mentioned, and those that do already exist are all too often badly made. And only incorporate a specific part of a specific circus skill giving that a limited target audience and possibly a reason for their bad design and upkeep. This is why I want to create a website similar in construction to idea 4 but with circus skills, I want to make sure a fairly create a valuable online resource of all skill levels. If I do this I am sure that the website would attract a large audience that ,so long as I regularly updated the website, would return.

Audience –

Age is not specific to skill level in circus skills, as many people who are involved in circus skills often that part in more than one discipline. However the age ranges are around young teens to mid 20s, but there are always exceptions to the rule.

Content –

I would like the following to be included in each of the circus skills sections of the website, general pictures of anything from tricks to festivals etc, a library of reviews of kit of all price ranges to serve all skill levels and videos all downloadable and compatible with popular portable multimedia devices that can either be tutorials or just a performance.

House style –

Many of the current circus skill websites are surprisingly bland considering that they are representing a very alternative scene renowned for the use of bright clashing colours, I want to represent that image on this website ignoring outlying conventions but holding on the core conventions that will allow the site to still be a valuable resource without being annoying to navigate.

Viability –

As I have already stated there are already circus skills websites but much focus to closely on a specific point of the skill such as trick tutorials. And many are badly maintained and look ugly and do not support in any way the alternative outlook of circus skills, this is why I think there is a gap In the internet for a site such as mine I think despite the fact circus skills are not a common hobby for people. so long as I regularly update and serve my entire target audience well I believe that the website will succeed triumphantly.

SWOT analysis for idea 1 – Alternative skills/sports website for all skill levels

Strengths

- Growing market (more people taking up these skills/sports)
- Current attempts are aimed to specifically and not of much use
- Current attempts are almost all made badly with little thought behind design, navigation and content
- Opportunity to bring together many of my skills (Photoshop, Fireworks and Dream weaver)
- Potentially has the ability to attract a large target audience.
- Downloadable videos compatible with mobile devices would be an original aspect for a web site of this sort.
- A website bringing together as many skills I want is an original concept.

Weaknesses

- May not reach the deadline due to amount of content needed.
- I may struggle to please the entire T/A
- The navigation of the website may suffer because of the amount of information contained within the site.
- The quality of information may be reduced due to the mass of information I would need to collect

Threats

- The quality of my website may put off people if I do not pay attention to what this broad spectrum of people want.
- I need to improve my skills in programs such as premiere else my multimedia content will be disappointing
- I need to improve my filming skills otherwise the recording may look to amateur which reduces the professional quality of the website

Opportunities

- If the website proves to be a success it may prove viable to expand in to things such as forums.
- I can make my website viable by attracting the attention of websites that may sell relevant equipment or clothing, these sites often if struggling to gain visitors to their sites will do a link swap to gain the audience of the other site and vice versa

Idea 2 – Alternative skills/sports website aimed at beginners

Strengths

- Market growing
- Younger generation becoming driving force behind the movement
- Websites aimed at alternative skills/sports are often aimed at higher skill levels.

Weaknesses

- Younger audiences may find it hard to find site
- Hard to get people interested in the website
- I am in effect creating a T/A in many situations

Opportunities

- May bring business to other sites that sell relevant merchandise
- May create a need for a site for more advanced skill level website.

Threats

- T/A often more concerned with football and may not be interested in alternative skills/ sports.
- Gaining publicity for the site could be hard
- The circus skills side of the website may be threatened by access to buying kit.

SWOT analysis idea 4 – website for alternative skills/sports but only the extreme sports side.

Strengths

- Allows me to attract a large T/A
- Serving all skill levels allows me to retain visitors to the site
- Downloadable multimedia content is often attractive to people
- More specific than some of the other ideas, may allow me to focus on higher quality content
- Has a multimedia downloadable content

Weaknesses

- There are a larger number of extreme sports websites especially in the region of skateboarding.
- May prove difficult to produce a competitive website
- Access to filming the higher levelled tutorials may be hard due to the limits of my skill on skateboard and friends skills on other disciplines such as scooter.

Threats

- Gaining popularity will be hard
- Rival sites especially in the skateboarding area will prove challenging.
- If done badly can look horrible.

Opportunities

- To bring together many different skill levels.
- Create a community of “regulars”
- If successful may be able to expand into broader spectrum such as forums.

Questionnaire – Research.

Age

7 – 10 11 - 14 15 – 18 19 – 22 23 – 26 <27

Gender

Male Female

How often do you use the internet? (1 = never, 10 = All the time)

1 2 3 4 5 6 7 8 9 10

Do you like websites with multimedia content?

Yes No

Are you involved in any sort of alternative skill/sport? (diabolo, skateboarding etc)

Yes No

If so what skill/sports do you take part in?

If so what level of ability would you define your self?

Beginner Low-level amateur Amateur High level amateur
Near Professional Professional

Would you like a website bringing together a broad variety of alternative skills/sports?

Yes No

Would you like a website to help you develop you skill/sport? (Trick tutorials, reviews, photos etc)

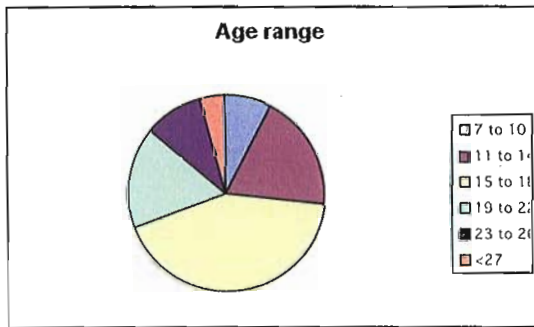
Yes No

Favourite Colours (state 3)

Questionnaire evaluation – results are achieved through asking 100 relevant people and the outcome of those results.

Results from question 1

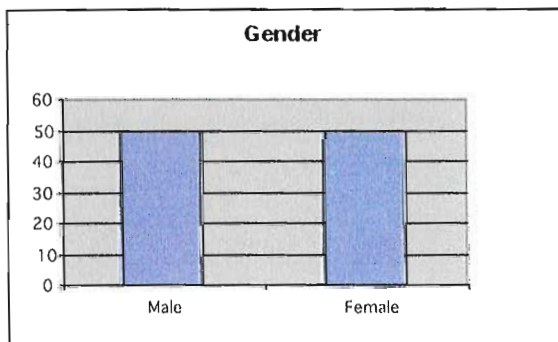
Question 1 asked people what age range they fitted in to. According to my results the following graph can be created.



42% of the people I asked were aged 15 –18 and the other 2 largest age ranges were age brackets either side of 15–18.

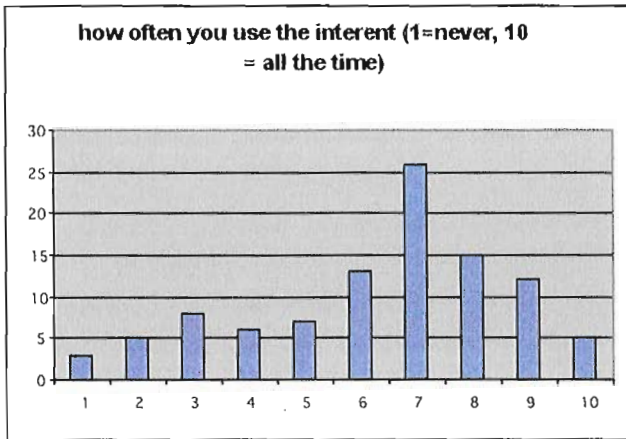
Results from question 2

In question 2 I asked what gender the person was, to keep the test fair I made sure that I asked an equal number of male to female as can be shown in the graph below.



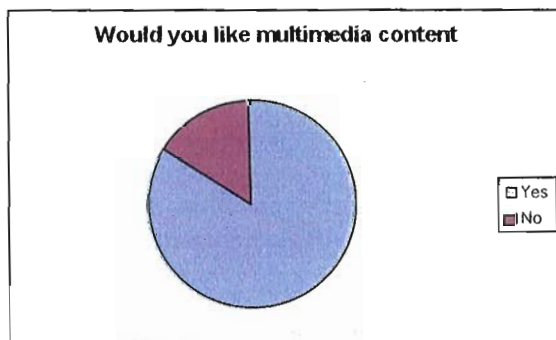
Results from question 3

Here I asked how many hours the individual spends on the internet, to deem whether my target audience has the time to browse around on a website that I plan to make. (1= never, 10 = All the time)



Results from question 4

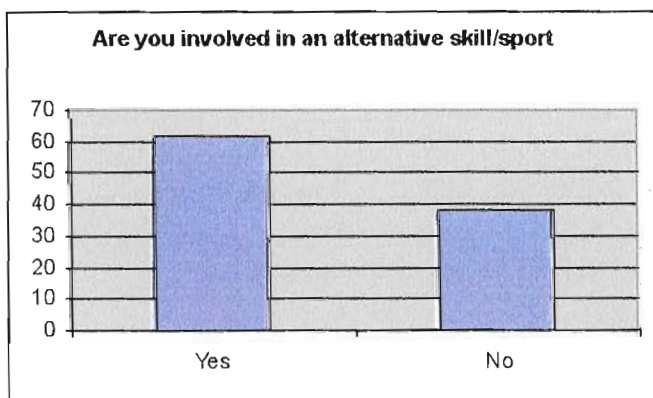
Question 4 asked if people liked websites containing multimedia content, I included this question to decide if my idea of having downloadable videos was viable.



As you can see there is an overwhelming majority to wanting multimedia content in the website.

Results from question 5

Here I asked if the person I was asking if they were already involved in an alternative skill/sport. When doing this questionnaire I asked mainly people I know so the answers may be bias.



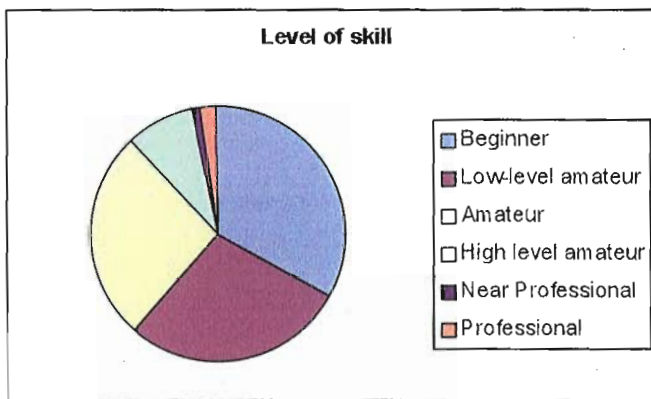
As you can see there is a significant majority that are involved in an alternative skill/sport.

Results from question 6

To continue on from the question before I asked those whom are involved in alternative skills/sports what skills/sports they take part in. The results are that there are a broad range of skills/sports but the most viable skills to look in to are; skateboarding, bladeing, diabolo, scooter, juggling and devil sticks. This is good for my ideas as it proves that there is a chance for the ideas I have conjured.

Results from question 7

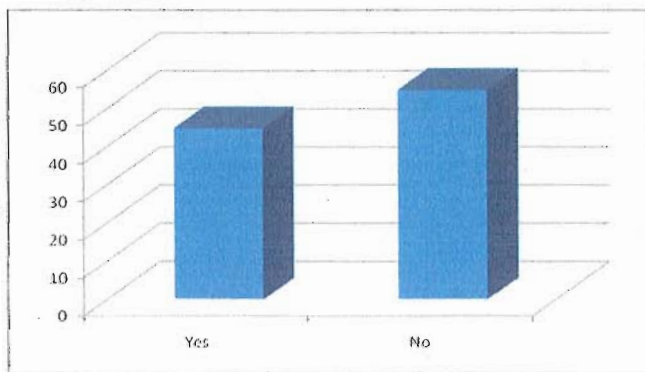
In this question I asked what level of ability they defined them selves as.



as you can see the majority of the 100 people I asked most of them were of a lower to mid skill level very few people are of high skill levels.

Question 8

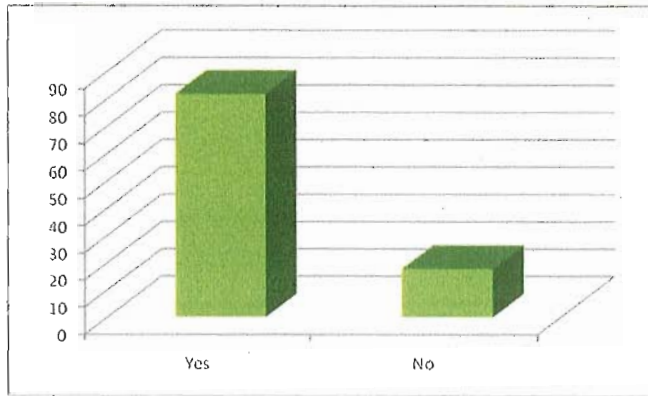
Here I wanted to know if the idea of bringing together different skill levels and alternative skill/sport types was viable or whether it would create conflict.



As you can see a website that doesnt blend differnent levels and skill/sport types is more favorable but not by a vast majorits only with a difference of 10 votes.

Question 9

Despite having a very simple yes/no answer I believe that this question is rather crucial to decide if one of the key features of the website ideas will work it asks if the person in question would like a website with content that can help you develop you level of ability. The results are.



The results show a vast favor towards a site helping the person develop there skill.

Question 9

This final question was not used to decide how to pick an idea it was purely used to make some early decisions on what colours my T/A want in a website. The 3 colours that came through as most popular were, green, purple and orange.

Resource Needed	Where will I get it from and why I need it?
Hardware needed - Laptop - HP Pavilion DV9000 - 1.8Ghz dual core, Vista Ultimate 64-Bit, 17" Screen Printer -	This is the Laptop I own and I will be using it to produce most of my work. I will gain access to a printer via my 6 th form. Needed for printing mocks and background work.
Paper - Printing paper, Lined paper	Printing paper for printing mocks and drafts will be supplied by my 6 th form media department, lined paper which I will use for note taking at focus groups etc, will be supplied by myself.
Camera (+USB Cable) -	For taking photos to be used in my website, my 6 th media department has a number of cameras that it can let me borrow.
Handy cam (+USB Cable) -	To record videos that users of my website will be able to download, my 6 th form media department has a number of Sony handy cams that it can lend me.
Ethernet cable -	Readily available in the media department, needed for connecting to the network and therefore internet and printers.
Colouring pencils -	For creating mock ups on paper of ideas. Available in the media department.
Software needed – Adobe CS3 Master collection – specifically; Photoshop, Fireworks, Dreamweaver and Premiere Pro Firefox 2.0	To design, produce, edit and publish the website I intend to create, the school has recently updated to the cs3 suit that I need. The best version of the best internet browsing software, needed to collect secondary research and to learn codes and conventions of current websites.
Microsoft word 2007 -	The latest edition of the industry standard word processing software, needed to write up research etc. Currently installed on my laptop, and an older edition (2003) is available at school. Installed as default on windows vista, needed to easily take correct sized print screens of websites.
Microsoft's snipping tool -	Installed on my laptop, needed for making the most of downloading recourses form the internet such as secondary research.
IDM (Internet Download Manager) -	Currently installed on my laptop, I don't want to have my laptop become useless due to a virus.
Norton 360 -	

Content brief

In this document I am going to suggest things that I am going to contain in my website. Alongside it I will put my reason for the idea.

<u>Suggested content</u>	<u>Reason for this idea</u>
3 separate pages for each circus skill.	To assist with navigation a user friendly navigation system and to maintain codes and conventions of many other websites
Adverts in the website in order to make a profit	The website need to have some sort of income to maintain its viability, adverts can provide the income needed
Downloadable tutorials compatible with portable devices	Multimedia content in a website is often the difference between a successful website and one that will fail, the unique selling point of downloadable tutorials will help to attract and maintain visitors
Music player available throughout the site	Another possible multimedia aspect that could retain visitors, not unique but uncommon.
News, reviews and updates on sub-homepage (Face book wall style?) on each category. RSS feed??	A key part of any modern website needed to retain and attract visitors.
A page dedicated to things such as music related to the circus scene	Attracts people not interested in taking up circus skill but involved in similar scenes. Allows for a broader spectrum of advertising thus increasing

	viability
Loads of pop ups	Simple but crude way of getting an income out of the site

Content brief

In this document I am going to suggest things that I am going to contain in my website. Alongside it I will put comments from an editor on their opinions on what I think should go in the website, also ideas that they have come up with.

Suggested content	Responses made by editor
3 separate pages for each circus skill.	" you definitely need to split up the different sections of the website" "are you sure 1 page is enough for each skill"
Adverts in the website in order to make a profit	"adverts should be used but kept to a minimum, perhaps a link swap with other sites"
Downloadable tutorials compatible with portable devices	" a key part of the website, this is the attractive element of the site" " you must be careful of the type of file downloaded is compatible with devices"
Music player available throughout the site	"perhaps not a good choice may prove to be a problem and expensive when paying for rights" " may deter the user as many people would prefer to listen to their own music"
Regularity updated information on the pages of the individual skills	" helps to retain an audience" " perhaps major updates posted on the home page"
A page dedicated to things such as music related to the circus scene	" interesting method to attract more visitors" "you must be careful not focus too much on non essential pages"
Loads of pop ups to make money	"despite the attraction of pop-ups they are no longer an effective way of making money due to the annoyance they cause"

Content meeting

This is where I will put comments that my peers have brought up in a meeting reviewing the content. The following people were present at the meeting and their comments are listed next to the suggested content; Daniel Allison, Dave Collins and Ben Whomsley.

<u>Suggested content</u>	<u>Comments By Peers</u>
3 separate pages for each circus skill.	<p>" I would advise this feature in order to maintain a sensible website"</p> <p>"without something like this you could risk removing a crucial user friendly element about the website"</p>
Adverts in the website in order to make a profit	<p>"a sure fire way of creating income for the website"</p> <p>"you must be careful not to flood you website with too many adverts and make it look unattractive"</p>
Downloadable tutorials compatible with portable devices	<p>" a must have for your website, unique selling point"</p> <p>"be careful to make your videos well so they don't look cheap"</p> <p>"check compatibilities"</p>
Music player available throughout the site	<p>"I often find music players annoying on websites"</p> <p>"can attract people but also deter people"</p>
News, reviews and updates on sub-homepage (Face book wall style?) on each category. RSS feed??	<p>"a must have, you need multiple selling points in your website"</p> <p>"be sure to update the news etc regularly"</p>

A page dedicated to things such as music related to the circus scene	<p>" again the more you have on your website the more people you are going to attract, make sure you keep the site user friendly though"</p> <p>" you have to be careful not to over do it on the aspects not directly related to the websites intended purpose"</p>
Loads of pop ups	<p>" creates income but is likely to frighten visitors"</p> <p>"Bad idea, don't like it."</p>

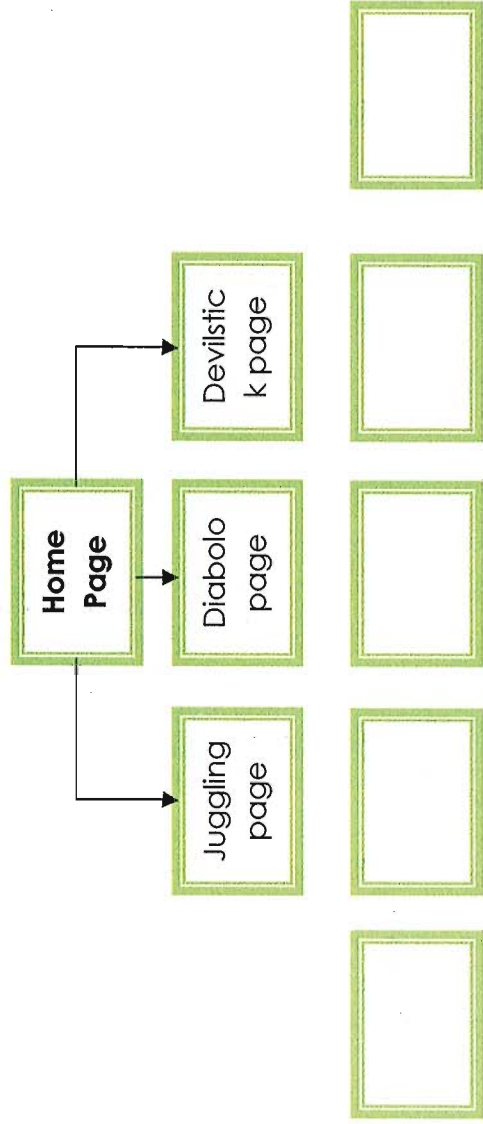
Content Review

Here I intend to analyse the comments made at the meeting, and decide whether to keep or drop content Ideas, I will also state the reason for my decision.

<u>Suggested content</u>	<u>Keep/ Drop</u>	<u>Reason for this decision</u>
3 separate pages for each circus skill.	Keep	This is a sensible chose for how the website shall be laded out.
Adverts in the website in order to make a profit	Keep	I will allow space for a single banner/advert on the home page and major sub-home pages
Downloadable tutorials compatible with portable devices	Keep	The unique selling point to my website, without it I would not attract many visitors
Music player available throughout the site	Drop	The frustration and annoyance from past experiences have made me decide to drop the idea.
News, reviews and updates on sub-homepage (Face book wall style?) on each category. RSS feed??	Keep	One of the more crucial aspects of the website, be careful to maintain quality not quantity. But regular feeds

A page dedicated to things such as music related to the circus scene	Keep	I will make a music dedicated page and maybe a film page but I will not go any further than that in order to maintain focus on the main aspects
Loads of pop ups	Drop	Would create income but the risk of losing visitors is too high.

Flat plan



Logo review

Logos are a key part of any website, magazine, album cover etc. They are such an integral part of media productions that significant percentages of a given budget for a media related production can be spent on researching developing and creating a logo. The reason for such vast amounts of resources to be spent on developing logos is because a logo is a summary of the entire product and it is often the first thing the general public notices on a website, magazine etc. Logos can take many different forms. They can be a more graphical form where the logo is a picture which will be used to create visual relationships between the user and the media product, or the logo can take on a more text based form where the name of the website, magazine, etc is manipulated in to a form and style related to the product. I am now going to review some current logos all from websites that are within the use of my T/A. I have chosen to only review website logos because I am developing a website so they will provide my knowledge of the codes and conventions of website logos.



Found at www.firetoys.co.uk

Site summary - The first logo is from a website dedicated to selling circus skills equipment, the site is one of the biggest circus equipment suppliers on the internet, the website also has an active forum of which there are many members.

Logo Review – the logo is designed around the websites address, its font style can only be described as fire like this is also assisted by the colour use (orange/yellow gradient.) the combined use of font and colour create an effective and simple logo that is easily associable with the circus scene.



Found at www.rollersnakes.co.uk

Site summary – this logo is from a site that sells extreme sports related clothing and equipment such as skate boards and blades. The site is one of the biggest online extreme sports shops in the UK.

Logo Review – the logo is simple uses the colours uniformed with the website, the logo is a visualisation of the sites name and is usually accompanied by the web address in bold black righting.



Found at www.loudclothing.com

Site summary – loud clothing is a website dedicated to selling music based clothing mostly T-shirts and targeting an audience of around teenage years who listen to mainly alternative music.

Logo review – the logo uses only 3 colours which are regulated throughout the website. The logo reflects the nature of the sites T/A being alternative teenagers, the font used looks rebellious and very obtuse. And the blood red backing is very striking



Sticks and String



Sticks and String

Sticks and String

Focus Group Transcript

The point to this focus group is to decide and refine the drawn logo ideas, I have taken 3 people who are in my target audience they are.

Ben – aged 13 discovered circus skills through a school project, does not really know what he is doing but wants to carry on learning the skills.

Hazel – aged 18, been doing circus skills for a number of years but struggles to develop her skill level, she is also interested in taking on new skills.

Jon – aged 25 has never known of circus skills before a few months ago he wants to learn but doesn't know where to even by the equipment he needs.

Questions.	Comments.
What do you think of the first drawn idea? (paste in scanned picture)	"Simple, not confusing. I think it fits in quite well with the circus scene" "bit plane but I suppose that it would be acceptable considering the T/A" "looks quite old school, don't know if I like it or not"
What do you think of idea 2?	"very similar to idea 1 but for some reason a bit more pleasing to the eye" "Better layout of the text but needs more freeform Font" "better than the first idea but still a bit to plain for me"
Thoughts on Idea 3	"I like the idea of featuring the equipment in the logo" "Different to the other ideas but a bit plain even for those just getting into the circus scene" "perhaps if it were designed with a bit more bravado it would be a contender but as it is im not too sure"
Thoughts on idea 4	"very odd concept, with some more psycadelic colours it would fit correctly in the scene" "not very keen on it myself, to confusing" " perhaps swap some of the circles for different shapes of different sizes, then maybe it could work."
Idea 5	"I like the idea of the flowers And the joined text, looks more surf scene than circus scene though"

	<p>"the writing dose not really stand out to me and I'm not to keen on the flowers"</p> <p>"not to sure what to think, but dose look a bit neutral but maybe that's what you need to attract a broad audience"</p>
Idea 6	<p>" my personal favourite out of the 6 I like the randomness of it"</p> <p>"good idea need to be careful of clarity"</p> <p>"I think it needs more control a pattern perhaps, because the idea is quite daunting to me"</p>

Sticks and String

HOME

DIABOLO

DEVIL-STICKS

NEWS/REVIEWS



Some text goes hear Some text goes hear

Some text goes hear Some text goes hear

Some text goes hear Some text goes hear

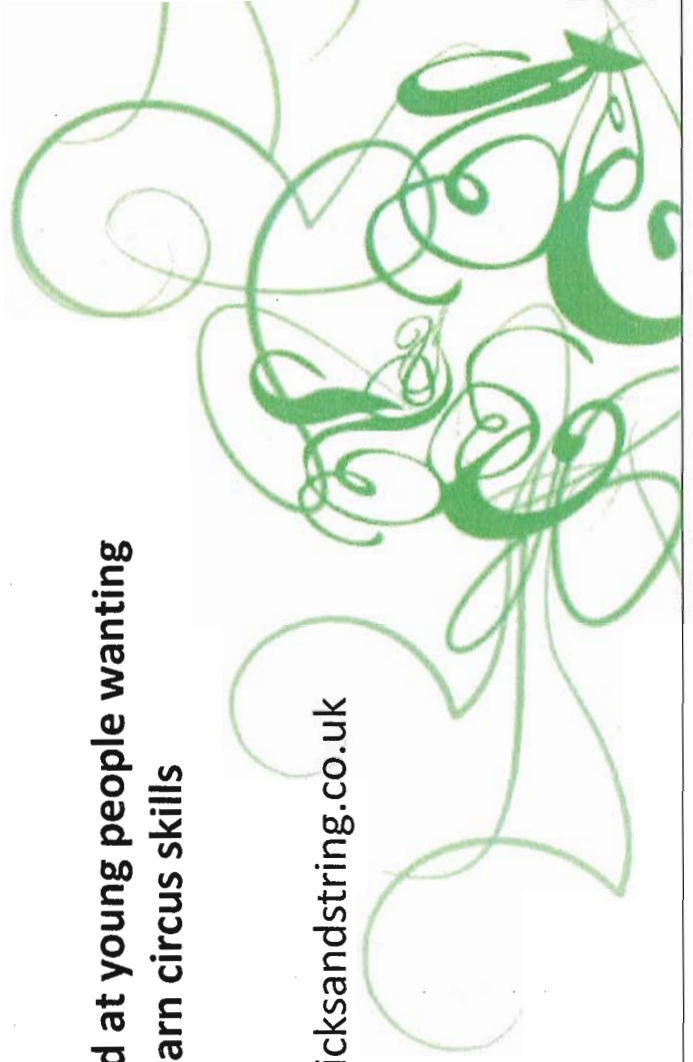
Some text goes hear Some text goes hear

Some text goes hear Some text goes hear

Sticks and String

A website aimed at young people wanting
to learn circus skills

www.sticksandstring.co.uk



The Idea

A reinvention of circus skills website:

- Collating all of the good aspects of current skills websites.

Relevant news

Tutorials

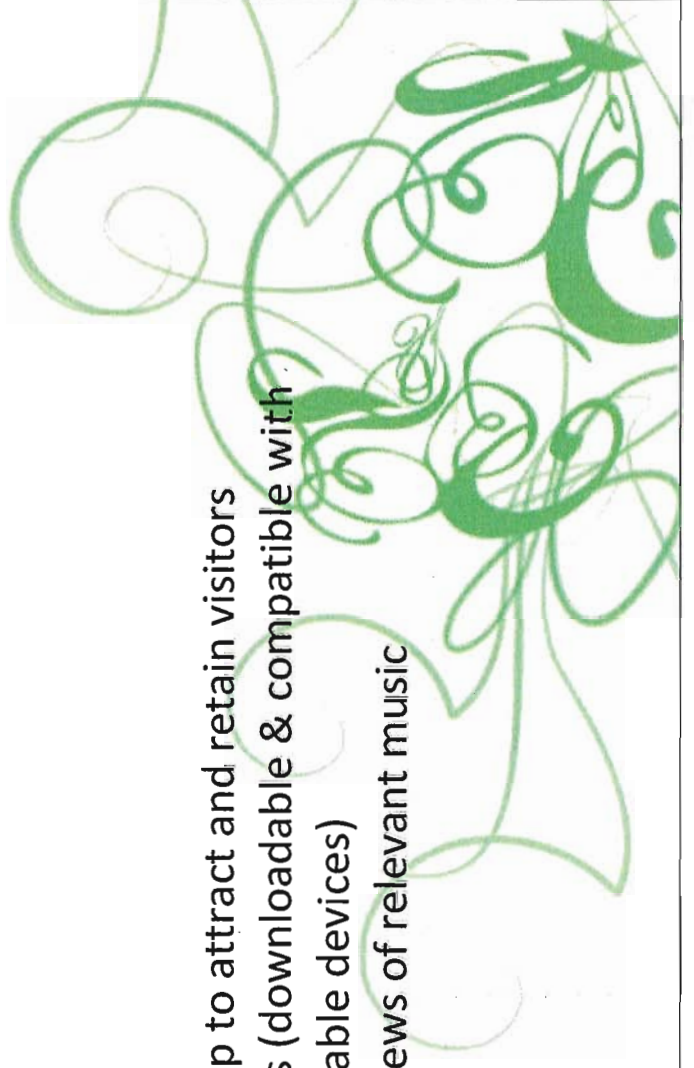
Reviews

Images

Videos

- New ideas that will help to attract and retain visitors
Video tutorials (downloadable & compatible with
portable devices)

News and reviews of relevant music



Audience

Primary

Occupation – High School/College Student

Age – 13 to 19

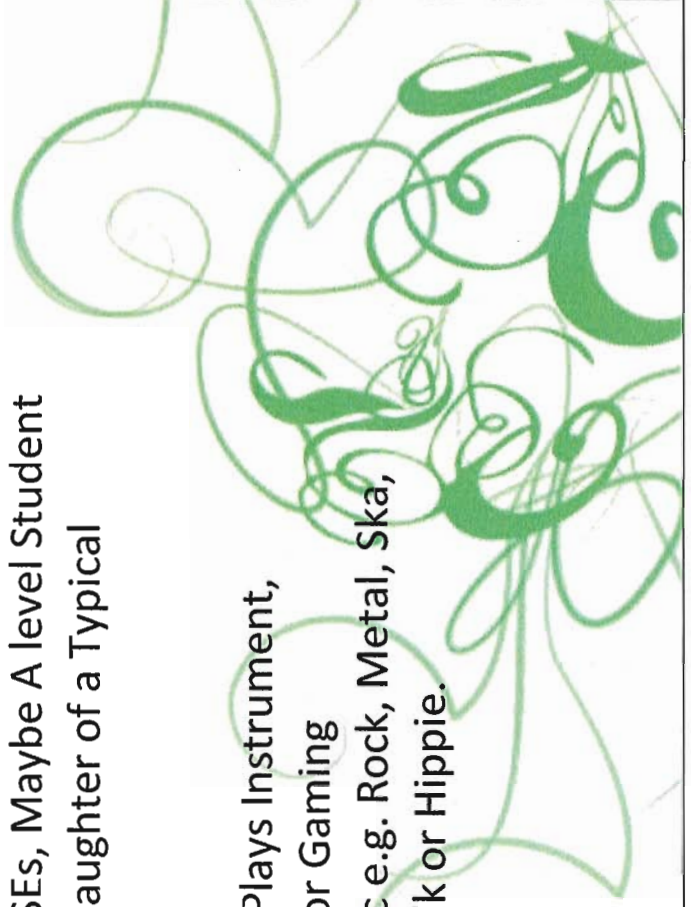
Gender – Male or Female

Education – Average graded GCSEs, Maybe A level Student

Demographic – Student son or daughter of a Typical working/middle class family

Likely Hobbies – Festivals, Gigs, Plays Instrument,
Skateboarding or Gaming

Music Tastes – Alternative Music e.g. Rock, Metal, Ska,
Punk, Reggae, Folk or Hippie.



Audience

Secondary

Occupation – Uni Student or General Office Job

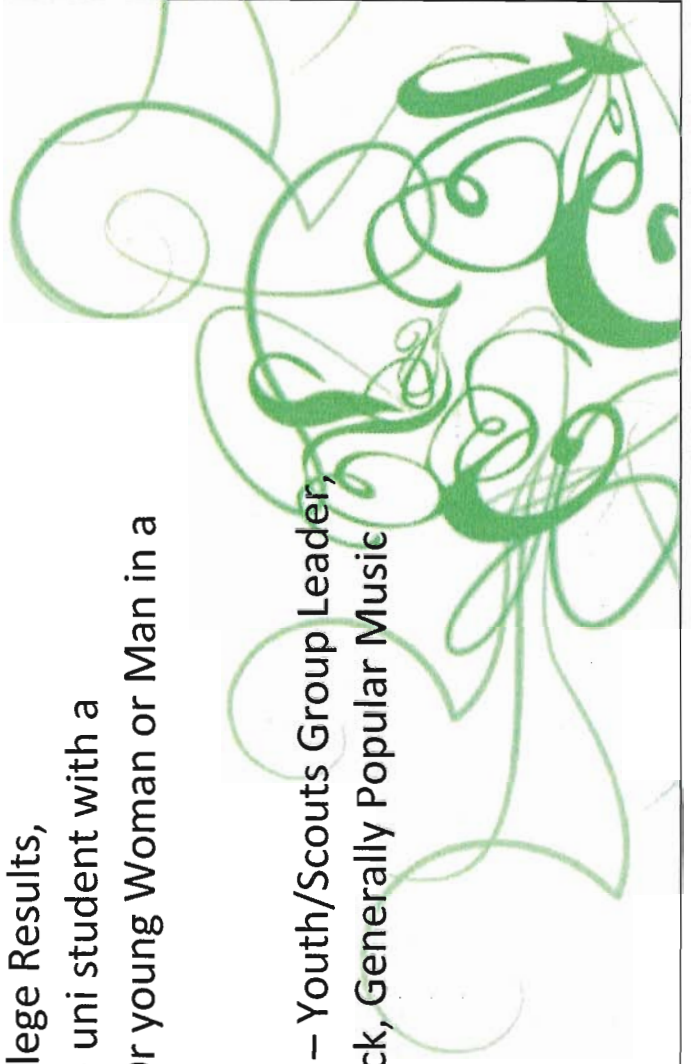
Age – Early 20s To Early 30s

Gender – Male or Female

Education – Average College Results,

Demographic – Full time uni student with a weekend/evening job. Or young Woman or Man in a secure job.

Likely Hobbies/Interests – Youth/Scouts Group Leader,
Music Tastes – Indie, Rock, Generally Popular Music



Research

Into –

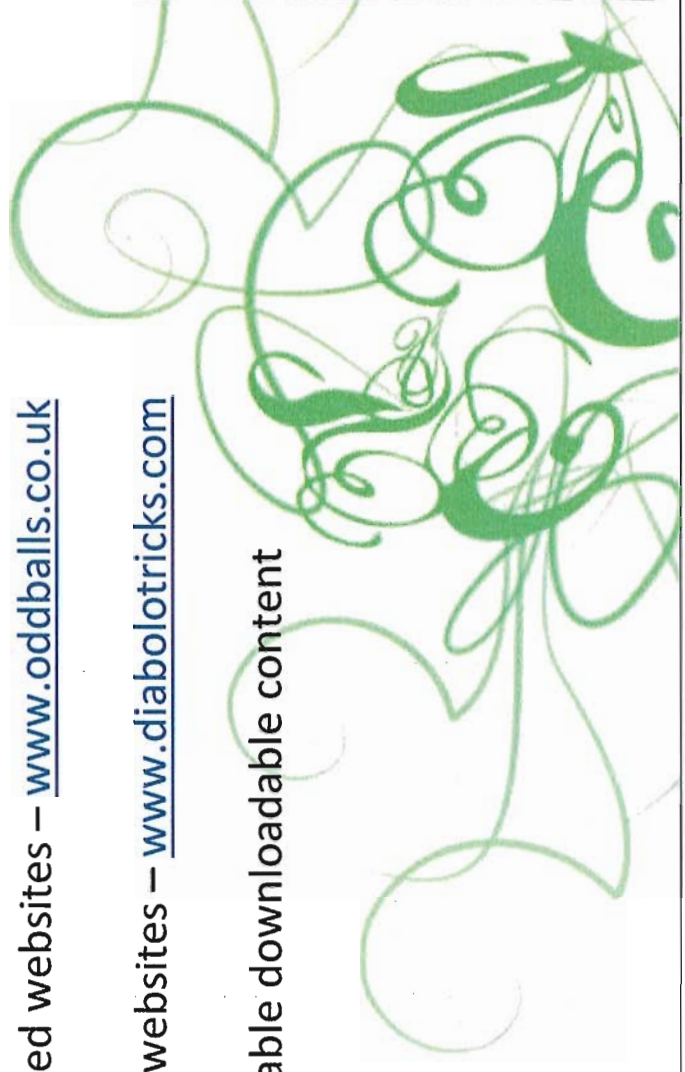
Preference on colour themes of website.

Logos – Sketched and Digital (TESTS)

Current related websites – www.oddballs.co.uk

Current rival websites – www.diabolotricks.com

Available downloadable content



Research

Findings

Results from research on [Colour Themes](#)

Results from research on Test logos.

[Logo 1](#)

[Logo 2](#)

[Results](#)

Research in to rival sites proved to show general lack of quality on the layout.

Downloadable content feature is so far proving to be unique.

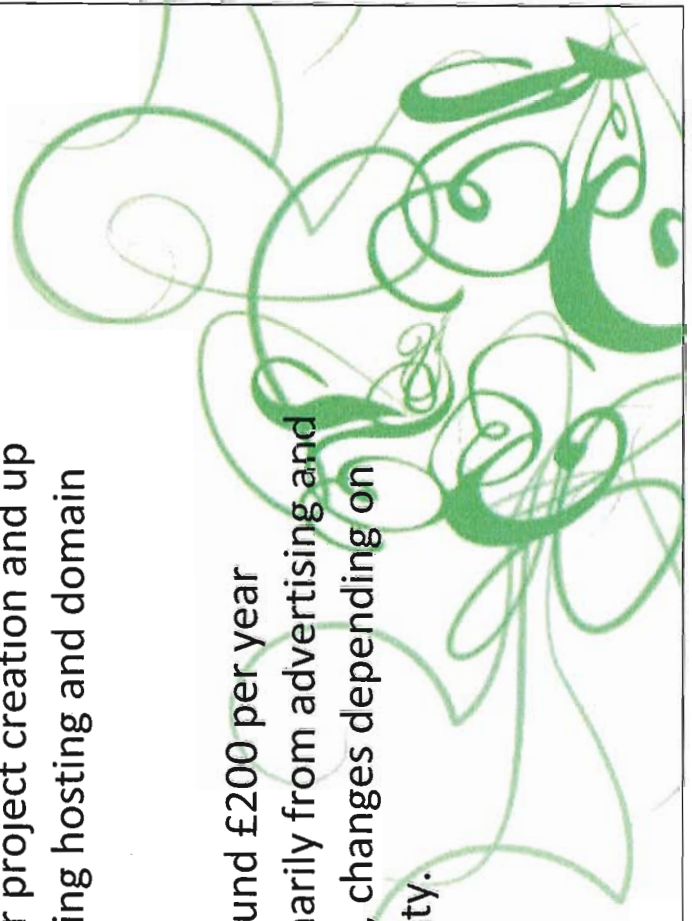


Viability

Decided upon a mid ranged price plan –

Require investment of £95 per year
will allow for project creation and up
keep, including hosting and domain
costs.

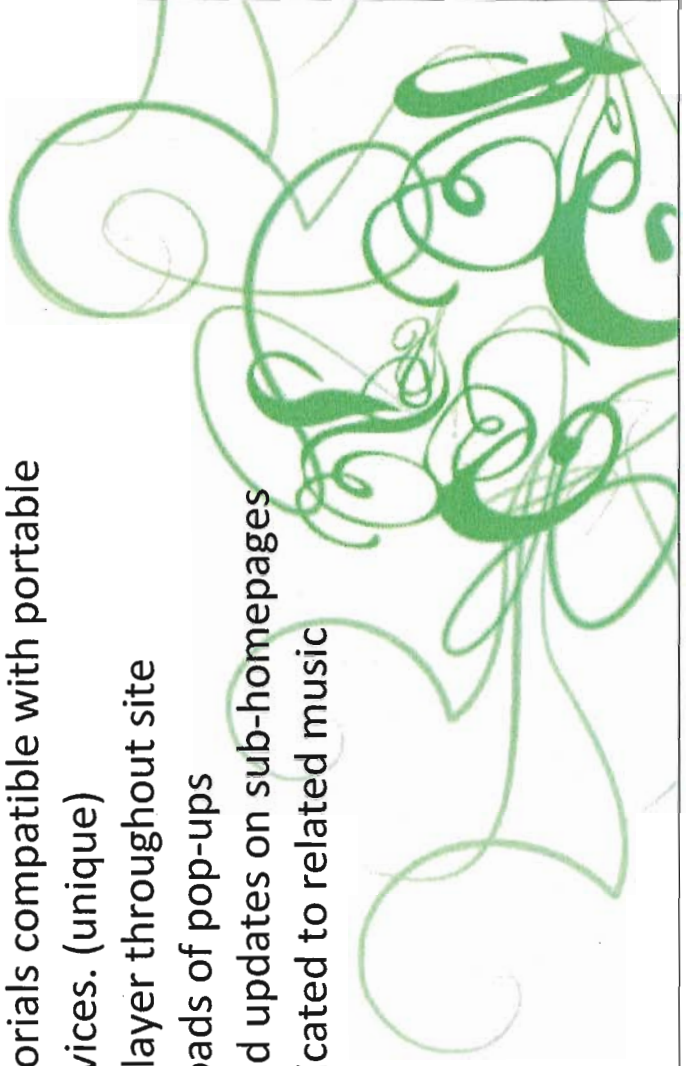
Creates income of around £200 per year
income primarily from advertising and
sponsorship, changes depending on
site popularity.



Content Suggestions

Ideas –

1. Separate pages for each section in the website
2. Adverts/Sponsoring of the website.
3. Downloadable tutorials compatible with portable devices. (unique)
4. Music player throughout site
 5. Loads of pop-ups
6. News reviews and updates on sub-homepages
7. Page dedicated to related music



Content

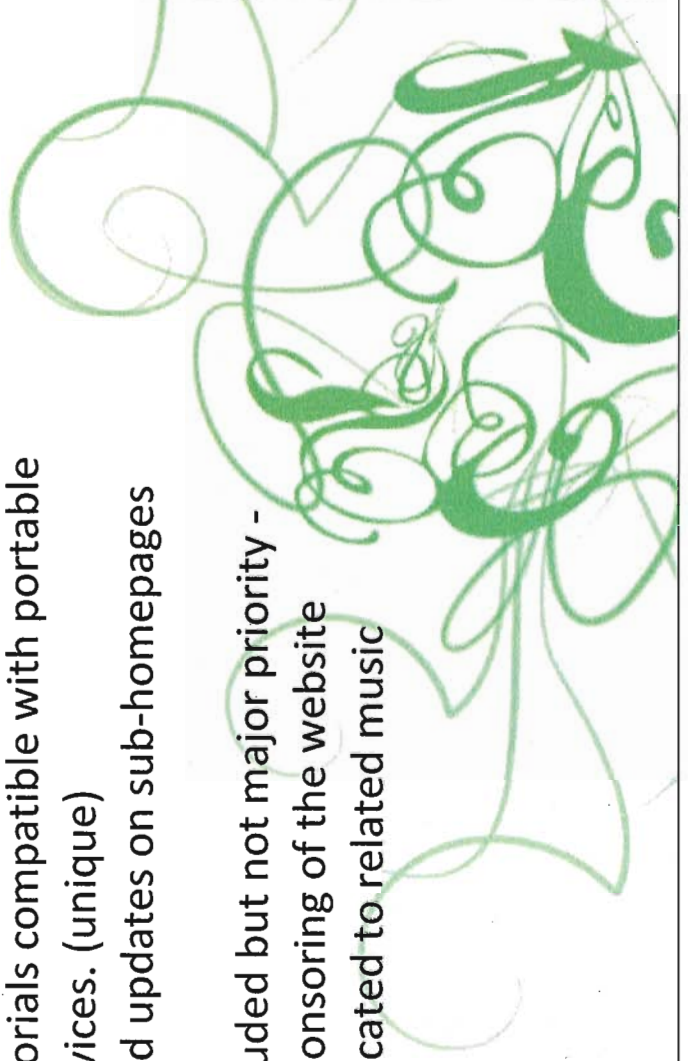
Reviewed

After Meeting following content will make it in to the website –

1. Separate pages for each section in the website
2. Downloadable tutorials compatible with portable devices. (unique)
3. News reviews and updates on sub-homepages

Content that will be included but not major priority -

1. Adverts/Sponsoring of the website
2. Page dedicated to related music



Photography



Distribution

How will people discover the website –

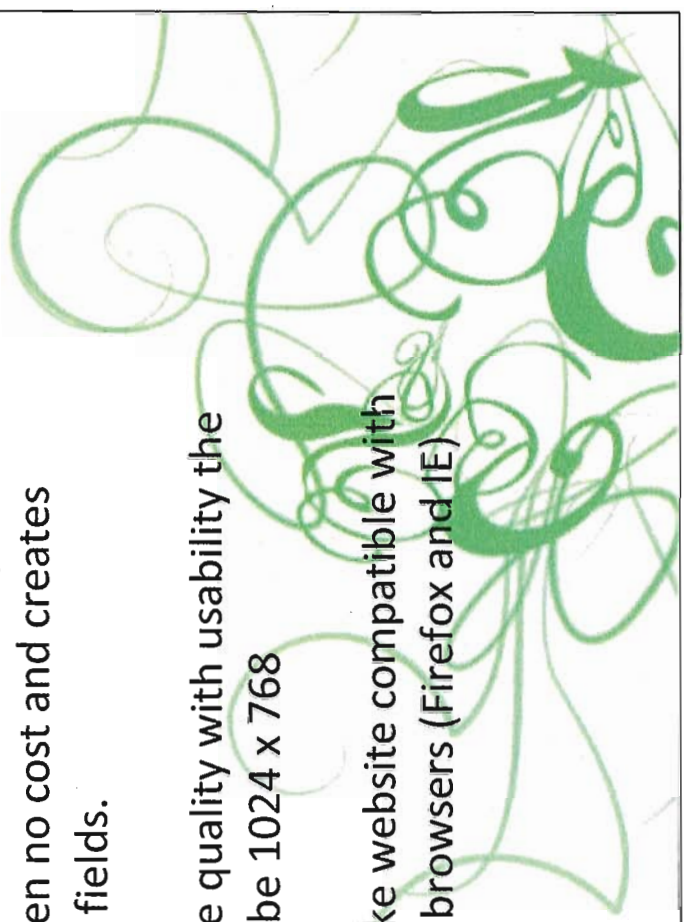
Search engines - allows for many people to stumble upon the website, however its “Ranking” depends on visitor numbers.

Link Swaps – Swap links with other newly released websites, Often no cost and creates connections in related fields.

Viewing of the website –

Resolution – to balance quality with usability the best resolution would be 1024 x 768

Browser – need to make website compatible with most popular internet browsers (Firefox and IE)



Legal and Ethical

Copyright protection –

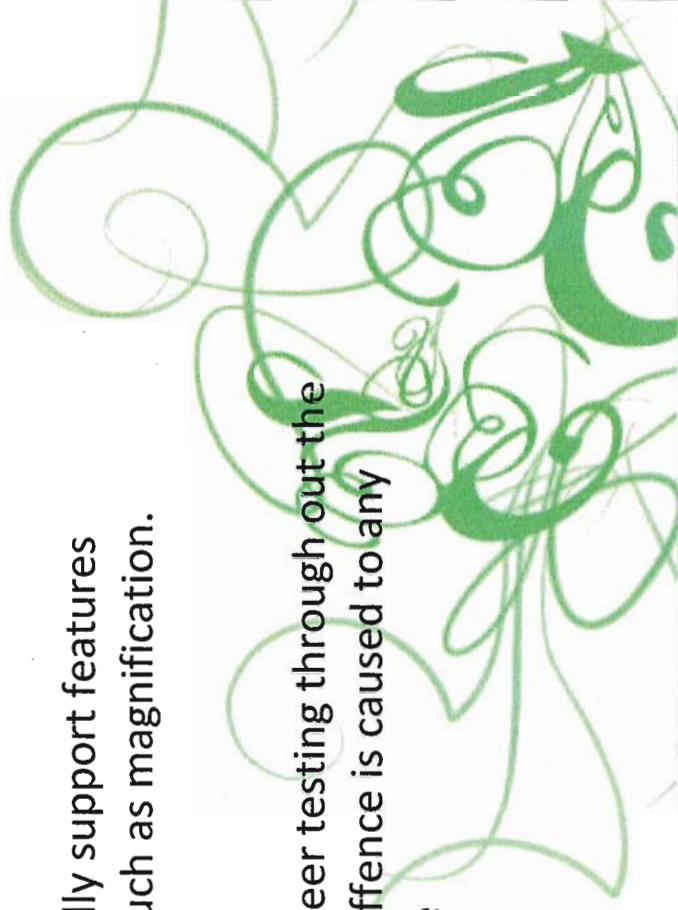
Of the downloadable videos, must decide how strict to be on usage rights of the videos

Accessibility –

the website must legally support features needed for disabled visitors, such as magnification.

Ethical –

I am going to ensure peer testing through out the project to ensure no offence is caused to any person visiting the site



Unit 4: Research and development for Media Production

Pitch Evaluation



On Thursday 11th of December I had the opportunity to give a presentation as a pitch for my idea at the monks dyke technology college for my client to view and therefore to decide if they will fund my project.

Strengths –

- Confident
- Explanations
- Clear explanations
- Emphasised unique features
- Vocal
- Dresses appropriately
- Well structured slide show.

Weaknesses –

- Amount of statistical data.
- Previous work
- Only test logos in pitch
- Need more content ideas.
- More evidence of an active audience.

Treatment for Sticks and String – A circus skills website

Prepared by

Contact details -

Email -

Date: 15th December 2008

The Idea

A reinvention of circus skills website:

- Collating all of the good aspects of current skills websites.
Relevant news
Tutorials
Reviews
Images
Videos
- New ideas that will help to attract and retain visitors
Video tutorials (downloadable & compatible with portable devices)
News and reviews of relevant music

Primary Audience

Occupation – High School/College Student

Age – 13 to 19

Gender – Male or Female

Education – Average graded GCSEs, Maybe A level Student

Demographic – Student son or daughter of a Typical working/middle class family

Likely Hobbies – Festivals, Gigs, Plays Instrument, Skateboarding or Gaming

Music Tastes – Alternative Music e.g. Rock, Metal, ska, Punk, Reggae, Folk or Hippie.

Secondary audience

Occupation – Uni Student or General Office Job

Age – Early 20s To Early 30s

Gender – Male or Female

Education – Average College Results,

Demographic – Full time uni student with a weekend/evening job. Or young Woman or Man in a secure job.

Likely Hobbies/Interests – Youth/Scouts Group Leader,

Music Tastes – Indie, Rock, Generally Popular Music

Production Schedule

<u>Task</u>	<u>Deadline</u>
Planning	December 15th
Designing	January 5th
Photography	January 20th
Researching content	January 31st
Wireframes & Design	February Half Term
Create videooes	February 20th
Design navigation	March 1st
Finish draft website	March 20th
Audience Testing	March 31st
Develop final website	April 20th
Post-Production	April 30th



Sticks and String

HOME
DIABOLO
DEVILSTICKS
NEWS/REVIEWS

Welcome to sticks and string, the
premium website for learning
Diabolo and Devilstick circus skills.

Feel free to browse our detailed
and regularly updated video and text
based tutorials.

Plus our news and reviews.

Sticks and String

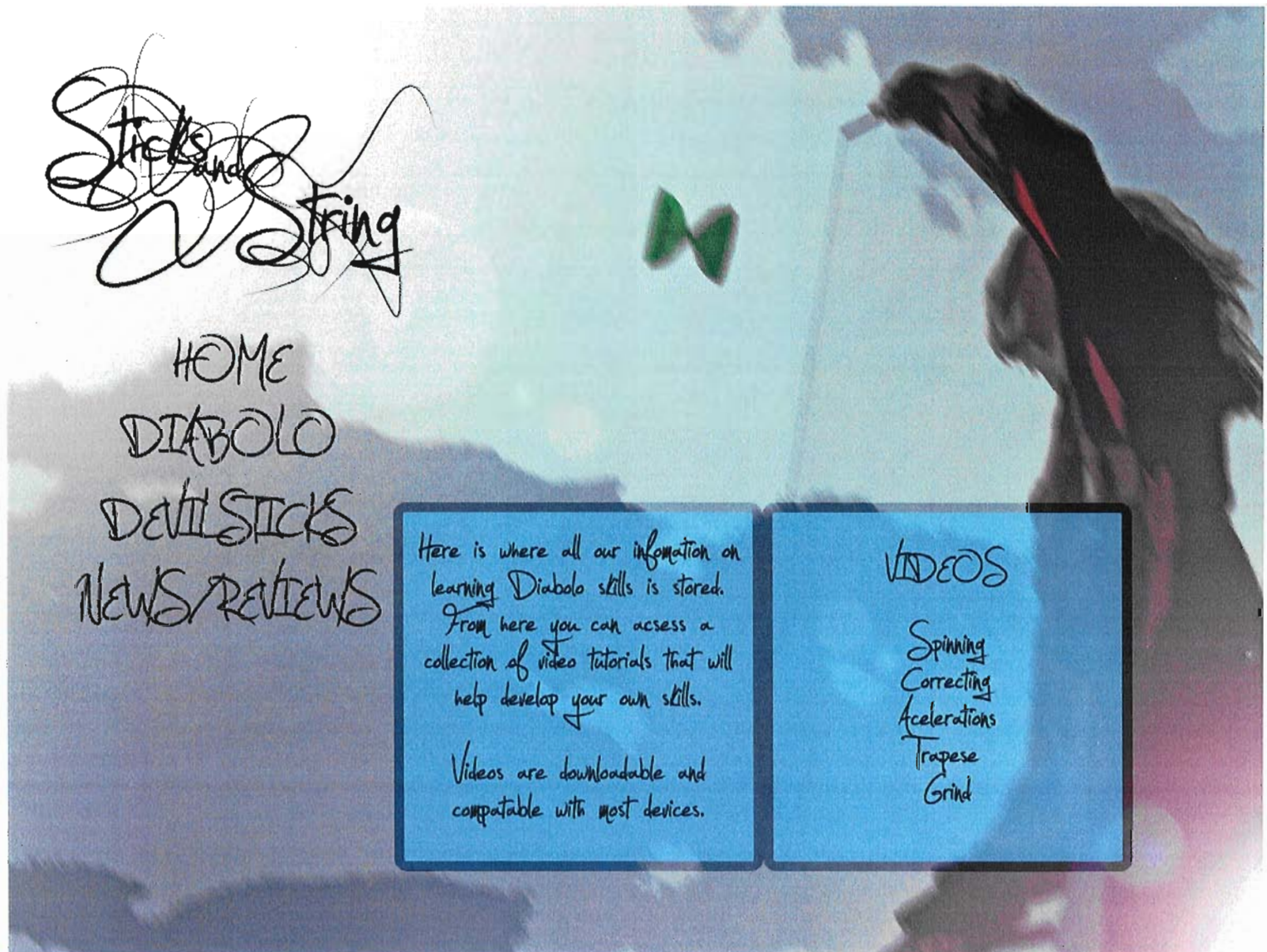
HOME
DIABOLO
DEVILSTICKS
NEWS/REVIEWS

Here is where all our information on learning Diabolo skills is stored. From here you can access a collection of video tutorials that will help develop your own skills.

Videos are downloadable and compatible with most devices.

VIDEOS

Spinning
Correcting
Accelerations
Trapeze
Grind



Sticks and String



HOME
DIABOLO
DEVILSTICKS
NEWS/REVIEWS

Welcome to the Devilstick section of the website here can be found essential tutorials on how to master the basics of the Devilstick
Relevant to all forms of Devilstick including Folwerstic

TUTORIALS
Tick-Tock
Stall
Propellor
Helicopter
Throw and Catch

Sticks and String

HOME DIABOLO DEVILSTICKS NEWS/REVIEWS

NEWS AND REVIEWS
Here you will find news of new products related to the Circus Skills scene and reviews of those products.
Helping you to make the right choice of Equipment!

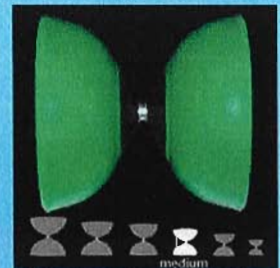


DIABOLO

The Mr Babache Tornado diabolo is a smaller and lighter version (medium sized) of the Mr B. Finesse diabolo. It is compatible with all the evolution kits, making it an affordable glow diabolo.

The plastic is quite hard (like the Finesse diabolo) but the momentum and stability and high speeds is great.

We recommend going for the orange or pink version if you want to get the best out of your (evo 4) glow kits as these are more translucent.



DEVILSTICKS

The Jesters Lunastick represents the standard flowerstick in the range. Its wooden shaft keeps the weight down and the suede tassels ensure the speed stays nice and slow. The silicone SureGrip tubing provides unbeatable grip making even the hardest moves more accessible.

As with all Lunasticks, the Jesters is guaranteed for life to be free from defects in materials and craftsmanship.



MUSIC - FESTIVALS

Sonisphere is a new rock camping festival that takes place over two days at Knebworth near Stevenage in Hertfordshire on the Saturday 1st August and Sunday 2nd August.

CURRENT LINE UP ---->



GCE in Media: Communication and Production

Assignment Assessment

Unit number	5	Unit title	Media Production Project
Assignment exercise		To produce a finished media product that shows creativity and flair in its realisation.	
Student			

Assessment

Criterion	Comment	Formative Mark
C	<p>Though Shaun has shown proficiency in producing his website using various software packages, the overall aim of his work appears to be lost at the moment.</p> <p>Shaun's images and overall layout seem to be lacking organisation, although his links work well between pages.</p> <p>The videos are appropriate, if a little basic, but the download links don't work.</p>	9

Action

Shaun must make his website's aims clearer, he should also show an ability to target an audience and improve the overall layout of his work.

Check all links, especially the video links.

This work must be completed by:

Assessed by:	Date:
Signed (student):	Date:

Internal standardisation

Internal standardiser's comments:

Bottom mark band. Appropriate skills in evidence but little creative flair or polish.

Standardised by:	Date:
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Unit 6 section A

Describe the legal and ethical constraints and any industry codes of practice that apply to your unit 5 project. [12 Marks]

Legal constraints

When producing my website I have had to consider various legal and ethical constraints, these include

- Health and safety
- Copyright
- Libel

Health and safety - is an element of modern day life that cannot be avoided it effects people where ever they are especially within the work place. Employers have to meet to very specific restraints to protect themselves and their employees. An employer failing to meet the required specifications of health and safety law could easily end up in court, if an employee were to injure themselves the employer may also have to face jail and a law suit. The statistics for injuries and deaths within the work place support how vital health and safety is within the work place on average every year 200 people die in the work place and a further 150,000 are injured. This is why it is so crucial to provide required safety equipment and measures to protect the safety not just of an employer's health but that of their employees, this is not so much a moral duty be a legal one the health and safety act of 1974 help employees provide the things needed to keep their workers healthy and to defend employees that are victims of bead health and safety

Copyright

Copyright protects a persons or companies designs, ideas, logos etc. It costs a to copyright a document etc, this means that if a person were to use the protected document they would be breaching copyright law under the designs and patents act 1998. That person breaking the copyright law would be committing a civil offence and could be fined. People or companies that owning copyrights over things can give permissions to allow certain people to use their protected things for free or a charge.

Libel

Libel and slander are both examples of defamation, which is when a person's fame or integrity is damaged.

Libel is when a group such as a paper make clams that a person is guilty of something that damage a person's reputation based on false claims, for a person to be suded for libel he evidence is published or recorded in some form.

Slander is much harder to prove as it is only said and not recorded permanently. But still damaged reputation

Unit 6: Professional practice in the media industries

Section B:

How did those constraints affect the work you produced for unit 5?

Report for [client name] regarding the legal and ethical constraints affection the sticks and string website project.

Contents

1. Health and safety report
2. Risk assessments
3. Guide to the safe use of DSE [Display screen equipment]
4. Report on copyright issues

Dos and Donts of useing.....

Display Screen Equipment

✓ DO DO | NO DOX

sit correctly

Take regular breaks

adjust the screen

use a chair with back rest

adjust the seat

Stretch to equipment

Stair to close to screen

put extra presure on limbs

use DSE with out breaks

twist your back

Report on Copyright issues

Copyright is an essential aspect to consider for modern creative businesses because many things from idea to pictures are under copyright protection, breach of copyright protection may result in court appearances for a person and can result in insignificant fines, a person must be sure to seek out proper permission to use protected things.

Issue 1: Using found pictures

In this project I have used mostly original photography, images below are examples of images that have been found and copied from the internet or else were:



If these pictures are subject to copyright protection and I don't have the correct legal permission to use them then I have.

Action

- Used only original photography
- Gain proper permission
- Pay royalty fees
- Search for non-copyright protected images.

Issue 2: Using Fonts

In the website I have used a number of fonts that have been created by other people, I have got the fonts from deviant art and they are not copyright protected but I still would like to gain permission.

Issue 3: Music

I have not used any music in my website

Film

All film on the website was filmed by me and therefore I am not breaking any laws. Those featured in the film gave permission for their faces to be used on my website

Report on libel and privacy issues

Project: Circus skills website

Date: 30/3/2009

Libel and privacy are both civil offences that could result in significant fines, so I have highlighted my reaction regarding these issues when creating this website

Libel

Issue: reviewing, for something to be considered as libellous it must be false, damaging to a person's reputation and properly recorded in text for example. If I were to say that a specific circus skills company such as "lunastixs" did not produce their products in Seattle Instead they support sweat shops in Asia therefore supporting child abuse.

Action taken: I was very careful when righting my reviews and made sure that any criticism was only constructive criticism and relevant to the product. This is regarded as respected practice in the media industry.

Section C

How does the work you have produced for unit 5 relate to past and current professional work from the same medium and genre as your work? You may refer in your response to such things as content, structure, codes and conventions, styles and use of technology.

Page Design

The internet has existed in the public sector as a useful tool only for around 15 years, which is a reasonably short amount of time when compared to mediums such as print. Despite its young age the internet and the websites within them have changed dramatically, internet connections have evolved. The old form of internet connection was dial up, this unreliable and deadly slow form of internet connection

restricted the time a person would spend on the internet and the complexity that websites could take. To the left is a image of Microsoft's home page from 1996. As you can see there is an extreme difference between this and the sticks and string website, clearly the site does not support wide screen



resolutions, the whole site is aligned to the left rather than the more modern concept of central. The design is simple with basic colours and not detailed graphics also it is unlikely that you would find any form of multimedia on this website as connections of the day could not handle it. However there are noticeable similarities, the navigation is still very logical, the pages have a brief description and logos exist in the same context but are not as complex.

Micorsoft.com is a website by all means but is not that relevant to my style of website diabolotricks.com has been around since 2000, it is a very amateur attempt at a



circus skills website despite this it is still considered the best tutorials site. With a bit more work of expanding in to more advanced skill levels I believe that sticks and string could easily over take.



Content

This has also changed dramatically through time, diabolotrick.com has tutorials mostly contained in text form but also some are .gif animations, now more and more sites are including videos this is why I have incorporated this in to sticks and string.

Section E

Evaluation

When I designed my website I planed it to be a revival for the circus skills scene, a change from the lesser quality of website that tends to plague the internet. I wanted to create a fresh deign easy and logical navigation and most importantly updating the content of the website to support a multimedia aspect.

Pages



I believe that I have created a fresh design for my home page that sets it out as an obvious circus skills related website, I have photoshoped images in order to make them appear brighter and more appealing. The logo and navigation appear in the same form on all pages. Also all pages have a brief introduction/description of the page contents. Every page has a similar style, with a relevant picture as a main

background.

My website was designed to support all resolutions I created it with a resolution of 1024 x 786 however I found that on higher resolution screens this lead to a white border

that and say that I did follow falling many to

On

the that I



around the outside. To solve this I created a large image gradient would suit the style of the website cover the white boarder. It is fair to that I did not follow the colours were popular in the questionnaire, this with good reason. If I were to those colours I would be at risk of in to the same design pattern as current websites, which I wanted avoid.

Content – Text

every page there is some text describing the page briefly, however the bulk of the text is on news and reviews page, I believe have thought about my target

audience and have produced sensible amounts of text as I never intended to make my website text heavy.

Content – Video

A key part of my website was to contain a significant quantity of video tutorials. I have managed to integrate a number of videos in to the website in the diabolo section. Unfortunately I could not complete my videos and as a result the Devilstick section of the website I unfinished. The videos that I have included are all of .mp4 format and therefore compatible with major portable devices such as iPods, videos are downloadable so long as the user had the correct software such as IDM or Quick play pro.

Conclusion

I believe that I have produced a well functioning website, despite it is not fully complete I think that I have created a site that meets current demands and excels current tutorial websites the layout is fresh, navigation logical. The video tutorials are simple and designed for basic users of diabolo or devilsticks. I hope that the news and reviews section will allow newcomers to circus skills a good recommendation for what to buy.

If I were to make this product again I would like to create a larger variety of tutorials perhaps expanding into skateboarding or sticking with circus skills such as poi, I would of very much liked to complete the devil sticks section.

Unit 4

(a) 8

This is a **mark band 2** response. The candidate has produced five variations on a theme - an alternative skills website. The ideas are practicable and there is evidence of some careful and thoughtful research into the initial ideas through the SWOT analyses and the questionnaire. Although the SWOT analyses are used as the basis for evaluating the ideas further, in order to justify inclusion within **mark band 3**, further evidence must be provided of the evaluation of the initial ideas based on the findings of thorough research activities.

Some specialist terms are used, such as *navigation, sub-menus, downloadable content, compatibility* and *house style*, and the response demonstrates some organisation. Spelling, punctuation and grammar are used with some accuracy (**mark band 2**).

(b) 5

There is very little evidence that the Candidate has carefully researched the commercial viability of the proposed production (**mark band 2**). However, the Candidate has been placed in the **upper band of mark band 1** because although the evidence of the research undertaken is limited (there is the analysis of the results from the questionnaire, a resource list and some consideration of viability within the content ideas), it has led to a clear definition of the target audience and a realistic summary of the viability of the proposed project (*both are evidenced within the pitch.*) However, a number of different research techniques and sources should be used by candidates to define the audience and support estimates of its size, while as the Examiner's Report of 2009 states, "Candidates must be able to comment effectively on the commercial viability in terms of production costs versus distribution and marketing costs. Where it was addressed successfully candidates indicated how their product would attract an audience and the financial implications of production costs versus revenue generated."

(c) 6

There is evidence that the candidate's research into the content of the proposed website has informed the development of the idea. Although this research is careful and relevant (**mark band 2**), there is no exploration of different creative possibilities or different techniques within web design and very little evidence of any reworking of material or experimentation with alternative solutions through appropriate industrial practice such as sketches, schematic diagrams, wireframes or style sheets. As the candidate has met part of the overall **mark band 2** assessment criteria for this criterion (*careful, relevant research for the content of the product*) and part of the criteria for the **lower band of mark band 1** (*limited exploratory material*), this response should be placed within the **upper band of mark band 1**.

(d) 6

The slides from the Candidate's pitch and teacher observation record, indicate that the pitch was both organised and confident and offered a clear account of the proposed production, its purpose, audience and viability (**mark band 2**). However, the limited treatment means that this response has been placed in the **upper band of mark band 1**.

Unit total = 25

Unit 5

(a) 2

There is very limited evidence of appropriate planning documentation e.g. production schedules, resource bookings, minutes of production or client meetings, risk assessments or contingency planning. The Candidate has consequently only demonstrated limited abilities in planning and project management (**mark band 1**) and although a schedule has been included, there is no evidence that the Candidate utilised any appropriate paperwork or monitored the progress of the production even occasionally.

Moreover, the limited amount of planning documentation means that the Candidate did not provide sufficient evidence to meet the **mark band 2** criteria for the Quality of Written Communication (QWC), which includes the occasional use of specialist vocabulary, some organisation and focus.

(b) 8

The final website has some merits; the site design, navigation and videos mean that the original intentions, as established in the pitch, are met to an adequate extent (**upper band of mark band 1**). There is also some relevance to the proposed audience. However, in order to fulfil the **mark band 2** criteria, the Candidate must demonstrate a clear understanding of production and post-production processes by shaping and structuring their material through an engagement with planned and organised processes and record the process through appropriate documentation.

(c) 9

The Candidate has used appropriate technology to produce the website, combining image manipulation, digital video editing and web design software (**upper band of mark band 1**). However, **mark band 2** requires evidence of the 'thoughtful use' of appropriate techniques and technology in production and post-production, such as embedding the videos. Similarly, the final website does show adequate thought in its realisation (**upper band of mark band 1**), whereas **mark band 2** requires thoughtfulness and some imagination in the realisation of the website, such as devising appropriate content for the Devil Sticks page, adding a soundtrack to the videos or improving the navigation and usability of the site.

Unit total = 19

Unit 6

(a) 3

The Candidate has demonstrated an adequate understanding of some legal constraints - namely, copyright, libel and health and safety law - but as these are not the only relevant legal constraints that apply to web design and because the Candidate has not considered any ethical constraints or any appropriate industry codes of practice, the mark awarded for this response is in the **lower band** of **mark band 1**.

(b) 5

For the three areas outlined in (a), the Candidate has - at least to some extent - related an understanding of the law to their own practice. The use of relevant illustrative examples moves this response into the bottom of **mark band 2**.

(c) 6

There is a comparison of the Candidate's own Sticks and Strings site with the Microsoft homepage from 1996 and an early version of the Diabolo Tricks site. Some of the analysis is pertinent and should move out of the **lower band** of **mark band 1** but does not reference enough examples to merit a mark at the top of the **upper band** of **mark band 1**.

(d) 1

Although there is no dedicated response to heading (d), as set out in the paper, the Candidate does make brief comments about their own practice and management of the production process within section (e). Although this should be recognised within the assessment, this mark should be at the bottom of the **lower band** of **mark band 1**.

(e) 5

The Candidate's response does use some specialist terminology, confidently explaining screen resolutions and video formats. The other criteria within **mark band 2** in relation to QWC are also evident as the response demonstrates some focus and organisation and spelling, punctuation and grammar are used with some accuracy.

However, a mark band 2 response should also make detailed evaluative judgements and take into account a range of opinions of others. This response, therefore, merits a mark in the **upper band** of **mark band 1** because although there is no appropriate reference to the opinions of others, there are a series of relevant and adequate judgements on their own work.

Unit total = 20