

GCSE Digital Communication

Unit 3

Sample 2

Proposal

Paragraphs

I chose this audience and brief, Promoting local services to older people, because I think I can relate well to this audience because I have an older brother and family. I found out that the audience, older people around the age 30-40 prefer to find information from a website than a podcast or video. The ~~the~~ information from the focus group helped a lot. They said it would give a more adult approach to my website if I used good quality photos. They said to use bright colours but not so it is babyish / childish. They also said not to make it too detailed but not to make it too simple as well. The research I found was that if it was patronising it would draw the audience away from my website. My mindmaps helped me to know what I was going to do and what I was going to put in my website. I also dressed out my website because I wanted to see how it would look. This helped me and tell me what I might need to change and also to tell me what worked well. I was also doing some independent research and looking at how the

Search

links and webpages worked well on different websites. I found the links that are in a line and links that are together worked better than links that are dotted around the page.

I plan to find links to do with local services to put on my website so it will look and be better.

I plan to use frontpage to make my website.

My goal is to make an ~~excellent~~ excellent webpage. I hope that my website will relate to my ^{le}brief. I would like it to be colourfull and interesting. I want my webpage to make people want to read through it.

I would also like to make a good website template so that if I was in a real company making a website I would be able to sell the webpage on.

I will need to include links images, colours, hyperlinks and language features.

I could also get more marks by adding the hearing unpaired symbol.

I hope that my website will go well and that I will reach a good amount of marks.

Review

After planning and drawing my website I was happy with how it was but when I got round to making my website I found that having a picture as my background was more effective than a plain colour. My feedback said that the background looked good but drew the attention away from the writing. So I did change the background but I thought the picture looked better in the background.

My research showed that people prefer to look at a website for information than look at a podcast. My research helped me with how my website looks now.

I wanted to achieve a good looking website that people will look through and follow. After I finished my website, I realised that I could ^{have} sold the website layout / template on. I wanted my audience to be young adults. I thought by filling the text boxes in and having good quality pictures gave a more adult approach to the website. The aim was to promote local services to older people. I think I achieved this audience and aim. I chose a webpage because I thought a website would best fitted my aim. I think I had an even spread of pictures and text. I would like people to look at my website and pictures and think to themselves that they really want to go to that place, and follow

my links and come back to my website
and feel like they can use my website
and that it is helpful.

Writing your proposal

Your next task is to write up your proposal. In this part of your assessment you will be marked on how well you have:

- Carried out relevant research which contributes to your proposal
- Analysed existing digital texts
- Planned your text to meet audience needs and the brief

Try to include the following sections in your proposal:

An introduction - say which brief you have chosen.
and why, because.

What you found out about your audience and purpose of the brief using research. *ways, appealing.*
look all links, little writing NO!

Details about any focus group work undertaken
questions layout. formal.

Details about what research you conducted - refer to your research record *not patronising*
Plan because.

Mindmaps, storyboards or paragraph maps that you have created. *mind maps, website*

What components you need to gather - refer to your components list. *links, Homepage*

A conclusion - stating what you want to achieve.
goals.

Remember, that you can write up to 500 words in your proposal (250 words on analysing the digital texts you have researched and 250 words on describing your own digital text.

Chapter 1 Exploring the brief

Activity 6 table 1

Complete a copy of the table below. Evaluate the strengths and weaknesses of using each text type to meet the demands of the brief.

Text type	Strengths	Weaknesses
Website pages	Links text (Bold)	lots of writing
Audio podcast or slideshow	Pictures funny	Boring
Moving image	fun	Doesn't relate

Chapter 1 Exploring the brief

Activity 6 table 2

Complete a copy of the table below. Suggest what content you could include to make it appealing for your audience and to achieve the purpose of the text.

Text type	Possible content (relating to purpose and audience)
Website pages	tabs text not Partraning
Audio podcast or slideshow	Funny interviews
Moving image	interesting

Chapter 3 Developing your proposal

Research record

You could use the table below to record all of your research and thoughts.

Detail of material and where found (including website address)	Medium	Features used for audience and purpose	Select/reject (What ideas are useful? What could be used?)
www.chilternpools.co.uk		tabs Boxes text	tabs } select pictures } lots writing-reject
www.River Island.co.uk		tabs Pictures	Select - tabs Pictures.

LOCAL

Places to visit

Your local!

High Wycombe

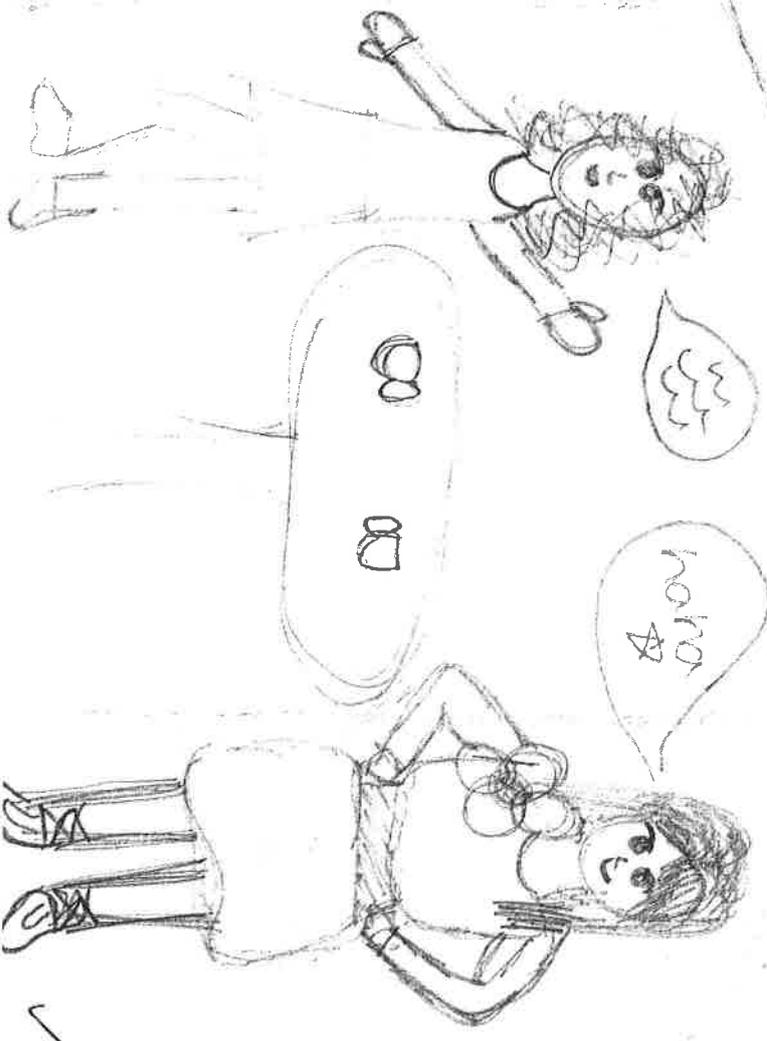
Information on your town

HOME

Your local!

High Wycombe

The local is all about getting people involved with your local community. getting you out and about meeting people and putting a smile on your face. Click on the high wycombe link to find more about your town.



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The Local!

Places to visit

Your Local!

High Wycombe

Wymondley on your TOWN!

HOME

High Wycombe!

There is loads of local places in High Wycombe. This website will tell you the best places to go in your community. Why not try something new! Visit swimming pools, parks and shopping.

What type of person are you. Do you like going out and getting new clothes, maybe a picnic in a park and even going to your local gym to work out! or popping out to the pub for a Sunday lunch

The Local



Local

Places to visit

Your local!

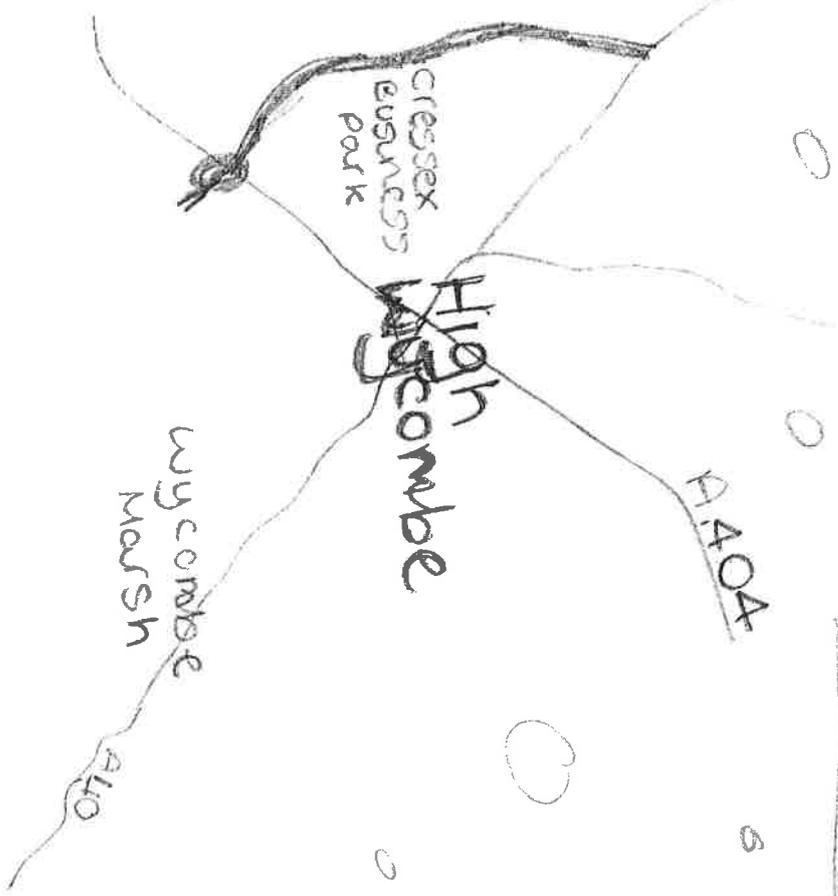
High Wycombe

Information on your town!

HOME

Information on your

TOWN!



High Wycombe used to be Chipping Wycombe, is a large town in Buckinghamshire, England. High Wycombe has the population of around 92,300. Some attractions include Odd's Farm, Wycombe Museum, West Wycombe Caves and the Chiltern Hills.

LOCAL

Places

to visit



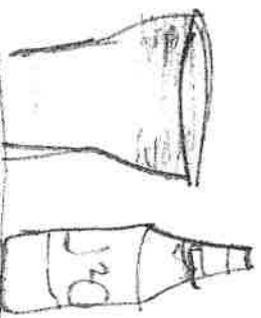
Your local



High Wycombe



Information on your town

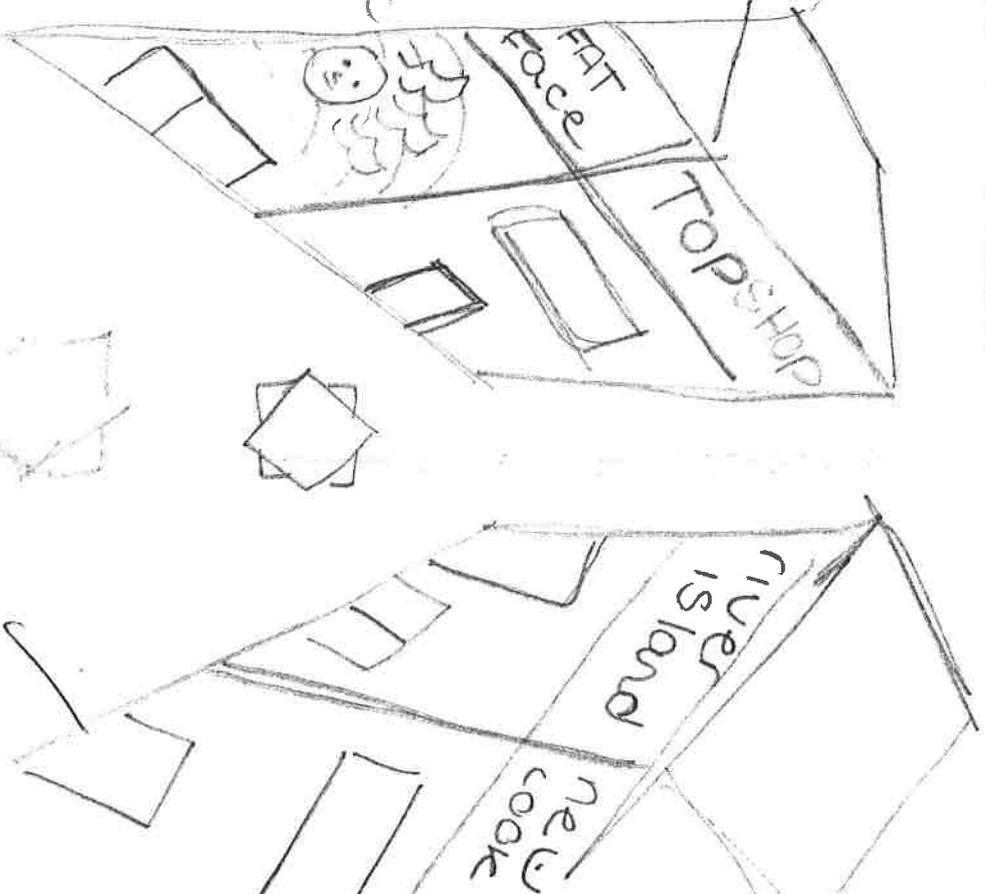


High Wycombe

High Wycombe has everything you would want!

Have children? There are places in high wycombe for that like shopping? High wycombe has a range of shopping centers for that.

Love taking - we have pubs and restaurants for that, here in



HOME



Places to visit

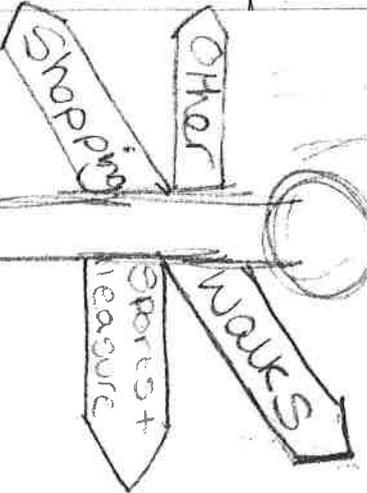
visit

Your local!

High Wycombe

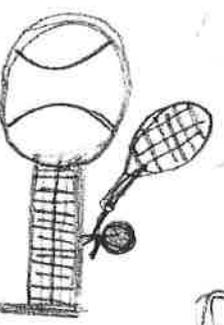
Information in your town

HOME



Places to Visit

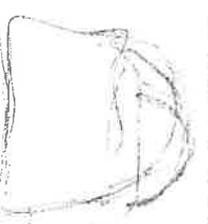
There are loads of places to visit in High Wycombe! Why not go for a walk or swimming, shopping or bowling, pubs ~~or~~ or restaurants and ^{pubs} parks or cinemas. Try some of our ~~pubs~~ ^{pubs} at the bottom and explore what High Wycombe really has! Find your ideal Wycombe.



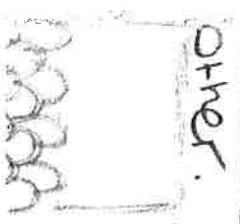
Sports and leisure



Walks



Other



Other

Brief - A website promoting local services for older people.

Audience - 30 - 50 year olds.

Purpose - To promote hugh wycombe's local services to older people.

Website Name - The Local.



Note taking.

- * layout link pages
- * easy to ~~see~~ find
- * Audience
- * Specific age group
- * ask people
- * focus group
- * what choices would you need to make to ensure it was appropriate audience.
- * what would you consider to ensure that each text is achieve its purpose.



Focus Group

- What tone of text should be used?

A) Formal, not too posh. It doesn't patronise you.

- Should I have all the links on each page?

A) Yes but make sure the links are not too big.

- What colours should I use to attract the audience?

A) Bright colours not childish. e.g. blue colours.

- Detailed website layout or simple?

A) Half way, not too simple, not overly detailed.

- Should the pictures be cartoon like or detailed?

A) Detailed. Cartoons would make the viewer not serious.

Questionnaire

Q1. Would you rather listen to a pod cast or find information on an online website?

Pod Cast website

Q2. Would you rather the website was simple or quite detailed?

Simple detailed

Q3. How do you like the layout of a website to be?

..... LINKS

Q4. What colours would attract you to a website?

..... BRIGHT

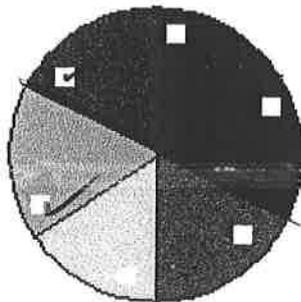
Q5. What do you hate about some websites?

..... HARD TO FIND

Q6. What do you like about some websites?

..... you can get good deals

Tick the box of a colour you would want a website to be.



Other Black White

✓

Questionnaire

Q1. Would you rather listen to a pod cast or find information on an online website?

Pod Cast website

Q2. Would you rather the website was simple or quite detailed?

Simple detailed

Q3. How do you like the layout of a website to be?

Bold and tabs

Q4. What colours would attract you to a website?

blue, black & white

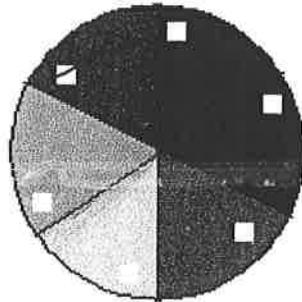
Q5. What do you hate about some websites?

missing links

Q6. What do you like about some websites?

animations

Tick the box of a colour you would want a website to be.



Other Black White



Questionnaire

Q1. Would you rather listen to a pod cast or find information on an online website?

Pod Cast website

Q2. Would you rather the website was simple or quite detailed?

Simple detailed

Q3. How do you like the layout of a website to be?

..... Simple Legible

Q4. What colours would attract you to a website?

..... Depends

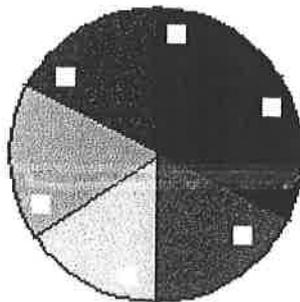
Q5. What do you hate about some websites?

..... ~~£~~ Too Music

Q6. What do you like about some websites?

..... facts that are free

Tick the box of a colour you would want a website to be.



Other Black White

AA

✓

Website layout

New look

Purpose – get you to buy there clothes

Audience – teenage girls

Subject matter – clothes shopping

Good layouts very clear were to go.

River Island

Purpose – get you to buy there clothes

Audience – Teenagers' young adults

Subject matter – clothes shopping

Good layout righting is really clear and good font not to complicated

Face book

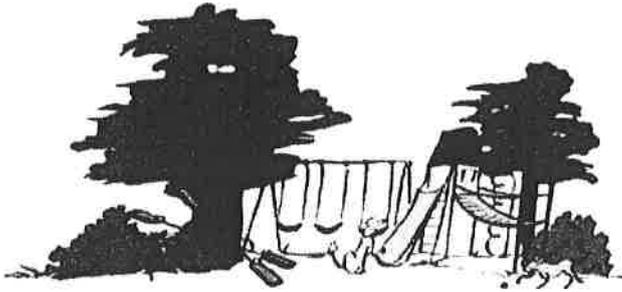
Purpose – people communicating

Audience – Teenagers' adults

Subject matter – internet chat sight

Good layout clear how to sign up.





... .. ✓