Present a body of own creative work

Assessment 2 of 3

Project

SWIN BUR NE ✳ OPEN ED

Version 1

Assessment Details

Task overview

This assessment task is divided into 3 Tasks:

- Task 1: Researching Portfolio Ideas
- Task 2: Develop Ideas for Website development
- Task 3: Develop production budget, timelines, and workflow plan

Read each question carefully before capturing your responses as indicated.

Additional resources and supporting documents

To complete this assessment, you will need to access and apply the following documents:

- EchoChics visual Mood board
- Design Proposal Brief
- EchoChic Apparel Website Design Rationale Template x 3

Assessment Information

Submission

You are entitled to three (3) attempts to complete this assessment satisfactorily. Incomplete assessments will not be marked and will count as one of your three attempts.

All questions must be responded to correctly to be assessed as satisfactory for this assessment.

Answers must be typed into the space provided and submitted electronically via the LMS. Hand-written assessments will not be accepted unless previously arranged with your assessor.

Reasonable adjustment

Students may request a reasonable adjustment for assessment tasks.

Reasonable adjustment usually involves varying:

- the processes for conducting the assessment (e.g. allowing additional time)
- the evidence gathering techniques (e.g. oral rather than written questioning, use of a scribe, modifications to equipment)

However, the evidence collected must allow the student to demonstrate all requirements of the unit.

Refer to the Student Handbook or contact your Trainer for further information.

Please consider the environment before printing this assessment.

In this Assessment, you will be performing the role of Jessica Wright a Graphic Designer at Fusion Graphix, a Graphic Design Studio that offers B2B graphic design, web design and marketing services. As a Graphic Designer, you're responsible for creating visually appealing digital portfolios for clients. This includes developing engaging content, high-quality visuals, and user-friendly interfaces that align with the client's brand and goals. Your role also involves collaborating with clients, gathering feedback, and refining designs to ensure the portfolios effectively communicate the client's message to their target audience.

You have been approached by Julian Bennett from EcoChic Apparel, who wants to inquire about moving their work into digital portfolios specifically a website. EcoChic Apparel specialises in sustainable clothing and accessories, aiming to change the industry with their eco-friendly materials and stylish designs.

As part of their marketing approach, EcoChic Apparel aims to develop a website that highlights their product collections and articulates their mission, history, and dedication to sustainability, presenting an engaging narrative about the brand's identity and values.

The scenarios and instructions below aim to provide you with the opportunity to demonstrate the appropriate skills and knowledge needed by engaging in realistic client interactions, understanding project requirements, and developing creative solutions that meet the client's needs and expectations.

Task 1 – Researching Portfolio Ideas

Task 1 Part A – Researching Portfolio Ideas

Your initial task involves sending Julian an introductory email and gathering essential information to understand their specific requirements regarding digital website portfolio needs. This step is crucial in setting the right direction for meeting their expectations effectively.

The objective is to explore fresh and imaginative approaches to presenting digital content by leveraging inspiration from diverse sources, ultimately aiming to create a captivating and immersive digital portfolio for EcoChic Apparel.

This emphasis on gathering information within the email underscores the importance of aligning with EcoChic Apparel's vision of bringing their digital portfolio to life.

In your email, ensure you request the following information:

- Overview of EcoChic apparel
- Product lines to be showcased
- Design preferences
- Content requirements
- Technical specifications
- Platform preferences
- Inspiration/references
- Project budget and timeline

In your email remember to be respectful, clear, and concise in your communication. Start with a polite greeting, use a clear subject line, and keep the message focused. Be mindful of your tone, as it's easy to misinterpret written text. Use proper grammar and spelling, and sign off with a courteous closing. Additionally, respect the

recipient's time by communicating clearly and with purpose. Concisely state what you need and explain briefly why it's necessary, outlining how the requested information will help you in meeting their project needs.

[Approximate word count: 280-350 words]

To:	Julian.Bennet@EchoChic.com.au
From:	You [Jessica.Wright@fusiongraphix.com.au]
Date/time:	<<Insert date/time here>>
Subject:	<<Insert subject here>>
Attachments:	

<<Insert email here>>

Kind Regards,
<<Add your name here>>
<<Add your job position here>>

	1 King Street, Sydney, NSW 2000
	Phone: 02 987 654

Task 1 Part A – Researching Portfolio Ideas

Assessor instructions: Students may use different wording; however, they must compose an email to the client, which determines the company's design needs. An email template is provided for the learners to complete this task. The following template is a good indication of what to look for.

To:	Julian.Bennet@EchoChic.com.au
From:	You (Jessica.Wright@fusiongraphix.com.au)
Date/time:	9th September, 10.30am
Subject:	Introductory email- Digital portfolio
Attachments:	N/A

Dear Julian Bennett,
I hope this email finds you well. My name is Jessica Wright, and I am the Graphic Designer at Fusion Graphix. I understand that you are interested in creating a visually appealing digital portfolio for EcoChic Apparel to showcase your sustainable clothing and accessories.

To proceed effectively with this project, I would greatly appreciate it if you could provide me with some key information about EcoChic Apparel and your specific requirements for the digital portfolio.

This information will help us understand your brand identity, target audience, and overall vision for the portfolio.

Could you please share the following details with us:
Brief Overview of EcoChic Apparel:
- Mission and values
- Unique selling points
- Target audience demographics

Product Lines to be Showcased:
- Types of sustainable clothing and accessories
- Key features and benefits of each product

Design Preferences:
- Preferred colour schemes
- Visual style (e.g., minimalist, vibrant, modern)
- Any existing branding guidelines or materials

Content Requirements:
- Types of content to be included (e.g., product descriptions, success stories)
- Tone and messaging style (e.g., informative, inspirational)

Technical Specifications:
- Preferred digital platform (if any)
- Interactive features or functionalities desired

Project Timeline:
- Desired completion date or milestones

Additionally, if you have any specific examples, inspirations, or references that you would like us to consider during the design process, please feel free to share them with us.

	1 King Street, Sydney, NSW 2000
Fusion GraphiX	Phone: 02 987 654

Task 1 Part B – EcoChic Apparel Digital Portfolio Design Proposal Template

You have received an email response from Julian Bennett in response to your queries.

To:	You [Jessica.Wright@fusiongraphix.com.au]
From:	Julian.Bennet@EchoChic.com.au
Date/time:	<<Insert date/time here>>
Subject:	<<Insert subject here>>
Attachments:	

Dear Jessica,
Thank you for reaching out. I appreciate your thorough approach to understanding our needs for the digital portfolio project. Here are the details you requested:

Our mission is to revolutionise the fashion industry with sustainable clothing and accessories made from eco-friendly materials. Our values include environmental responsibility, style innovation, and customer satisfaction. Our unique selling points are our use of organic fabrics, cruelty-free production methods, and trendy designs that appeal to eco-conscious consumers.

Our target audience comprises environmentally conscious individuals aged 25-40 who value sustainability without compromising on style.

We offer a range of sustainable clothing items, such as organic cotton t-shirts, recycled polyester jackets, and bamboo fibre jeans. Our accessories include eco-friendly bags made from upcycled materials and accessories like belts and hats crafted from sustainable sources. Each product emphasises durability, comfort, and eco-friendliness, appealing to customers seeking ethical fashion choices.

Preferred colour schemes include earthy tones like greens, browns, and blues, symbolising nature and sustainability. Our visual style leans towards a modern and minimalist approach, highlighting product details and eco-friendly elements.

Content should focus on product features, eco-friendly materials, production processes, and the positive impact of sustainable fashion. The tone should be informative yet engaging, inspiring customers to make ethical fashion choices and join our sustainability journey.

We are open to suggestions for the digital platform but prefer one that offers responsive design and supports multimedia elements for an interactive experience, like image galleries, product sliders, and embedded videos, which would enhance the user experience. We have previously trialled WordPress for another project, and we were happy with the flexibility and user-friendly features provided. However, I'm eager to learn about your suggestions that you believe align with our requirements.

We aim to have the digital portfolio ready for launch within two months, with milestones for design drafts, content development, and feedback integration. Our budget is sitting at $20,000.

I hope this information helps guide the design process.

Please let me know if there's anything else you need from us. We're excited to collaborate with Fusion Graphix on this project.

Best regards,
Julian Bennett EcoChic Apparel

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| | |

EcoChic Apparel Digital Portfolio Design Proposal Template

Based on the information provided in the email from Julian Bennett, outline and propose design solutions for the client's digital portfolio.

Using the following EcoChic Apparel Digital Portfolio Design Proposal template you will collate all the details received via email into a concise brief.

Below is a template collated for you categorised into the important aspects needed to support you in this project. Document your findings within this table along with the following:

1. Suggest website platforms that could be effectively utilised for EcoChic Apparel.
2. Provide a detailed analysis explaining how their features, design capabilities, engagement and user experience align with EcoChic Apparel's mission, target audience, and product range.
3. Consider aspects such as multimedia support, customisation options, and eco-friendly themes.

Remember, this is your project brief, so all important information must be included to get you off on the right start.

[Approximate word count: 250-300 words]

EcoChic Apparel Digital Portfolio Design Proposal Template

1. Introduction
- Briefly introduce the purpose of the proposal and the main objectives to be achieved with the digital portfolio.

2. Understanding EcoChic Apparel
- Mission and Values: Summarize EcoChic Apparel's mission and core values.
- Unique Selling Points: Outline the key aspects that differentiate EcoChic Apparel, such as organic fabrics, cruelty-free methods, and trendy designs.

3. Target Audience Analysis
- Demographics and Preferences: Describe the characteristics and preferences of EcoChic Apparel's target audience, emphasising their interest in sustainability and fashion.

4. Product Range Overview
- Clothing and Accessories: List the main types of products offered by EcoChic Apparel, highlighting their sustainable attributes.

5. Design Concept and Solutions
- Visual Style: Define the proposed visual style for the portfolio, including colour schemes and design aesthetics that reflect the brand's ethos.
- Layout and Structure: Sketch 2 proposed layouts and structure of the digital portfolio, explaining how each section will contribute to the overall user experience.
- Interactive Features: Suggest interactive features for the digital platform that will engage users, such as image galleries, product sliders, and videos.

6. Platform and Technology Recommendations
- Discuss the recommended digital platform and technologies that will be used to build the portfolio, ensuring they support the desired multimedia elements and are responsive across devices.
- Provide 2-3 examples of suitable digital portfolio platforms.

7. Implementation Plan
- Timeline: Provide a timeline for the different phases of the project, including design drafts, content development, and feedback integration.
- Budget Estimation: Offer a budget estimation that aligns with the client's financial constraints.

8. Conclusion
- Summarise the key points of the proposal and reinforce how your design solutions will effectively communicate EcoChic Apparel's commitment to sustainability and appeal to their target audience.

9. Appendices
- Include any additional information, sketches, or references that support your proposal.

Fill in each column with information relevant to the design solutions they are proposing, ensuring that their ideas align with EcoChic Apparel's brand identity and requirements.

Aspect	Description	Proposed Design Solution
Brand Mission	[Briefly describe EcoChic Apparel's mission]	[Describe how your design will reflect and promote the brand's mission]
Target Audience	[Detail the characteristics of the target audience, including age and values]	[Explain how your design will appeal to this demographic]

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Product Range	[List the types of sustainable clothing and accessories offered by EcoChic Apparel]	[Describe how the products will be presented and highlighted in your design]
Color Schemes and Visual Style	[Describe the preferred earthy tones and modern, minimalist style]	[Detail how these color schemes and styles will be incorporated into your design]
Eco-friendly Features	[List the eco-friendly materials and production methods used by EcoChic Apparel]	[Explain how these features will be showcased in your design]
Digital Platform Features	[Specify the desired features like image galleries, product sliders, and embedded videos]	[Propose how these features will be integrated into the digital platform and enhance user interaction]

Aspect	Description	Proposed Design Solution
Brand Mission	EcoChic Apparel aims to revolutionise the fashion industry with sustainable and eco-friendly products.	Design a homepage that emphasises sustainability through visuals and text, highlighting the brand's mission with a prominent tagline and mission statement.
Target Audience	Environmentally conscious individuals aged 25-40 who value sustainability and style.	Use a clean, modern layout with interactive elements that showcase the products' eco-friendly aspects, appealing directly to the values of the target audience.
Product Range	Organic cotton t-shirts, recycled polyester jackets, and bamboo fiber jeans, along with eco-friendly bags and accessories.	Create detailed product pages with high-quality images and descriptions, focusing on the sustainability of each item and its materials.
Color Schemes and Visual Style	Earthy tones like greens, browns, and blues with a modern and minimalist approach.	Implement a design palette that uses these colors, with a simple and elegant layout that highlights the products and their eco-friendly features.

Eco-friendly Features	Use of organic fabrics, cruelty-free production methods, and sustainable sourcing.	Design sections that educate visitors on the materials and processes used, using infographics and short videos to convey the information engagingly.
Digital Platform and Features	Responsive design with multimedia elements like image galleries, product sliders, and embedded videos.	**Wix:** A user-friendly website builder that offers customisable templates and advanced design features, ideal for creating visually appealing digital portfolios with multimedia content like images and videos. **Squarespace:** Known for its sleek design templates and intuitive editing tools, Squarespace is a great platform for creating professional-looking digital portfolios with strong visual and design elements. **Behance:** A platform widely used by creative professionals to showcase their work, Behance is suitable for displaying design portfolios and could be adapted to present EcoChic Apparel's fashion collections. **WordPress:** A highly versatile platform with extensive customisation options through themes and plugins, WordPress can cater to a wide range of digital portfolio needs, offering both aesthetic appeal and functionality. **Adobe Portfolio:** Part of the Adobe Creative Cloud, Adobe Portfolio allows for the seamless integration of creative work and offers sleek layout options for a polished digital portfolio presentation. **Cargo:** A design-focused platform offering customisable templates and simple tools, Cargo is suited for creating unique digital portfolios that highlight EcoChic Apparel's commitment to sustainability and innovative design.

Task 2 – Develop Ideas for Website Development

Scenario:

You have successfully delivered the digital portfolio design proposal to Julian Bennett of EcoChic Apparel. Upon reviewing the proposal, Julian is very impressed with the thoroughness and creativity of the design concepts, particularly how they align with EcoChic's mission and brand values. He appreciates the attention to detail in showcasing the sustainable clothing line and the proposed features that will enhance the customer's online experience.

Julian, recognising the flexibility and robust capabilities of WordPress, agrees that it is the ideal platform for hosting EcoChic Apparel's digital portfolio. He is confident that WordPress will provide the necessary tools and features to bring the proposed design concepts to life, including multimedia integration, responsive design, and eco-friendly themes.

Julian's approval marks a significant milestone in the project, allowing you to move forward with the development phase of their new website.

Now that Julian has given his approval, it is indeed time to conduct visual research and put your ideas into a mood board. You will use this mood board to gather and organise visual elements that reflect EcoChic Apparel's brand aesthetics, such as colour palettes, typography, imagery, and design motifs. This will serve as a foundation for the design process, ensuring consistency and alignment with the brand's vision for their website development.

Task 2 Part A – Mood board Generation

You will be using Adobe© Express to create a visual mood board that you will share with Julian and your team.

When creating the mood board, consider the following
- elements that reflect EcoChic Apparel's ethos
- design look and feel, sustainable materials, organic textures, and eco-friendly fashion imagery
- colour schemes and styles that resonate with the brand's aesthetic
- layout and visual appeal
- image and typography
- target audience
- product range

Your mood board should be a visual representation of EcoChic's mission and values, providing inspiration for the digital portfolio design. This tool will aid in communicating your design concepts to Julian and your team effectively.

Use the link below to begin.

https://www.adobe.com/express/create/mood-board

When developing your mood board, it's crucial to analyse the reasons behind your choices. Reflect on how each element, whether it's a colour, texture, image, or font, aligns with EcoChic Apparel's brand identity and the message you want to convey. This reflection ensures that your mood board not only is visually appealing but also strategically represents the brand's ethos and target audience preferences, ultimately guiding the design direction of the project.

Assessment submission:

Save your mood board as a PDF document and upload it with your assessment. You will need to use this mood board for your next task.

Assessor instructions: Students must produce a digital mood board that uses various images and layouts, including typography, colour, photography, and the relationship between EchoChic and the brand's vision.

- Students need to gather inspiration and follow the brief to bring together echoChics mission to life visually.
- Students will need to photograph these examples with a mobile phone, for example, and upload them] and place all the digital images in a file set up in their OneDrive.

- • Students need to consider:
  - ▪ elements that reflect EcoChic Apparel's ethos
  - ▪ design look and feel, sustainable materials, organic textures, and eco-friendly fashion imagery.
  - ▪ colour schemes and styles that resonate with the brand's aesthetic.
  - ▪ layout and visual appeal
  - ▪ image and typography
  - ▪ Target audience
  - ▪ Product range
- • Students need to save their work as a PDF and submit it with their assessment document.

Task 2 Part B – Consult and Confirm Design Portfolio

For this task, you need to present the mood board created for EcoChic Apparel (Task 2Part A) to your colleague at Fusion Graphix. Share EchoChic's brief, objectives, and the vision behind your mood board. Discuss your design choices and the elements you've included that align with EcoChic's ethos and target market. Be open to receiving feedback and constructive criticism on your design proposal and layout and use this as an opportunity to refine and enhance your concept.

 You must include the following:
- • **One (1) Visual Mood Board**
- • **Design proposal (from task 1B)**

This process is designed to give you feedback on your visual ideas, so you need to be prepared to discuss your ideas and the concepts behind them. You will use this feedback to refine the final layouts for EchoChics digital portfolio.

Use the feedback to adjust work processes and design practices in response to the comments. The role play/meeting must include at least one (1) other participant, at most 15 minutes and address all elements of the Observation Checklist below.

In this task, you will participate in a role-playing meeting with one (1) other. These may be resourced using one of the following options:

- • One peer with whom you are already working within the industry your qualification relates.
- • One fellow student who will discuss your design work and provide constructive criticism. Don't hesitate to contact your fellow student via the Discussion Forum and coordinate your role-play with them directly.

If you cannot find a participant to play the other team member's role, contact your assessor via the Discussion Forum, who will discuss options for pairing up with another student to complete this task.

Option 1: One peer participant

Should you complete this task with your peer, you must fully brief all participants, providing them with the context of the role play/meeting, a role outline to play and a copy of the observation checklist so that they can prepare for the recording.

The peer must state their name and job title at the start of the recording to inform consent.

Option 2: One fellow student participant

The fellow student participating in the recording must be provided with context to their role and responsibilities in the session and have reviewed the assessment activity and observation checklist so that they can prepare for the recording.

Student/s will need to state their name and that they are a student (as their job title) at the start of the recording to inform consent.

Recording instructions

Your role play must be recorded with all participant/s captured in a virtual room using a system such as Zoom, Skype or Teams.

Consent to participate in the recording must be obtained from all participant/s at the start of the meeting. This is achieved by the student reading the following statement at the beginning of the recording, with all participants replying with their name and job title to inform consent.

"This session/presentation is being recorded for assessment purposes for my course with Swinburne Open Education. This session will be recorded and submitted through my course online learning platform to my Assessor for grading. All participant/s in this session indicate their consent to be included in this recording by stating their name and job title."

The time taken to capture consent at the start of the recording does not count towards the recording time limit.

Include this recording as part of your assessment submission.

Before the role-play meeting

To prepare for this meeting, please provide the participants role-playing your colleague information regarding the scenario to allow them to prepare and contribute to the meeting.

You will need to familiarise yourself with your role to lead and discuss this meeting. You should also brief one of the students to voice concerns about the changes and choose a range of concerns.

During the meeting, your Assessor will be looking to see that you can:

- Ability to explain the design proposal and how you have incorporated that information into your mood board
- Present your work and share information about the rationale behind your visual mood board
- Seek feedback and constructive criticism of your proposals and to what extent you answered the design brief
- Evaluate the selection of your graphic styles evident in your layouts and how they meet the communication needs and objectives of EchoChic
- Detail how you respond to this feedback

- Clarify the feedback through questioning and review

During the meeting, the staff must:
- Ask questions relating to the mission and vision of Echo chic
- Challenge your ideas by providing feedback and constructive criticism
- Collaborate with the team to come an agreed solution moving forward with the digital design portfolio.

Assessment submission:
Role play

ASSESSOR OBSERVATION CHECKLIST: Task 2 Part B		
The meeting should be a maximum of 15 minutes. Students must demonstrate each performance criterion outlined in the observation checklist below. **Assessor Instructions:** Students' words will vary, but their responses must reflect the content of the sample answer.		

ACTIVITY	SATISFACTORY YES / NO		ASSESSOR COMMENTS
Task checklist			
1: Did the student clearly present and explain the design proposal brief. Specifically the following: • Brand mission • Target audience • Product range • Visual and colour • Eco Friendly features • Design platforms			• The student explained the developed design proposal in a clear and straight forward manner. • The student has included all the relevant information in relation to the Brand mission, target audience, product range, colour schemes and visual styles, Eco-friendly features and digital platforms that can be used.
2. Did the student clearly explain their design rationale regarding the choices made in the development of the mood board. Did it meet the design proposal brief approved by the client.			The student shared information about their choices to meet the design proposal brief approved by the client. Did the student discuss their choices behind each of the following: • Typography – involves font style, appearance, and structure, which aims to elicit certain emotions and convey specific messages • Colours – are used to emphasise an area of design, and colour theory is important • Images – by complementing the text, a photograph appears more vibrant and striking

			• Font styles and sizes – these can be used innovatively in terms of size and orientation • elements that reflect EcoChic Apparel's ethos • design look and feel, sustainable materials, organic textures, and eco-friendly fashion imagery • Target audience • product range Students need to address all these criteria in their presentation
3: Did the student seek feedback and constructive criticism of their work to demonstrate improvement against the proposals for the client they completed in Adobe express?			The student asked for specific feedback on their work in progress for the designated layouts, created in *Adobe Express* and asked questions such as: • Do my ideas for EchoChic meet the brief? • Does the design work I have produced reflect the ethos of EchoChic and their target audience
5. Did the student respond to the feedback?			After receiving feedback, the student: • Thanked their peer for their feedback • Received feedback positively • Considered all feedback points
6. Did the student clarify feedback through questioning and review?			The student clarified any points they were uncertain about The student confirmed the points made with their reviewer

Task 2 Part C – Template and Prototypes

Now that you've successfully shared and refined your ideas through mood boarding, it's time to create website prototypes that meet Julian's requirements for EcoChic Apparel. This phase involves using WordPress to design three [3] website templates that cater to EcoChic's needs. The website must include the following sections:

- About Us
- Shop
- History
- Product Page
- Blog

Each prototype must be crafted with attention to design elements such as colour schemes, typography, imagery, layout, and user experience. These elements should align with the brand's identity and appeal to the target audience, ensuring the site is intuitive, engaging, and responsive.

For each prototype, you will be using the following template, "EchoChic Apparel Website Design Rationale Template", to explain your design rationale, emphasising how each choice supports EcoChic's brand values and user needs. There are questions provided within each category to help guide your response.

[Approximate word count: 350-550 words each template]

Template:

EchoChic Apparel Website Design Rationale Template	
Prototype:	<<Insert response here>>
Colour Scheme: • Description of colours used and their significance to EcoChic's brand. • How the colours appeal to EcoChic's target audience.	<<Insert response here>>
Typography: • Font choices and how they reflect EcoChic's brand identity. • Readability and user experience considerations.	<<Insert response here>>
Images and Visuals: • Types of imagery used and their role in communicating EcoChic's message. • Visual alignment with EcoChic's sustainability ethos.	<<Insert response here>>
Headings and content structure: • Heading styles and their hierarchal importance • Organisation of content to facilitate user navigation	<<Insert response here>>
Design Principles • (Balance, Alignment, Contrast, Repetition, Hierarchy, Space): • Explanation of how these principles were applied in the design. • Impact on user experience and brand communication.	<<Insert response here>>
Layout and Structure: • Overall layout design and how it supports EcoChic's content strategy. • User flow and ease of navigation.	<<Insert response here>>

Responsive Design: • How the design adapts to different devices and screen sizes. • Ensuring a consistent experience across platforms.	<<Insert response here>>
Target Audience Considerations: • How the design elements cater to the preferences and needs of EcoChic's audience.	<<Insert response here>>
User Experience Enhancements: • Features implemented to improve engagement and interaction on the website.	<<Insert response here>>

Take a screenshot of your three **(3)** prototype websites below:

Prototype one (1): <<Insert screenshot here>>
Prototype two (2): <<Insert screenshot here>>
Prototype two (3): <<Insert screenshot here>>

Reflection

Review your templates and prototypes to select the most appropriate one for EcoChic Apparel. Reflect on the suitability of each prototype for their requirements and choose the best one for further development in Assessment 3.

Explain your selection, focusing on how this prototype meets EcoChic's needs and objectives.

[Approximate word count: 100-150 words]

Assessment submission:

- Three [3] website prototypes [screenshot]
- EcoChic Apparel Website Design rationale template x3
- Reflection

Assessor instructions: Students will need to develop 3 different prototype websites and provide screenshots once complete. They will also need to complete 3 EchoChic Apparel Website Design Rationale Templates to detail information regarding each prototype. Once they have completed this, they will need to reflect on which prototype best suits the client's requirements. They will need to use this prototype moving forward into assessment 3.

Task 2 Part D– Refine Presentation Concept

Now that you've chosen your final prototype for Assessment 3, it is time to refine it by identifying potential enhancements. Improve areas such as:

- Typography
- Layout
- Colour
- Headings and content structure
- Images and visuals

Refine your presentation concept by considering both explicit and implicit messages for your intended audience. This involves tailoring all aspects to clearly convey the main messages that resonate with the target audience, enhancing the overall impact and relevance of the website.

After refining your prototype, provide a screenshot that highlights the changes you've made. Accompany the screenshot with a brief explanation of the modifications, explaining why each change was made and how it enhances the prototype's overall design.

[Approximate word count: 50-100 words]
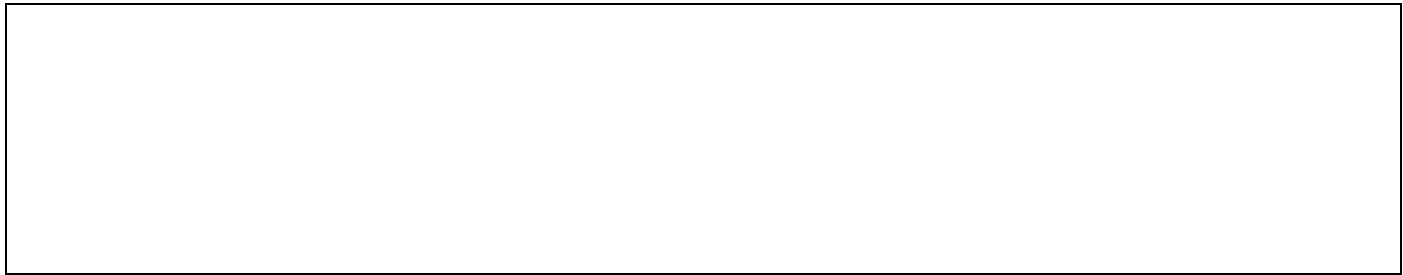
<<Insert screenshot here>>

Task 3 – Develop Production Budget, Timelines, and Workflow Plan

Now that you have chosen your final prototype, it is time to develop a workflow plan.

A workflow plan is important because it will provide Fusion Graphix and EchoChic with a structured approach to completing the project. It will help you organise tasks, assign responsibilities, and set deadlines, ensuring that all aspects of the project are addressed efficiently.

Your workflow plan will also enable tracking progress against the timeline and budget, facilitating adjustments as needed to meet project goals and avoid delays or cost overruns.

The following email from Julian confirms that their budget remains at $20,000 and the timeline for completion is 2 months. They would like to be included in the workflow plan so they can also track the progression of this project.

To:	Julian.Bennet@EchoChic.com.au
From:	You [Jessica.Wright@fusiongraphix.com.au]
Date/time:	9th October
Subject:	Times and workflow plan
Attachments:	

Dear Jessica,
I hope this email finds you well. I wanted to touch base regarding EcoChic's Apparel digital portfolio project. After reviewing our plans, we can confirm our timeline, budget, and workflow:

Timeline: We would like to have this project completed within two months in preparation for our relaunch. This should gives us ample time for each phase, including design, feedback, and revisions.

Budget: Our budget remains set at $20,000. We need to allocate this wisely across all project stages, ensuring we cover design, development, maintenance, and any unforeseen costs.

Workflow: I would like to be included in the tracking and progression of this project. Monday.com is a great tool that I'm familiar with and would prefer if this is the project management tool used to track progress. We can set up a board with tasks, deadlines, and budget tracking for each phase of the project.

If you can please organise this to ensure we are running on track!

Best regards,
Julian Bennett

F(us)ion GraphiX	1 King Street, Sydney, NSW 2000
	Phone: 02 987 654

Task 3 Part A – Develop Production Budget, Timelines, and Workflow Plan

For this task, you will need to use Monday.com to organise and manage this project. Follow the instructions to

Instructions:

1. Go to Monday.com
2. Select "Create a new account" (unless you already have one you can use)
3. Select "Work" as your reason for logging in
4. Select "2-5" people on your team and select "20-49" people at your company
5. Select "Operations" to manage first
6. Select "Project Management" to focus on first
7. Select "Remind me later" on the page to invite your teammates to build your workflows together
8. Name your board "Ecochic Digital Portfolio Project"
9. Select "Add new group" to start your first category within the project. Within the group, add the tasks needed. Use the information for your groups and tasks. *E.g. the first group will be called Project Management, and the tasks within this group will include project planning and scheduling, budgeting and stakeholder communication.*

> **Project Management (1 week)**
> 1.1. Project planning and scheduling (3 days)
> 1.2. Budgeting (2 days)
> 1.3. Stakeholder communication (2 days)
>
> **Design (1 week)**
> 2.1. Mood board creation (4 days)
> 2.2. Team review (3 days)

Development (4 weeks)
3.1. Website platform setup (1 week)
3.2. Content creation and management (2 weeks)
3.3. Features and functionality implementation (1 week)

Testing and Launch (2 weeks)
4.1. Prototype testing (1 week)
4.2. User feedback and adjustments (3 days)
4.3. Final launch preparations and execution (4 days)

Post-Launch (ongoing)
5.1. Monitoring and maintenance (ongoing)
5.2. Marketing and promotion (ongoing)
5.3. Performance analysis (ongoing)

10. Watch the Monday.com tutorial to learn and get inspired by the options and functionality of the tool.
11. Now that your groups and tasks have been completed. You will now need to add the timeline within each "due date" section. `
    a. Ensure tasks are in the correct *group*
    b. Update the status for each task
        i. Update the following task as *complete.* Create a new label using the status drop-down and select "Edit Labels". Update label from "done" to "complete"

    > #### Project Management (1 week)
    > *1.1. Project planning and scheduling (3 days)*
    > *1.2. Budgeting (2 days)*
    > *1.3. Stakeholder communication (2 days)*
    >
    > #### Design (1 week)
    > *3.1. Mood board creation (4 days)*
    > *3.2. Team review (3 days)*

        ii. Create a new label using the status drop-down and select "Edit Labels". Update the grey label to *Not yet started* and assign this to the remaining tasks.
    c. Use the information above to update the due dates (total time will need to be 2 months as agreed.
    d. When you reach the "post-launch" category. Create a new label using the status drop-down and select "Add labels". Write "ongoing" as the new label. Click select and assign these to the remaining tasks within this category.
12. Now, it's time to add the budget of $20,000. The allocation is as follows
    a. Development: $8,000
    b. Testing and launch: $6,000
    c. Post launch: $6,000

Add a column, Select "Number" and update the budget figures to allocated categories.

Take a screen shot or snipping of your task board once created and paste it in the space provided below. Make sure you capture all elements of your browser to show the board name, both groups and all assigned and dated tasks.

Assessor instructions: A sample answer is provided below. However, student screenshots may differ from this sample slightly. Students however **must** include the correct status updates, and correct group and task labels however due dates may vary.

Project Management

	Task		Owner	Status ⓘ		Due date ⓘ	Numbers	+
☐	New task	⊕	◯	Not yet started				
☐	New task	⊕	J	Complete			$0	
☐	Project planning and sche...	⊕	J	Complete	✓	9 May		
☐	Budgeting	⊕	J	Complete	✓	11 May		
☐	Stakeholder communication	⊕	J	Complete	✓	15 May		
☐	+ Add task							
						9 - 15 May	$0 sum	

Design

	Task		Owner	Status ⓘ		Due date ⓘ	Numbers	+
☐	Mood board creation	⊕	◯	Complete	✓	19 May		
☐	Team review	⊕	◯	Complete	✓	25 May		
☐	+ Add task							
						19 - 25 May	$0 sum	

Development

Development

	Task		Owner	Status	ⓘ	Due date	ⓘ	Numbers	+
☐	Website platform set up	⊕	⊙	Complete	✓	2 Jun		$3,000	
☐	Content creation and man...	⊕	⊙	Complete	✓	16 Jun		$2,000	
☐	Features and functionality ...	⊕	⊙	Complete	✓	1 Jul		$3,000	
☐	+ Add task								
						2 Jun - 1 Jul		$8,000 sum	

Testing and Launch

	Task		Owner	Status	ⓘ	Due date	ⓘ	Numbers	+
☐	Prototype testing	⊕	⊙	Complete	✓	8 Jul		$4,000	
☐	User feedback and adjust...	⧂	⊙	Working on it	○	12 Jul		$1,000	
☐	Final launch preparations a...	⊕	⊙	Not yet started	○	21 Jul		$1,000	
☐	+ Add task								
						8 - 21 Jul		$6,000 sum	

Post Launch

	Task		Owner	Status	ⓘ	Due date	ⓘ	Numbers	+
☐	Monitoring and maintence	⊕	⊙	Ongoing				$2,000	
☐	Marketing and promotion	⊕	⊙	Ongoing				$2,000	
☐	Performance analysis	⊕	⊙	Ongoing				$2,000	
☐	+ Add task								
						-		$6,000 sum	

Assessment checklist:

Students must have completed all questions within this assessment before submitting. This includes:

Researching Portfolio Ideas		
1A	Researching Portfolio Ideas	☐
1B	EchoChic Apparel Digital Portfolio Design Proposal	☐
Develop Ideas for website development		
2A	Mood Board Generation	☐
2B	Consult and confirm Design Portfolio	☐
2C	Template and prototypes	☐
2D	Refine presentation concept	☐
Develop production budget, time and workflow plan		
3A	Develop production budget, time and workflow plan	☐

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Congratulations, you have reached the end of Assessment 2