

Internship Report Presentation

2013



Working at Wooloo

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Class: CLmil-v11e - Multimedia Design

Supervisor: Thomas Hartmann



About Wooloo:

Wooloo is a Danish art group (established 2002) - founded by Sixten Kai Nielsen, Martin Rosengaard, and Russell Ratshin - known for their socially engaged practice in Denmark and abroad – often involving elements of hospitality.

Wooloo's first project was the online social network Wooloo.org. The website is today being used by more than 27.000 international cultural producers and art institutions to collaborate around exhibitions and other projects.

During the UN Climate Summit in Copenhagen in 2009, Wooloo managed to accommodate more than 3,000 climate guests with Danish families for free.



1. Learning goals

My main task was to develop different websites using Wordpress. And I was also working in Photoshop and took a part in the humanhotel project.

The websites I was working on are the followings in chronological order:

- <http://copenhagenlamp.com/>
- <http://www.lesliewaltoncollection.com/>
- <http://humanhotel.net/>
- <http://humanhotel.org/>
- <http://www.kulturlab.dk/>

All of these sites are based on different existing free themes.

- Developing the existing knowledge of using CMS systems, focusing on different plugins
- Using different techniques for developing SEO for a website and working in a group
- Developing more websites using online payment system, focusing also on the graphic design, so it suits to the identity of the company

2. Tasks and reflection on these tasks in the light of the theories I have been introduced to during the program

I was the only one responsible for using and uploading to ftp server and registering the domain names. I was using Firefox Firebug to find the area in the code, which was supposed to be changed.

www.copenhagenlamp.com:

First week:

(*basic wordpress theme: <http://wordpress.org/extend/themes/wp-creativix>*)

Example:

```
<div class="slide_text">
```

- image part:

- Make the image bigger, text smaller
- Delete the arrows in the slideshow

//changed in php code

-navigation:

- Delete search bar
- Delete logo area
- Menu - Free flowing, no background
- Change fonts

//changed in php code

- Get rid of the yellow line in the background

//changed in the code

- Change the menu's letter's color and size

//changed in the code

- Have the bgr fixed - so it covers always the same way

//changed in code

- Remove the dropdown menu, having breacrums instead

//changed in wordpress and php code

```
<h1><a href="<?php the_permalink();?>"><?php  
the_title();?></a></h1>
```

```
<span class="date">Published <?php the_time('F j, Y'); ?> - <?php  
comments_number('No Comments','One Comment','% Com-  
ments'); ?></span>
```

```
<p><?php echo $wpcx_slideshow_text;?></p>
```

```
<a href="<?php the_permalink();?>">read more</a></div></li>
```

```
<div class="slide_text">
```

```
<h1><a href="<?php the_permalink();?>"><?php  
the_title();?></a></h1>
```

```
<?php echo $wpcx_slideshow_text;?>
```

3. Reflection on the internship and the outcome of the internship

First it was hard to be a part of a team, I don't know yet, but the environment was really friendly, everyday someone else cooked lunch, we started to prepare for the Copenhagen Marathon together and so on.

I had the deadlines, so sometimes I was working during the nights to have the solution for an issue.

My boss offered me a possibility to work on the kulturlab.dk project, where they will need my support in developing their website.



5. Appendices

1-2. Making some changes in Photoshop:

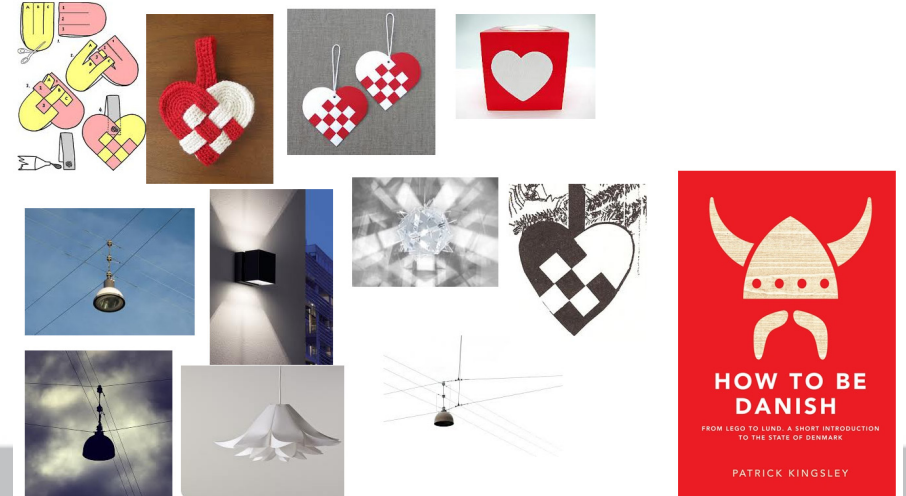


3. An example of taking a photo:



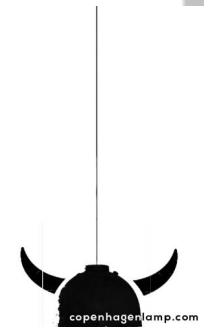
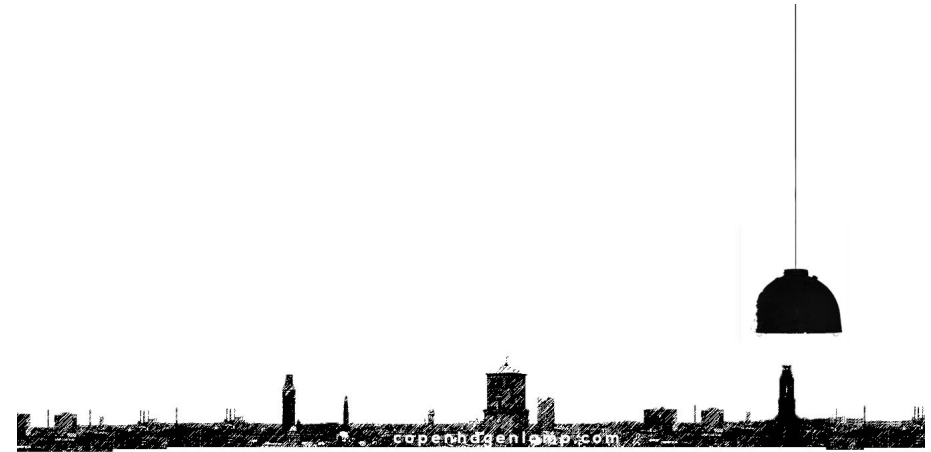
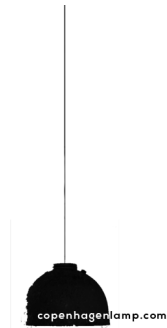
5. Appendices

4-5-6-7. Moodboards for copenhagenlamp.com:



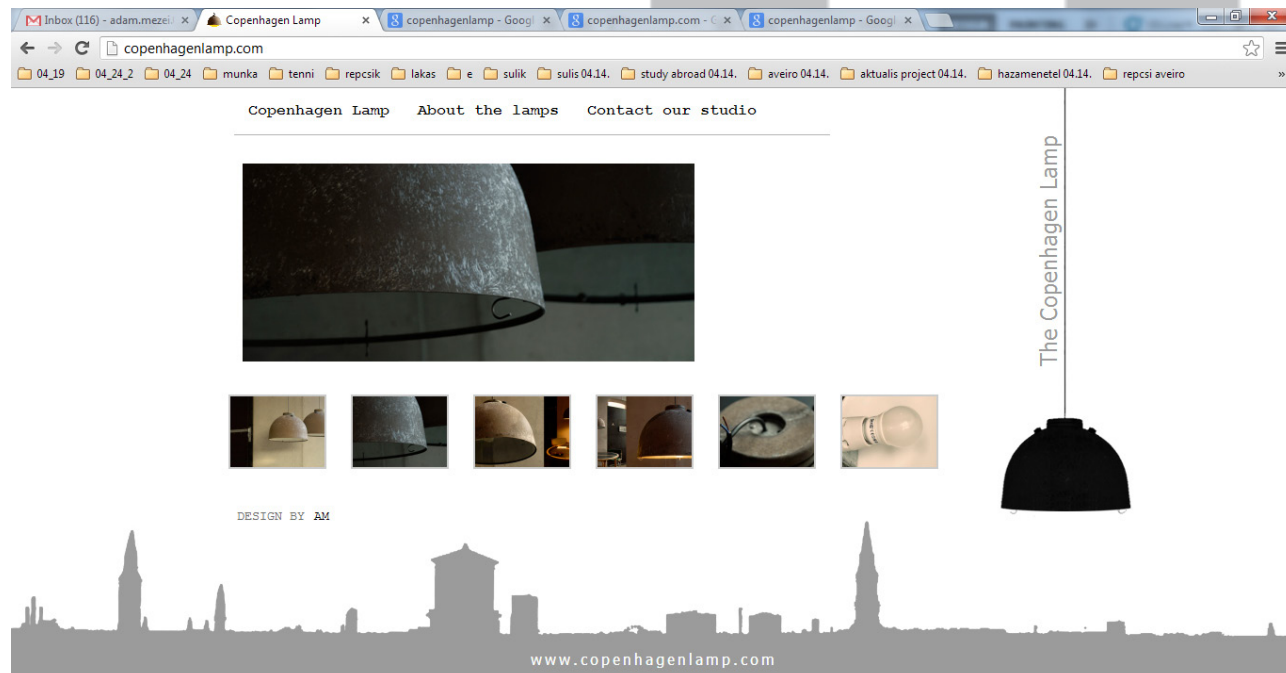
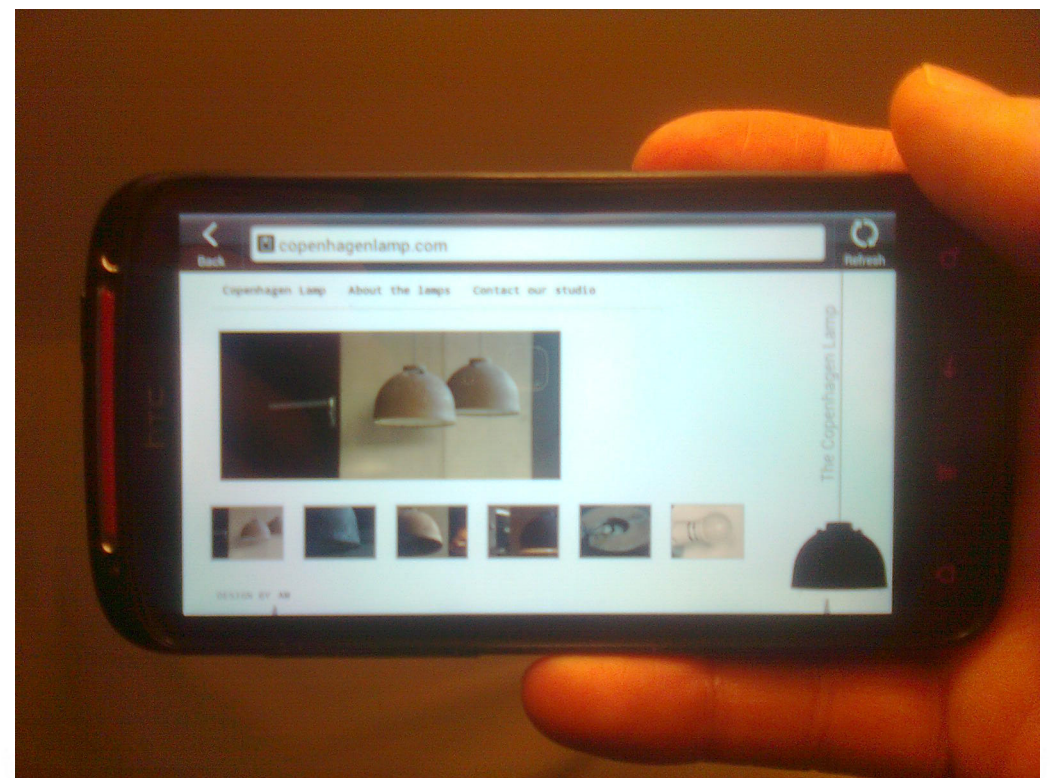
5. Appendices

8-9-10-11. Design ideas for the background:



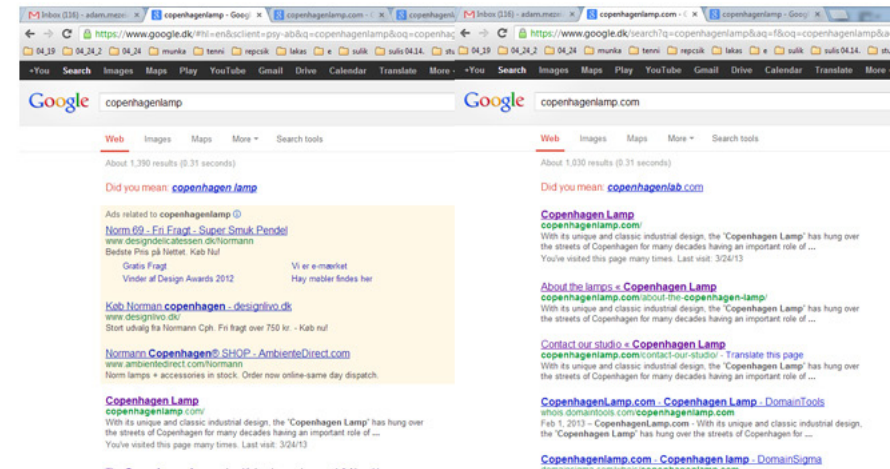
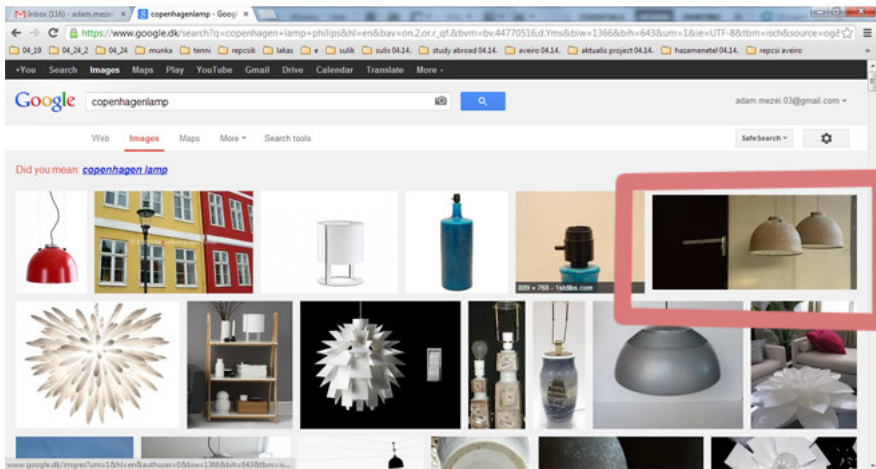
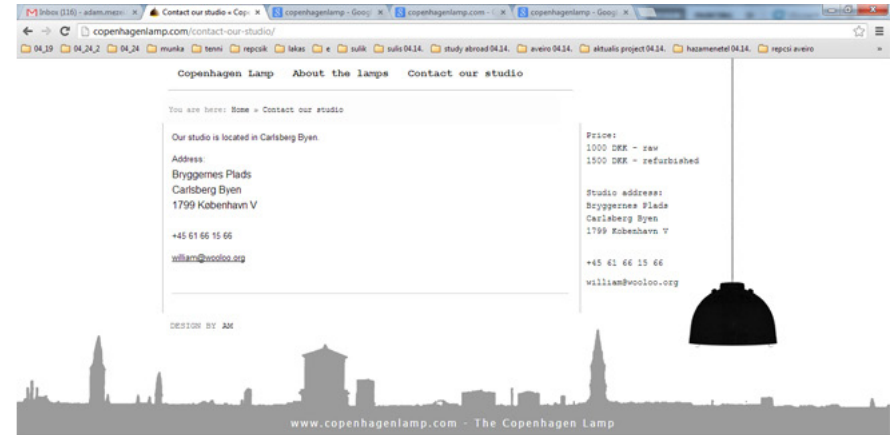
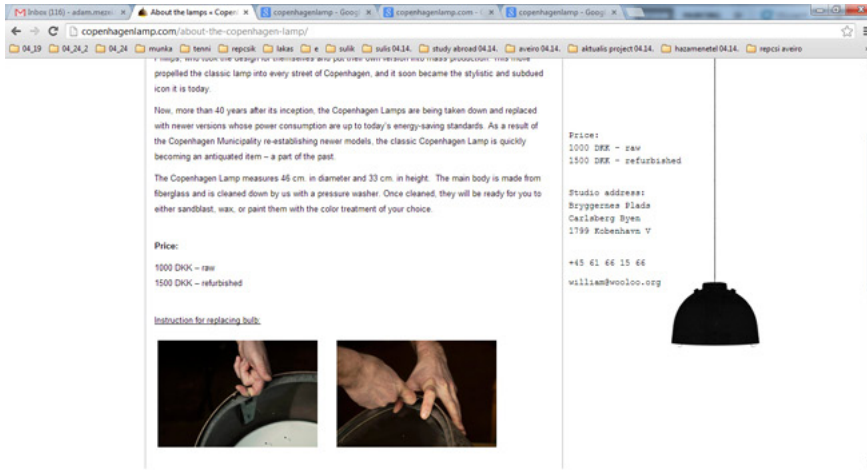
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12-13. The final version on mobile device and on a computer:



5. Appendices

14-15-16-17. Different subpages and results in google searching:



Thank you for your attention.

