



MADE IN DECA — 2012 —

Exam Project

<http://web396.webkn.dk/secondsem/project4/>

Jolanta Smaga
Adam Mezei

tr11mil02 / Multimedia Design and Communication
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Business Academy Copenhagen North

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1 - Introduction

Project description

The purpose of the exam project in the second semester was to present a Portuguese short film festival, called Made in Deca, by creating a website for those who were not participating. We had to follow the visual identity of this festival.

By using our creativity we were supposed to arouse people's interest in the coming and also the next year's event. To support this, our website includes various social media and allow the users to sign up for an e-mail newsletter.

As the festival's visual identity is based on the 20's movies style in this year, we decided to use the figure of Chaplin, the most famous character of these years.

We were supposed to plan also an ER-model for buying tickets directly on the website and use in our report all the learnt knowledge of the whole year.

How to read the report

Our report contains 7 main chapters on 35 pages.

In the first two chapters you can read the description of our project, what is our problem formulation, and what solutions we have for it.

The third chapter is about the methods, techniques and tools we used.

The fourth chapter presents the process.

The fifth contains information about the product including different sub-chapters.

The sixth is about our conclusion and reflection

And the last one includes the attachments.



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2 - Problem formulation

Background

Made in Deca is a short film festival organized by the Department of Communication and Art of University of Aveiro. That is where the name comes from, DeCA. This department helps students develop their skills and give an opportunity to represent themselves by creating short movies.

Definition

The film festival is known only by people living or studying in Aveiro.

How to make people out of Aveiro know the festival and wish to visit it?

Find different ways to communicate to international student - and also have an attention of Portuguese students by having the site also on their language - and tell them that to visit this festival is a really great way to get a wide range of vision in the future about film art and to learn the way how the Portuguese culture express itself communicating by short film and after this festival the visitors just get reacher with a great, complex experience and knowledge about Portugal, Portuguese people and Aveiro within the confines of Made in Deca film festival and visiting University of Aveiro.

Boundary and limitations

The customer has already created some posters, the logo and they have their visual identity so we can not change these.

We can't change the rules of the festival about the participations



3 - Methods, technics and tools

Theory

To have a structured work, schedule we use the following method. It is divided into four steps and each of those has several sub-steps.

These steps are:

- Pre-analysis
- Research
- Design brief
- Completion
- Functional and non-functional requirements for website

We customized the method to fit with the needs of our project. For a web design project like this, there is the need for flexibility and the iteration method allowed this.

Each project can be said to follow the waterfall method, because there is a start and a finish point but the prototype method was used as each deliverable or design neared completion.



3 - Methods, technics and tools

Literature and reference:

We used the following literature and references:

<http://madeindeca.blogs.ua.sapo.pt/>
<http://www.aulamagna.pt/content/made-deca>
<http://www.ua.pt/>
<http://twitter.com/#!/madeindeca>
http://www.teatroaveirense.pt/evento_detalhe.asp?id=1303
<http://anafilipaflors.wordpress.com/>
<http://www.facebook.com/madeindeca/timeline>
<http://dribbble.com/shots/459578-Made-in-Deca>
<http://www.behance.net/gallery/Made-In-Deca-2011/1849087>
<http://www.livestream.com/madeindeca?t=1294931209000>
<http://folio.pedro-almeida.com/>

Jan Krag Jacobsen, 24 questions
Learning Materials of the first year on frontier

Our own:

- development method, combining prototype and waterfall approach
- project planning
- quality assurance plan
- communication models and analysis
- business analysis
- design brief

Tools:

Our different expertise and knowledge
Internet
Teachers
Other students
School books
Other litterature related to the subject
The school library
festivals forums online
W3.org
Adobe Cs5
Family members
Interviews from our market research
Youtube tutorials
MS project



4 - Initial Project plan based on completed stakeholder and risk analysis, Quality Assurance

Project plan

Our first step of process was to create a project plan in MS Project.

We followed this schedule to be ready with our project before the deadline.

Between the attachments you can find the initial project plan and the final plan as well.

On the plan you can find the critical path and also the task's allocation.

Estimation

The difference between the initial and final project plan is not big, we could follow the plan quite well until the festival.

Later we made some changes, after we saw that some of the tasks took more time than we expected.

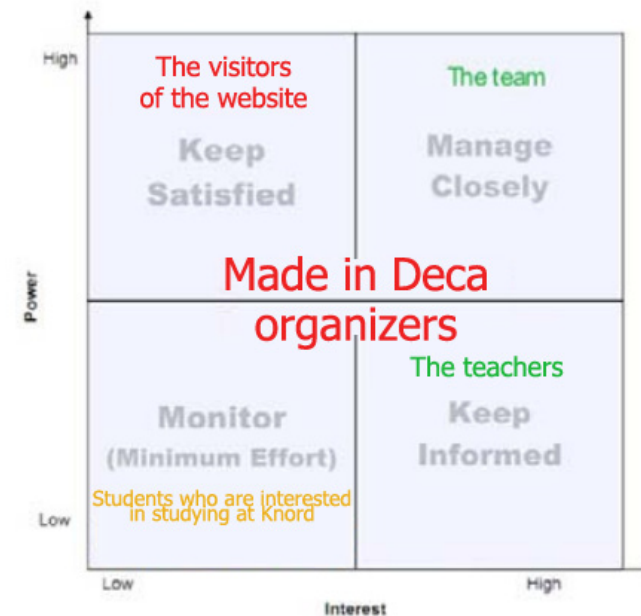
Stakeholder analysis

Someone's position on the grid shows you the actions you have to take with them:

1. High power, interested people: these are the people you must fully engage and make the greatest efforts to satisfy.
2. High power, less interested people: put enough work in with these people to keep them satisfied, but not so much that they become bored with the message.

3. Low power, interested people: keep these people adequately informed, and talk to them to ensure that no major issues are arising. These people can often be very helpful with the detail of your project.

4. Low power, less interested people: again, monitor these people, but do not bore them with excessive communication.

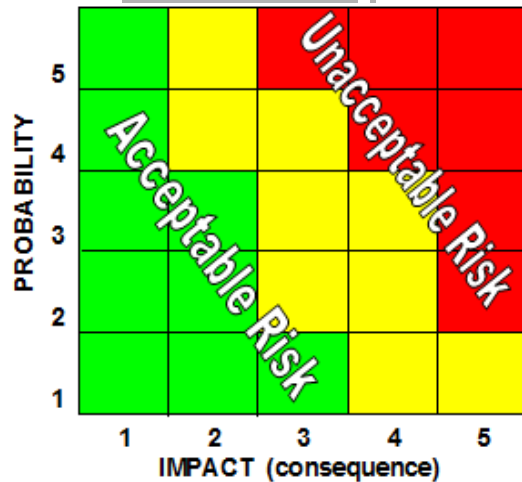


COLOR CODE:
Supporters : GREEN
Critics : RED
Neutral : ORANGE



4 - Initial Project plan based on completed stakeholder and risk analysis, Quality Assurance

Risk analysis



Value consequences

- 1 A minor issue in the project that creates irritation
- 2 Issue that cause delays, necessitating a revision of the plan and budget
- 3 Issue that cause delays, necessitating a revision of the plan and budget
- 4 Serious issue that prevents the project implementation, and consistency can be closure of the project
- 5 Serious issue that prevents the project implementation, and consistency can be closure of the project

Prevent when high probability an minor consequence
Mitigate when High Consequence and minor probability (Plan B)

Item	Probability	Consequence	P*C (Risk value)	Define action taken	
				Prevent	Mitigate
Are clear accountabilities established?					
Are overall departmental accountabilities for the project defined in a project charter?	1	4	4	Collect them	Make one
Has the project manager ensured that the project team has all the necessary competencies required by the project?	2	5	10	We invest who is good in which area	Look for someone with the necessary skills.
Have you evaluated the feasibility of adapting a packaged solution that performs similar functions and services rather than developing a custom system from scratch?	1	3	3	Prepare with all solutions	Get prepared.
Are risk management processes, methods and tools being used to systematically manage risks in software-dependent development aspects of the project?	1	4	4		We implement a management process, and go back and see what went wrong.
Is there a change management process in place to ensure that changes are analyzed quickly to determine their impact (risk, cost and time) and that this information is brought to the attention of the appropriate level of management as soon as possible?	2	4	8		We have to bring the information ourselves.



4 - Initial Project plan based on completed stakeholder and risk analysis, Quality Assurance

Development method

We customized the method to fit with the needs of our project. For a web design project like this, there is the need for flexibility and the iteration method allowed this.

Each project can be said to follow the waterfall method, because there is a start and a finish point but the prototype method was used as each deliverable or design neared completion.

Plan (PBS to WBS) x2 before & after (what are the changes)

We created first the initial PBS and then we work out the details by creating initial WBS, and later on after the finished project we did the same method with the final PBS and WBS.

You can find more information between the attachements.

Quality assurance (functional and non-functional requirements mentioned, more in the 'The product, measure quality – e.g. guidances)

You can find more information between the attachements.



5 - Analysis of the organization behind the event and the target audience

Testimonials from people visiting the event and from those who made it.

The most important thing before starting work is good research. For the beginning we decided to find out important and useful information as much as we could.

To do the best, we were talking with people working on this festival before and after.

First person who we asked was Rui Raposo, teacher at Department of Art and Communication in University of Aveiro, which was one of the people responsible for the event.

He told us many interesting things (Adam's notes)

After the event also we did research around people who were working on the event and also only visiting it to find out what was more or less important for them during the event. It helped us to improve our page.

Guilherme Cabral - one of the students who was responsible for the event and also had his own movie there, said:

«Made in DeCA was a pretty good short film-festival.

It was good to see our works presented to everyone and to see the works of my classmates.

I learned and gained some new experiences about short-film making.»

Ludovic Tiago:

«Everything went well and we were always accompanied by teachers and staff at the theater was able to relax even more. Everything went as planned and was more than a positive experience.

The teachers trust us and also feel that they were behind us if there were any problems.

If not, because the schedule was respected and was very well planned by professionals.

More rewarding was that the technical elements were good and we had to move the place of work for the stage, but everything went extremely well.»

Also we found out that all the people did not expect that good and interesting event. Everybody wants to repeat it next year.



5 - Analysis of the organization behind the event and the target audience

SWOT Analysis

We used the strategic planning method of SWOT for defining the Strengths, Weaknesses/Limitations, Opportunities, and Threats involved in our project.

For the establishment of the internal and external factors that are favorable and unfavorable to achieve this objective we interviewed selected subjects carefully based on our requirements of the target group specifications.

There are many factors to consider while working with such a broad group of receivers as well as the actual size of the sender (Made in DeCA). You can find some more information between the attachments.

Made in DeCA film festival - SWOT analysis

Strengths:

- long experience in organizing this fest
- professional group in the backstage
- wide knowlegde in this area of art
- subject at the university focused on the topics of the festival

Weakness:

- the festival can be reached harder for international students, as it is expensive to get there
- small attention on communicating on the internet - it had no website before
- one part of the organizers are student without any experience, they might cause some troubles from accident
- might have small amount of visitors

Opportunities:

- big artists, directiors can find interesting this event, so later students can be hired by them and the festival can be famous as well
- the event can help to build the artistic image of Aveiro

Threats:

- there are more famous film festivals
- other countries organizing similar events

Findings:

Our findings regarding swot analysis is, that our website needs to reflect the professionalism of the organizers as it is going to be on online in the news of Aveiro. And we need to focus on a unic visual identity to make different from others.



5 - Communication strategy

Target group analysis and Communication Plan

The sender is the organizer of the film festival, Made in Deca. They need a website which follows their visual identity. They want to get more people visiting their festival.

The receiver are student who are interested in film, multimedia and culture. They usually are not informed about this festival. Our target group is group of international and Portuguese students between 19 and 28 years old, who are not living in Aveiro.

The message is: Visit the city of Aveiro to spend here your vacation and also visit the film festival.

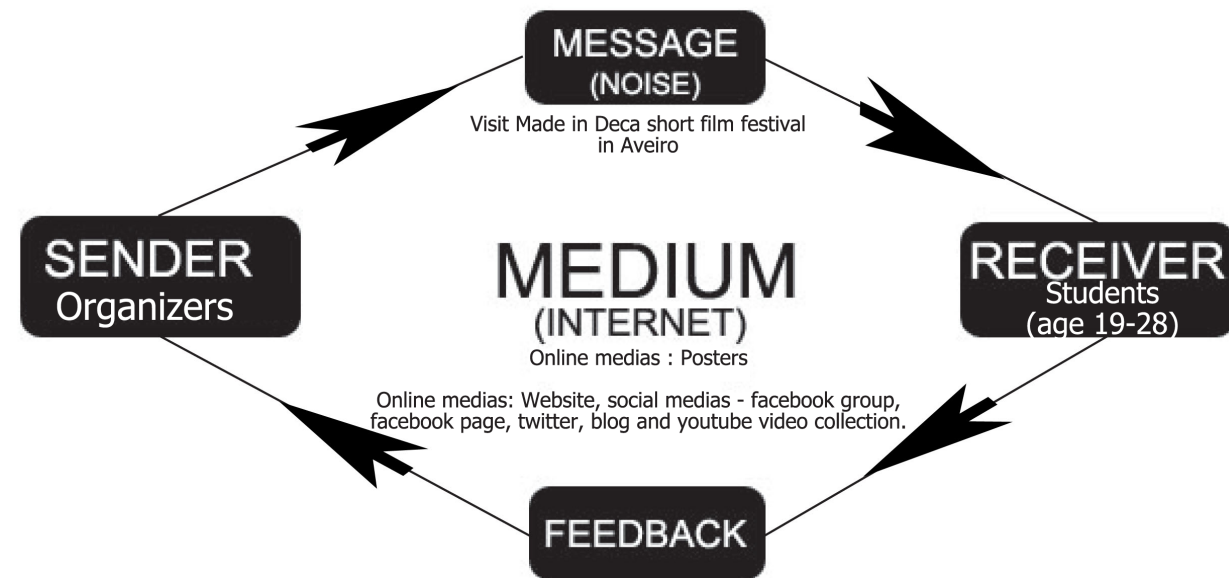
We send this message by showing different pictures in the gallery and opportunity to have a look at the short films.

Online medias :
Posters, which were made by the organizers.

Online medias:
Website, social medias - facebook group, facebook page, twitter, blog and youtube video collection.

Effects :
By using these medias, the visitort of the website will start to talk about this topic, offer links about our site, pictures, vidoes to their friends.

Communication model



5 - Communication strategy

24 QUESTIONS

1. Who is the target group?

- Active students, women and men who likes to travel and explore the culture and the world of film.

2. What is the message?

- Visit the filmfestival in Aveiro, have new experience.

3. What medium should be used?

- Computer – internet.
- Posters on the street.

4. What is the intended effect on the target group?

- To get the target group to find interesting our website and festival.

5. What is the purpose of the intended effect on the target group?

- To visit the festival and infrom their firends about it.

6. Who is the sender?

- Organizers of the festival are the primary sender. We are the secondary sender.

7. What is the intended effect on the sender?

- The intended effect on the sender is to make them (the organizers) feel that our website suit their film festival.

8. What is the purpose of the intended effect on the sender?

- The purpose is to make the organizers satisfied.

9. How is the target group affected by similar messages?

- They wonder if this applies to them as well. The website make them want to be a part of the festival.

10. Has the product been made before?

- There are other film festival's websites as well.

11. Where, when and how is the target group going to meet the product?

- On the internet, when visiting the site and in Aveiro when they visit the festival.

12. How should the product be distributed?

- The product is for free, it will be distibuted if they visit the festival.



5 - Communication strategy

24 QUESTIONS

13. What media genre(s) should be used?

- Online and offline advertising.

14. How should the media genre(s) be used?

- Porters seen on the street, and website when searching the internet.

15. What skills should the producer have?

- Organizing festival, record it.

16. What knowledge should the producer have?

- Knowledge about using media product and organizing events.

17. How much should be included?

- Where and what: on the festival.

18. What equipment is necessary?

- Adequate IT equipment. Theater for the event.

19. What is the budget?

- 10.000 EURO – e.g.

20. What kind of legal problems could occur?

- Breaking a legalized agreement could lead to being sued.

21. What kind of ethical problems could occur?

- Stealing someone else's idea, someone taking credit for other people's work, not taking the responsibility **for one's mistake.**

22. What is the name of the product?

- Made in Deca website and advertising.

23. What is the timetable?

- Timetable is 18 days.

24. What is the easiest way of making the product?

- The easiest way of making the product is sticking to the plan, using the same range of colors and programs you have worked with before. When it comes to choosing a development method, maybe a mix of waterfall and prototype would be perfect for making this product.



5 - Design brief and documentation

Design brief

Tasks for the new web design

Our webpage has designed in the style the client has instructed. The style is determined at advance, with possibility to inputs from deliverer page. We had to base on the poster, which they designed.

Overall style / appearance

Black and white, 20s style, with the main character Charles Chaplin, Silent movies.



Target group

The target group are students mainly 19-28 ages (generally all over the world).

The project scope

Film festival is an event organized every year. The problem is that, each year they have different design. For regular participant it is hard to recognize that it is the same one event every year. Therefore a new design for the website by new event.

Materials

In our project must be used Made in DECA logo / banner and font types, which Made in DECA ensure that these things are available.



5 - Design brief and documentation

Design documentation

The basic idea

On the beginning we wanted to make whole page as film tape but finally we decided that the design is the theme. The festival's theme is Black and White, so the basic colors are already determined. University of Aveiro has even made some design thereof: banner, poster and logo. Requirement from UA is that we use them without any modifications (we were not even allowed) . The overall design is like a blackboard in a school. From there the idea is to make the whole website as a large blackboard with chalk writing on.

Product

The product is a website, which we have made for the UA and its film festival 'Made in DECA. « and also report of our work. Since is special to the point that the page is done over the film festival 'Made in DECA 2012' which is the only part of the short film`s festival which we also helped to organise. Also task for us was to make a theme of this year's festival, which has been a unique opportunity to create a theme based layout.

Designed

The style is 1920s, as in Charles Chaplin's day with the same black and white style. Also we used 'black board' style with chalk distinctive font and color chosen for the website.

Fonts

Selected by the University of Aveiro, but Scripture itself fits perfectly in relation to an ordinary hand-writing in a blackboard. The fonts we have available are; Harrington, Andreas Std and La Tribune CP. We have used these fonts in the website's main menu and short subtitle. Scripture is unfortunately not pleasant to read for long text, so where there should be longer text we have chosen to go for a more readable font like: arial, sans-serif and verdana.



The first idea



5 - Design brief and documentation

Design development

Layout & Moodboard

Menu and optimization

Do we have first chosen to have a typical menu on the left and the page is optimized for the most Used screens which is a resolution of 1024 pixels.

Pictures and video

We decided to break black and white mood during making gallery, because whole festival was not black and white, so all the pictures we upload in actual colours.

The target group

Are young students through Portugal and graduates students, but as well students from others countries.

Communications

Communication is the mature tone, as are students at a university which is the main target group.

Documentation of the development

We started with a banner that UA had given us. In the banner you see a gray tone of a black / white film, with a few 'cracks' in the film as it is an old recording from 1920, or it is supposed that. The demand from them was for, we could not do anything about the logo or font, and text: From this we decided to make it more black board with chalk on when the films in the festival had no claim to be black / white. This layer, as seen on the banner that looks a bit muddy out inspired us black board background. Which was subsequently developed, we came forward to Charles Chaplin would be on the side of the white form, if you hover over him, he shows himself. We made many versions of him before he was good enough and this was one of the earlier versions:

As can be seen, he does not quite clear and we would like to work a little with him, so we got the best result possible. We have him also in a 'Faded' version, which we nailed the first attempt when it's just a layer that is laid over him. Our Chaplin is now made finished as the picture shown (for example) on the left side. When identifies the image of the white version of Chaplin, he comes forward as seen (for example) to the right. Here is our first attempt at a website.

More pictures you can find in the attachments.

Moodboard and font:



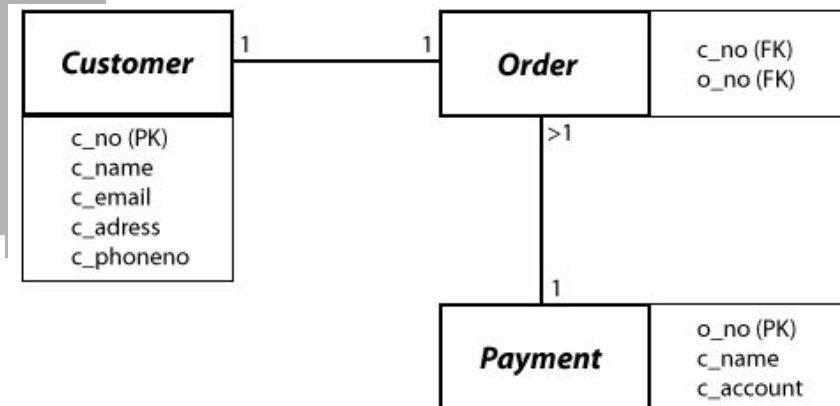
5 - Conceptual ER-model for buying/ordering tickets

ER model

Introduction

Entity-relationship model, also called the ER model is a model that shows how a database are linked. What devices are known to each other, which attributes are primary keys (PK) and foreign keys (FK) and their relationships are 0-1, 1-1, 1-many or many many. We will describe how the database for a possible booking form might look with keys and relationship.

ER model:



We have 3 units, «Customer», «Payment» and «Order».

Customer has a lot of attributes and a primary key «c_no» which stands for «Customer number» this number is used over in payment, which has «c_no» as foreign key. I Payment is requested by the an order received by it from the Order. In order receive a payment «o_no» (order number), and a number orders return. A customer can have only one payment, and payment can only have 1 customer. Payment may have 1 to many orders where the order can only have 1 payment.

Conclusion

We have described how our database for ordering tickets will look like by showing what devices that know each other, and set primary keys, foreign keys and what relationships they to one another.



5 - System-Analysis (functional, non-functional requirements) for buying/ordering tickets

Use case

Introduction

A use case is a model which will be displayed to a coding team, and then they could make a system based on the terms and requirements we have set.

We would like to have made it possible to book tickets for next year's event, and therefore make a use-case model for ticket booking. We will describe the requirements we place on the page, and what will be done by success/ failure.

Short description

This use case is about buying tickets for Short Film Festival in Aveiro. We are going to buy the system from the company offering it. This use case is important as it defines our requirements and expectations for the service we buy.

Goal

A user wants to order X number of tickets for the festival (max 5 per. Orders).

Assumptions

Active network connection between the order page and database.

Basic course

1. Use case starts when user is redirected to the buying service page.
2. The user presses the the buy button «Order Tickets».
3. Database return «free tickets» to the server, which will be displayed to the user.
4. The user clicks on the sites which users want to reserve.
5. Seats are locked (in max 5 min.) and the user will be redirected to payment page.
6. The user fills the payment form where has to insert name, account details and email.
7. Seats are reserved, the user gets response with approval of ordering, and information about receiving tickets.
8. Ordering done.



5 - System-Analysis (functional, non-functional requirements) for buying/ordering tickets

Alternate courses

1. The user will not click on any vacant slots that user want to reserve.
 - User gets an alert that no seats are elected.
 - Users will be able to choose seats again.
2. The user is too slow to process the payment, and another user has locked one or multiple of the first user's seats.
3. The user cancel the order.
First User is returned to the order page, and the seats are locked up again.
4. Users fill out the payment form after 5 min.
5. Users get alerts to one or more of the elected seats are occupied.
6. Users will be brought back to room reservation page, with the option to choose again.

Post conditions

System will display message and after user will be redirect to Festival`s website.

Actor- User/ Costumer

- Uses
- Database

Special requirements

The user should be warned to booking of tickets only lasts for 5 min., And payment must fall within.

Conclusion

We have described how our ticket ordering system will operate and how a course should happen on success and failure scenarios projected, and had described what requirements must be to the system.



5 - System-Analysis (functional, non-functional requirements) for buying/ordering tickets

Non-functional requirements

Introduction

Non-functional requirements specifications and limitations of the system. Here we will describe closer to the coding team, how the system should be.

By restriction, we will remove some of the solutions that will not make us complacent, but will still be a solution to our task. Therefore, we will step in and limit our task by to specify our requirements.

Usability

There must be limited number of keys that are located logically and a simple design. Additionally, the design should make the user feel safe and not have some features that could make user to feel uncomfortable.

Reliability

There must be a stable link between the database and website. performance to use as few resources as possible. When downloading from the database should only be retrieved relevant information.

The user should be informed about necessary informative things, or things the user must take a position.

Security

The system must have a functional and secure database that can hold personal information as personal data and payment card data.

Conclusion

We have described our non-functional requirements, and therefore restricted our solution to the task and ensured that the coding team not going to do their work on, should have been misunderstandings of the task. Our specified requirements have narrowed down the options.



5 - SEO

For the SEO-engines we tried to find more and more places, from where to link to our site, and we also put some links to those sites, which have the same topic.

We also put our link to different social medias and add alt name to all the important pictures.

Our keywords are: made in deca, universidade de aveiro, film festival, portugal, aveiro, cphnorth, raposo, exam project, knord project, adam Mezei, jolanta Smaga

Our `<meta name=»title» content=» Made in DeCA 2012 - the great film festival in Aveiro « />`

And the description is:

`<meta name=»description» content=»This website was made for a Portuguese short film festival, called Made in Deca 2012 as an exam project of AP Degree in Multimedia Design and Communication studies at Business Academy Copenhagen North. Made by two groups: by Jolanta Smaga and Adam Mezei and by Christian Parsbro, Mike Simony and Anders Toft Nielsen.» />`

We used text as links instead of pictures, all links, file names and sites contain specific keywords like gallery, team, sponsors.

We have described the SEO features we use and what we use them. That it is important to have a good SEO if you want to stand well with search engines, as well as having good information.



5 - SEO

About website optimization - <http://analyze.websiteoptimization.com/wso>, we have a result like this:

Analysis and Recommendations

TOTAL_HTML - Congratulations, the total number of HTML files on this page (including the main HTML file) is 1 which most browsers can multithread. Minimizing HTTP requests is key for web site optimization. Y

TOTAL_OBJECTS - Caution. You have 15 total objects on this page. From 12 to 20 objects per page, the latency due to object overhead makes up from 75% to 80% of the delay of the average web page. See Figure II-3: Relative distribution of latency components showing that object overhead dominates web page latency in Website Optimization Secrets for more details. Consider reducing, eliminating, and combining external objects (graphics, CSS, JavaScript, iFrames and XHTML) to reduce the total number of objects, and thus separate HTTP requests. Consider using CSS sprites to help consolidate decorative images.

TOTAL_IMAGES - Caution. You have a moderate amount of images on this page (13). Consider using fewer images on the site or try reusing the same image in multiple pages to take advantage of caching. Using CSS techniques such as colored backgrounds, borders, or spacing instead of graphic techniques can help reduce HTTP requests.

TOTAL_CSS - Congratulations, the total number of external CSS files on this page is 1 . Because external CSS files must be in the HEAD of your HTML document, they must load first before any BODY content displays. Although they are cached, CSS files slow down the initial display of your page. Remember to place CSS files in the HEAD and JavaScript files at the end of the BODY to enable progressive display.

TOTAL_SIZE - Warning! The total size of this page is 351020 bytes, which will load in 72.96 seconds on a 56Kbps modem. Consider reducing total page size to less than 100K to achieve sub 20 second response times on 56K connections. Pages over 100K exceed most attention thresholds at 56Kbps, even with feedback. Consider optimizing your site with Website Optimization Secrets, Speed Up Your Site or contacting us about our optimization services.

HTML_SIZE - Congratulations, the total size of this HTML file is 1627 bytes, which less than 50K. Assuming that you specify the HEIGHT and WIDTH of your images, this size allows your HTML to display content in under 10 seconds, the average time users are willing to wait for a page to display without feedback.

IMAGES_SIZE - Warning! The total size of your images is 345281 bytes, which is over 100K. Consider switch graphic formats to achive smaller file sizes (from JPEG to PNG for example). Finally, substitute CSS techniques for graphics techniques to create colored borders, backgrounds, and spacing.

CSS_SIZE - Congratulations, the total size of your external CSS is 4112 bytes, which is less than 8K.

MULTIM_SIZE - Congratulations, the total size of all your external multimedia files is 0 bytes, which is less than 10K.



5 - Development process

At the beginning our plan was to create a website, which look like an old dia film, but we changed our mind, because there was already plenty of sites based on this idea.

Then we started to think, what or who is the closest to these year's movies and then we got the idea about Chaplin. At first we plan, that he is going to be the menu, and if we hover, then he moves, and the menu point appears in a bigger size.

Later we didn't know, where could be the best place to Chaplin on the site, in the middle or on the left, and if he is in the middle, then we should use fancy-box for pop up internal HTML pages, and click always next to it, to be able to reach Chaplin, then menu again.

But we thought, it could be not a good idea, because the SEO robots could not find then contents in the fancy-box, as it is a javascript, which the robots deny.

So, finally we decided to use him only as a background, and give the same feeling by using the same fonts for the whole site, as the festival has.

We also made some detailed changes, like make transparent the header, use fancy-box for the gallery.



5 - User test

As a User test, we used the Gangster test for the first version.
The questions:

The Gangster test

1. The website identification: What website is this??
(Look for a logo or other signs of identification)
2. Sections: What are the major sections of this site?
(Look for the website's sections or departments)
3. Page name: What sub-page am I on?
(Look for a title or a name)
4. Local navigation: What are my options at this level?
(Look for local menu)
5. "You are here"-indicators:
Where am I in the scheme of things?
(Look for a breadcrumb or overview)
6. Search function: Where can I search?
(Look for a search function)

And the result of 5 testers:

1. user: 9 points
2. user: 9 points
3. user: 5 points
4. user: 8 points
5. user: 9 points

This result clearly shows, we needed to make changes.

When first they saw the site, they most thought it is about Chaplin or a film, so we had to make it more clear.

The problem was mainly, that at the beginning only the Home page included link to social medias and gave a possibility to change between the languages. Later we changed on it, and put these to all the pages.

Also there was a problem, with the gallery, the pictures were not in a logic order, not going from left to right.

In the Appendices you can find the design changes where the tests result have led to.



6 - Conclusion and reflection

It was a great task. This was the first time, that we worked on a real project, for a real customer, for a real festival. Right now they use our site, you can see on the following link:
<http://blogs.ua.pt/madeindeca/en/home.html>

We worked together at the beginning with a Danish group, and at the end of the project we finished on two different way, as our teachers suggested, because we are not in the same class. But it was a great experience to work with them, and really positive, as we all agreed in everything in the final solutions.

All the task we had to follow, was really useful, as we could see, finally we end up with a really professional solution.

Learning goals and reflections

Jolanta Smaga

To do this project assignment I realized that we have to use all our skills which we have learned during our first semester included techniques from Adobe, coding, project management or communication. I really like it because I could check myself. I also discovered that I really like to be multimedia designer as a future job, because it was already real work to do. I very enjoyed this project, specially that we had it in different country with different students and check how is their way of working and studying. It was great experience.

Adam Mezei

This project was the first one, where I could use all the knowledge I learnt about in the 1st year. I can see the areas where I improved really well, and get confident with those topics like programming in HTML, using Dreamweaver, Photoshop and Indesign.

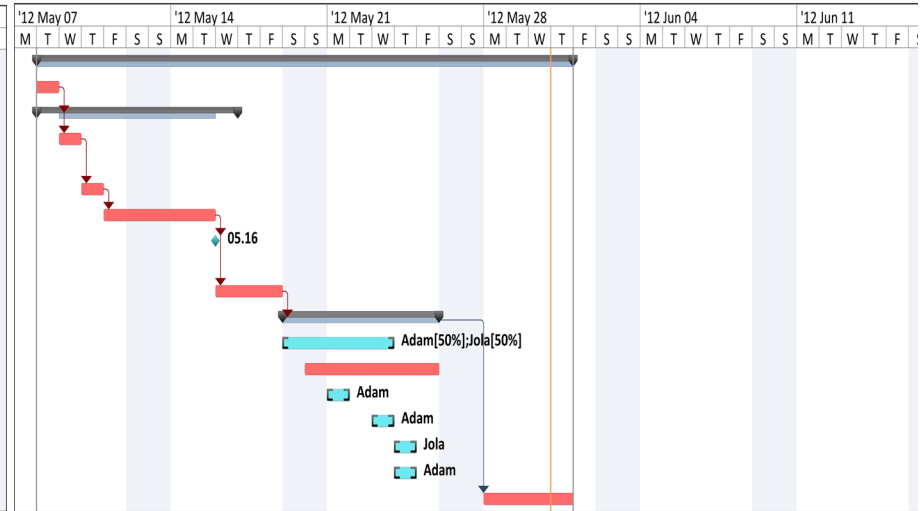
This time at the beginning during the festival I worked in a 5 membered group, together with Danish student, and this experience meant a lot for me, because I learnt from them for example to have finished the project for the deadline and I hope they also learnt from me.



7 - Appendices

Initial Project Plan

ID	Task Mode	Task Name	Duration	Start	Finish	Predecessors	Resource Names
1	Task	Made in DECA - Exam project	18 days	Tue 12.05.08	Thu 12.05.31		Christian, Mike, Andersen, Adam, Jola
2	Task	Project plan - stakeholder and risk analysis	1 day	Tue 12.05.08	Tue 12.05.08		Adam, Jola
3	Task	First version for the festival	7 days	Tue 12.05.08	Wed 12.05.16 2		Christian;Mike;Andersen;Adam;Jola
4	Task	Meeting with the organizers to clear up their wishes	1 day	Wed 12.05.09	Wed 12.05.09 2		Christian;Mike;Andersen;Adam;Jola
5	Task	Design and image planning, collecting ideas	1 day	Thu 12.05.10	Thu 12.05.10 4		Christian;Mike;Andersen;Adam;Jola
6	Task	Coding	3 days	Fri 12.05.11	Tue 12.05.15 5		Christian;Mike;Andersen;Adam;Jola
7	Task	Meeting with the organizers to deliver the product - the day of the film festival	0 days	Wed 12.05.16	Wed 12.05.16 6		Christian;Mike;Andersen;Adam;Jola
8	Task	Relax	3 days	Wed 12.05.16	Fri 12.05.18 6		Christian;Mike;Andersen;Adam;Jola
9	Task	Full fill the requirements of the exam project	6 days	Sat 12.05.19	Fri 12.05.25 8		Adam[50%];Jola[50%]
10	Task	Coding the missing parts, planning ER-model	4 days	Sat 12.05.19	Wed 12.05.23		Adam[50%];Jola[50%]
11	Task	Creating Report	6 days	Sun 12.05.20	Fri 12.05.25		Adam[50%];Jola[50%]
12	Task	Edit photoes and videos	1 day	Mon 12.05.21	Mon 12.05.21		Adam
13	Task	User test	1 day	Wed 12.05.23	Wed 12.05.23		Adam
14	Task	Social media	1 day	Thu 12.05.24	Thu 12.05.24		Jola
15	Task	SEO	1 day	Thu 12.05.24	Thu 12.05.24		Adam
16	Task	Hand in the project	4 days	Mon 12.05.28	Thu 12.05.31 9		Adam[50%];Jola[50%]



Project: Exam Project
Date: Thu 12.05.31

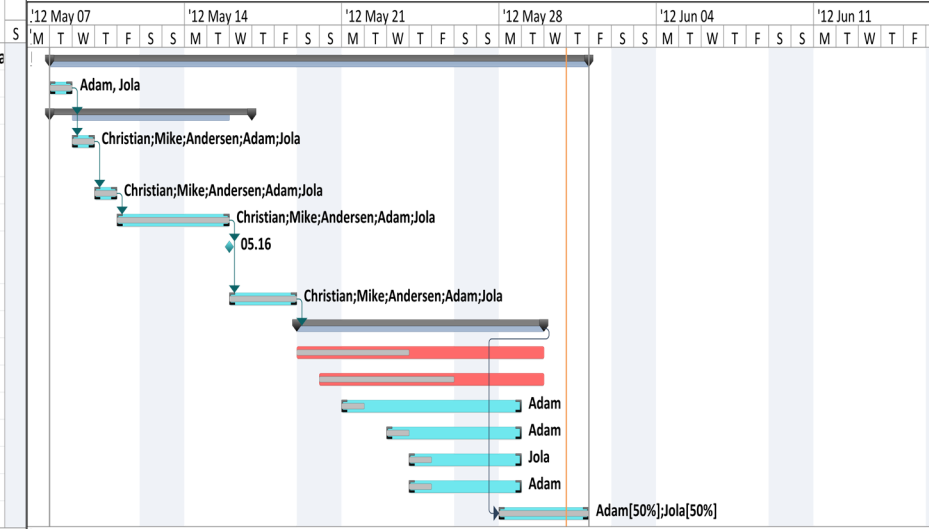
Task		Inactive Task		Start-only	
Split		Inactive Milestone		Finish-only	
Milestone		Inactive Summary		Deadline	
Summary		Manual Task		Critical	
Project Summary		Duration-only		Critical Split	
External Tasks		Manual Summary Rollup		Progress	
External Milestone		Manual Summary			



7 - Appendices

Final Project Plan

ID	Task Mode	Task Name	Duration	Start	Finish	Predecessors	Resource Names
1	Task	Made in DECA - Exam project	18 days	Tue 12.05.08	Thu 12.05.31		Christian, Mike, Andersen, Adam, Jola
2	Task	Project plan - stakeholder and risk analysis	1 day	Tue 12.05.08	Tue 12.05.08		Adam, Jola
3	Task	First version for the festival	7 days	Tue 12.05.08	Wed 12.05.16		Christian;Mike;Andersen;Adam;Jola
4	Task	Meeting with the organizers to clear up their wishes	1 day	Wed 12.05.09	Wed 12.05.09	2	Christian;Mike;Andersen;Adam;Jola
5	Task	Design and image planning, collecting ideas	1 day	Thu 12.05.10	Thu 12.05.10	4	Christian;Mike;Andersen;Adam;Jola
6	Task	Coding	3 days	Fri 12.05.11	Tue 12.05.15	5	Christian;Mike;Andersen;Adam;Jola
7	Task	Meeting with the organizers to deliver the product - the day of the film festival	0 days	Wed 12.05.16	Wed 12.05.16	6	Christian;Mike;Andersen;Adam;Jola
8	Task	Relax	3 days	Wed 12.05.16	Fri 12.05.18	6	Christian;Mike;Andersen;Adam;Jola
9	Task	Full fill the requirements of the exam project	8 days	Sat 12.05.19	Tue 12.05.29	8	Adam[50%];Jola[50%]
10	Task	Coding the missing parts, planning ER-model	8 days	Sat 12.05.19	Tue 12.05.29		Adam[50%];Jola[50%]
11	Task	Creating Report	8 days	Sun 12.05.20	Tue 12.05.29		Adam[50%];Jola[50%]
12	Task	Edit photoes and videos	6 days	Mon 12.05.21	Mon 12.05.28		Adam
13	Task	User test	4 days	Wed 12.05.23	Mon 12.05.28		Adam
14	Task	Social media	3 days	Thu 12.05.24	Mon 12.05.28		Jola
15	Task	SEO	3 days	Thu 12.05.24	Mon 12.05.28		Adam
16	Task	Hand in the project	4 days	Mon 12.05.28	Thu 12.05.31	9	Adam[50%];Jola[50%]



Project: Exam Project
Date: Thu 12.05.31

Task		Inactive Task		Start-only	
Split		Inactive Milestone		Finish-only	
Milestone		Inactive Summary		Deadline	
Summary		Manual Task		Critical	
Project Summary		Duration-only		Critical Split	
External Tasks		Manual Summary Rollup		Progress	
External Milestone		Manual Summary			



7 - Appendices

Stakeholder Analysis

Stakeholder	Attitude	Influence	Sphere
Teachers from AU	+	High	Vision, leadership
Students	+	High	leadership, workplace
Theatre manager	+	Medium	Services
Danish students	-	Low	Services, workplace
Media	-	Low	Workplace
Companies	-	Medium	Sponsors, support

Methods

Pre analistic	Research	Design	Completion
Project description	Concept description	Information design	Construction
Event profile	Project plan	Test	Report
Targer group	Communication model	Interaction design	Test
Stakeholders	Analysis	Presentation	Conclusion
SWOT			

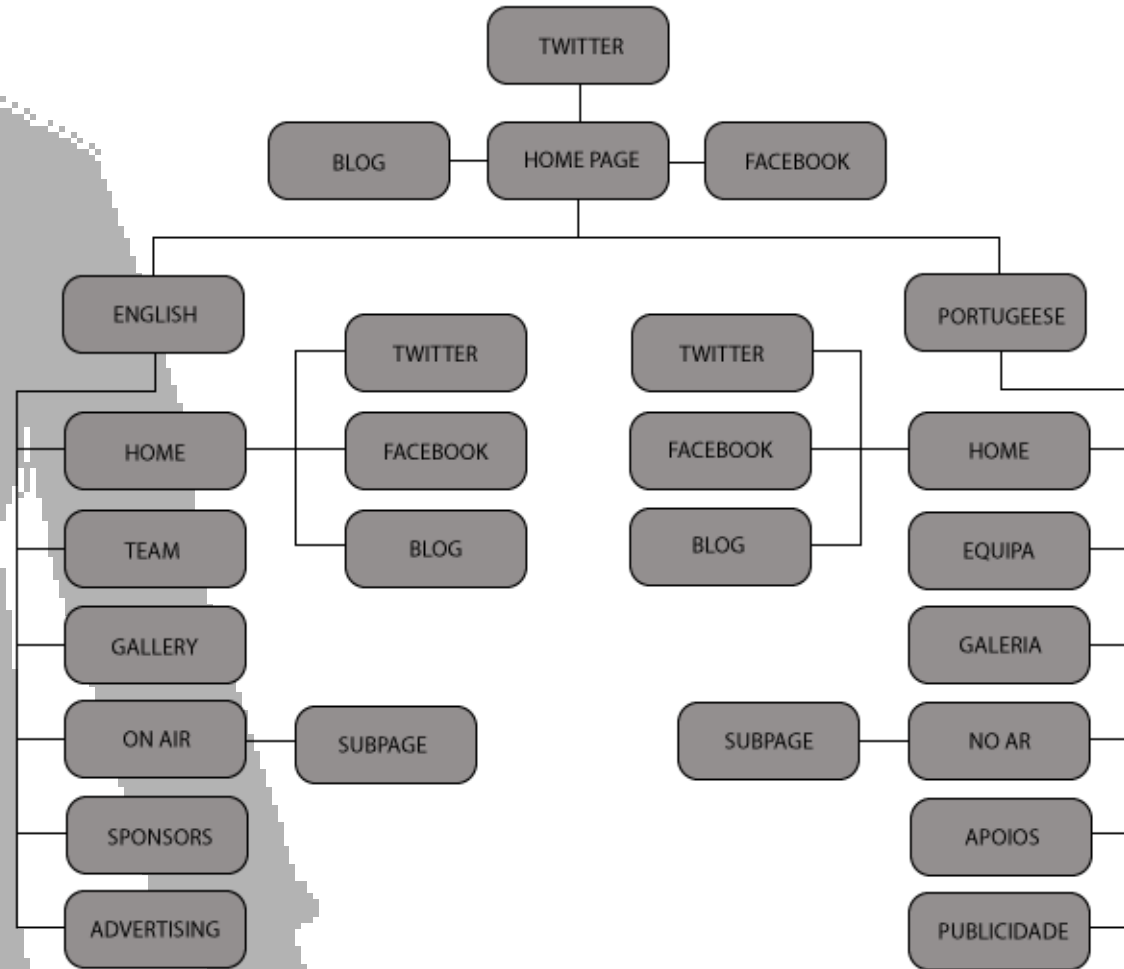
	HELPFUL	HARMFUL
INTERNAL	<ul style="list-style-type: none"> -possibilities to show student's works for people form outside, -experience with organise events, -socializing between students and teachers -competition 	<ul style="list-style-type: none"> -not enough participants, -not enough good works, -no volunteers to be responsible of event, -problems with organise event: place, costs etc.
EXTERNAL	<ul style="list-style-type: none"> -interesting topic to look at it, -free entrence, -possibilities to look what students are woring at, 	<ul style="list-style-type: none"> -people can not find time to come for event, -bad behavior during the event, -subjective comments about student's works

SWOT



7 - Appendices

Sitemap



7 - Appendices

Design Documentation

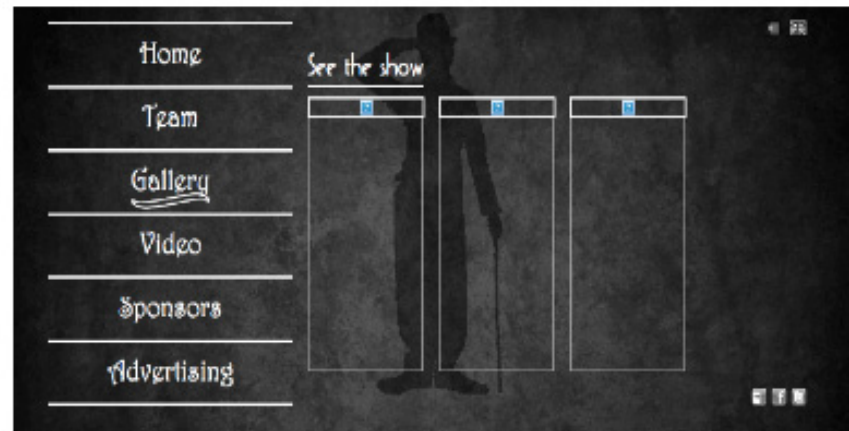


7 - Appendices

Design Documentation



We also had a few suggestions for the gallery.



7 - Appendices

Results from user testing of the design changes that test results have led to



Some more suggestion for the gallery.



7 - Appendices

The final version where the user testing led to

