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| **This document must be read in conjunction with your Student Unit Guide as it provides instructions regarding this assessment task including the required evidence.** | | | | | |
| ICTWEB305 Student Unit Guide v1.0 | | | | | |
| **Student Details** | | | | | |
| Student Name | Dean McCullough | | Student No. | | S331451 |
| Student contact email | dean.mccullough7@gmail.com | | | | |
| Student phone contact | 0484 897 275 | | | | |
| **Submission Record** | | | | | |
| VET Lecturer Name | David Auld | | | | |
| Date student submitted | 16/08/2023 | Date assessed | | Click or tap to enter a date. | |

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| **Project Details** |
| You have been approached to produce 3 digital images for one of the following fictional businesses / groups.  **Business Group 1 – Casuarina Costal Reserve Mountain Bike Trail Club**  **Background:** A group of mountain bike enthusiasts have recently formed a club who primarily use the Casuarina Costal Reserve cycle tracks to hold cycling events.  The events they do are not limited to elite athletes but are also suited to beginners and cyclists of all ages.  They also conduct events through-out the top end region.  **Contact Details:** The club’s president, Peter Smith. Po Box 26, Casuarina 0811  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **Business Group 2 – KK Racing (Motorsport)**  **Background:** Ken Kalashnikov has been racing his Toyota Corolla for a few years with limited success. Ken has realised that to fund his love of motor racing, he needs to lift his marketable image and make himself more attractive to prospective sponsors.  **Contact Details:** Ken Kalashnikov. GPO Box 442, Darwin 0800  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **Business group 3 – Tabatha’s Ultimate Fertilizer**  **Background:** Tabby has been developing her own special blend of chicken manure-based fertilizers for a few years and her product is now gaining the attention of the national hardware chains.  **Contact Details:** Tabby Green. Lot 2450 Howard Springs Rd, Howard Springs PO, 0835 |
| **Activity 1: Create Digital Images** |
| Using any graphics application, like Adobe Photoshop or Gimp, create an original concept for a set of 3 digital images for your chosen fictional business / group from scratch.  **Note:** When obtaining elements of pre-existing images for your digital images, you must adhere to the licencing requirements associated with the images.  The 3 required images are as follows:   * Image 1 – A high resolution logo suitable for the client’s various applications.   + Save the image in the application’s (Photoshop, Gimp) native format, named it **logoBackup**.   + Save a copy of this image to appropriate format and dimensions suitable for use as a logo on a website. It must also be named **logo**. * Image 2 – A banner suitable for the client’s **Twitter** account.   + Saved the image to **Twitter‘s** required format and dimensions, named it **banner**.   + Save the original image in the application’s (Photoshop, Gimp) native format. It must be named **bannerBackup**. * Image 3 – An advertisement for the client’s **Instagram** account.   + Saved the image to **Instagram’s** required format and dimensions, named it **advertisement**.   + Save the original image in the application’s (Photoshop, Gimp) native format. It must be named **advertisementBackup**. |
| **Business Group 1 – Casuarina Costal Reserve Mountain Bike Trail Club**  **Logo and Banner Requirements:** The CCRMBTC would like a logo and banner designed to fit their current list of activities, the images must also appeal to prospective new members to help attract them to their club. They said they want something which is ‘grungy’ but still promotes their values as a family orientated club.  **Advertisement Requirements:** An advertisement focused on promoting club membership. The club president insists the advertisement must include an action shot of a mountain bike. |
| **Business Group 2 – KK Racing (Motorsport)**  **Logo and Banner Requirements:** Ken requires a brand (logo and banner) to be created which will help him gain new sponsors for his KK Racing team. Ken loves his initials, ‘KK’ and this is his only real requirement for his new brand. The car he drives is lime green, though it would be nice, this is not a requirement of the colour of the new logo and banner. Ken wants his images to look like the big teams who currently run V8 Supercars.  **Advertisement Requirements:** Ken requires the advertisement to promote a successful car racing team in an attempt to lure in new sponsors. |

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| **Business group 3 – Tabatha’s Ultimate Fertilizer**  **Logo and Banner Requirements:** Samples of Tabatha’s products are becoming more frequently asked for and Tabby is thinking her current branding does not encompass what her business has developed into.    *Image of Tabatha’s Ultimate Fertilizer current brand*  This is a re-branding exercise for Tabatha’s Ultimate Fertilizer to give Tabby’s business a fresh new look which will appeal to the national hardware store chains. It needs to be instantly recognisable and set Tabby’s product apart from the rest.  **Advertisement Requirements:** An advertisement used for marketing Tabatha’s fertilizers. Tabatha requires the advertisement to contain an image that promotes healthy growth. |

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| **Activity 2: Backup and Upload Images** |
| In this activity you will upload the 3 images created in activity 2 to a Web Server. Do **not** upload the backup images. You are also required to link these 3 images into an html document (Web page) provided.  Your lecturer will provide you with:   * a html document * access and login credentials to a Web Server * instructions on how to upload your images and html document * instructions on how to insert the images to the provided html document.   1. Log onto the Web server with your lecturer provided credential and create a directory (folder) on the server to upload your images. The directory must be named appropriately. Upload all 3 images into the directory.   2. Link all 3 images to the provided html document. * To do this you need to access the source code of the document. * To access the source code, right click on the html document and select either “Edit with Notepad++” or “Open with” and then “Notepad”. * Locate the 3 image tags (img) and add the appropriate information to link your images. The first image tag is for your logo, the second for your banner and the third for your advertisement.   1. Log onto the Web server with your lecturer provided credential and create a directory (folder) on the server to upload your images. The directory must be named appropriately. Upload all 3 images into the directory; do not upload the backup images. |

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| Below is an example of how to link your first image.  Focusing on the highlighted areas:  <img src="**directory/image-name.image-extension**" alt="Image of Logo" title="Image of Logo">  If you had a GIF image named **rabbit** which was **100 pixels** wide and **300 pixels** high sitting in a directory titled **pets,** your source code would look like this: img src="**pets/rabbit.gif**"   * 1. Confirm you can access the html document on the Internet by entering its URL into a Web browser. The URL should be: [**http://s111111.brambling.cdu.edu.au/ICTWEB305**](http://s111111.brambling.cdu.edu.au/ICTWEB305)**.html**   **Note:** Replace the s111111 with your student number.  If there are any issues, please see your lecturer. |

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| **Activity 3: Create a Business Document** |
| You are to create a business document (using an official business letter format) addressing the client and presenting him/her your ideas and designs for their new digital images.  In your business document you must outline what you’re trying to communicate with the design elements contained in each image. The design elements must reference your research about current trends for your chosen business group’s industry.  You are also to include in this document a footer reference. In this footer reference you are to create your own copyright information (disclaimer) about ownership of your work and at what point that ownership is transferred from you to the client.  If you have used elements of pre-existing images in your images, outline the source and copyright requirements of that image and include that information in the above-mentioned copyright disclaimer.  The business letter must be saved as **clientLetter.docx**. |

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| **Activity 4: Submission** | | |
| Submit the following completed documentations to your lecturer. See session plan for actual submission dates.  The easiest way to submit all items is in a zipped folder. The zipped folder must contain 9 items:   * **Activity 1:** 6 x images:   + logoBackup   + logo   + bannerBackup   + banner   + advertisementBackup   + advertisement * **Activity 2:** A document (word or text file) containing the link to the URL of your webpage. Make sure you upload your webpage and images to the webserver and that your webpage is accessible and displays all 3 images. * **Activity 3:** Business document (clientLetter.docx). * This assessment instrument (ICTWEB305 AT2 Project v1.0). Don’t forget to enter your details on the first page of this document. | | |
| **Relevance** | **Document Name** | **Checked** |
| Activity 1 | Logo, Banner and Advertisement original concept images (3 x images). |  |
| Activity 1 | Logo, Banner and Advertisement backup images (3 x images). |  |
| Activity 2 | The URL to the online content (Webpage). |  |
| Activity 3 | Business document (clientLetter.docx). |  |
| Project | This assessment instrument (ICTWEB305 AT2). Don’t forget to enter your details on the first page of this document. |  |
| * Submitted to your lecturer’s CDU staff email account. * The submission must be from student CDU student email account. * The subject must include student number, course code, unit code, assessment title, activity numbers and the assessor name, for example: **s123456, ICT30120, ICTWEB305, AT2, assessor name**. | | |

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| **Feedback and overall assessment outcome of the task** | | | |
| **Result Attempt 1** | Satisfactory  Unsatisfactory | | |
| Enter student feedback here for attempt | | | |
| VET Lecturer Name |  | | |
| VET Lecturer Signature |  | Date | Click for date |

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| **Result Attempt 2** | Satisfactory  Unsatisfactory | | |
| Enter student feedback here for attempt | | | |
| VET Lecturer Name |  | | |
| VET Lecturer Signature |  | Date | Click for date |