Activity 4 Evaluation

**Logo**
I created a logo for my Community Spirit event. The logo was made to fit an audience of all ages as anyone could go to the event. I tried to make it look simple but effective by sticking to the theme of ‘Community Spirit’ and not adding so many irrelevant things to the logo such as using too much text, images and a mix of different fonts as this would make the logo look messy and unprofessional. I came with 4 different designs and created a final version that included a bit of everything from each design. I chose to use a colourful image to be in the middle of the logo because the bright colours would grab the attention of the audience. Also, I made the background of my logo transparent as this made it look good with any other product that had a different background colour and it would be able to overlap anything and still blend in.

The feedback that I received on my final logo was that the colour of the text should be changed as I made each letter a different colour so that it matched the main image of the logo because the image was really colourful as well. I was told to change the colour of the text because it was difficult to read and the colours didn’t contrast very well against the background. Apart from that, the rest of the feedback I received from my test buddy was positive. Below, is an image of my logo before I improved it after receiving the feedback from my test buddy.

As a result of this feedback, I changed the colour of the text for my slogan to make it more visible. The feedback I received was very helpful as it improved the look of my logo and it made everything look much more neat, clear and professional. The title and the slogan were easier to read, meaning that even the younger part of the audience will know what the logo is about. To improve the appropriateness of my logo and strapline, I could use more original images in my logo rather than using images from the internet by editing them with the tools on photoshop.
Tracklist

My tracklist stuck to the genre of rock. I decided to use the genre because rock is a genre that people would generally enjoy as long as it’s not too heavy and crazy. Rock may not be a genre that everybody likes, so I thought carefully about what songs to put on the tracklist and the people at the event might actually end up liking the songs. The purpose of making this tracklist was to play music in the background to have a nice, fun vibe at my Community Spirit event. Music makes everything more enjoyable and relaxing for most people, so it would make the visitors have more fun while they’re there.

The feedback that I received from my test buddy about my tracklist was, “In my opinion I think that the tracks might not be appealing and appropriate to older part of the audience. I personally think that rock/pop might not be suitable because the older part of the audience might like calmer music. So therefore, I think that you should include more appropriate type of music so it would suit all types of audience. On the other hand, I think that your tracklist looks good, bright and very professional. You also made the tracklist easy to read, and deleted unnecessary scrolling so that’s a positive thing. Another positive thing is that you included your logo; this makes the tracklist look more professional. Your tracklist is very professional-looking and very good. I believe you should sort your tracklist in to alphabetical order in order to make your tracklist even better.”

However, I did not take any action and make any changes tracklist because I disagreed with the fact that the audience wouldn’t enjoy listening to rock. I made sure that the information and the text was clear and easy to read. I colour coded the data, made sure that the tracklist fitted the screen so that there was no unnecessary scrolling needed, meaning that it would be easier for the DJ to find certain information and it wouldn’t take up a lot of time.
Audio Clip

The purpose of making my audio clip was to make sure the people around the local area are aware of my Community Spirit event and to help raise awareness about the charities that will be there. The audio clip was to be played at a local radio station a couple of times a day, so more people would be aware and be more likely to come. I got my friend to be the voice in my audio clip because she has a clearer and louder voice and sounds more cheerful; this means that the audience will be able to hear and understand the audio clip better.

The feedback that I received from my test buddy about my audio clip was, “I think the audio clip was very entertaining, the quality of the sound was good, everything was clear and you could understand what was being said and the speaker sounded very happy. However, I think that if you added some music then it would be a bit better and you could have added more sound effects to make the audio clip a bit more entertaining as you only used one sound effect at the end, which was the sound of children cheering.” I chose to use this sound effect to make the Community Spirit event sound like it’s going to be fun and that if they will go, they will enjoy their time there.

As a result of this feedback, I decided to add music into the background. The song of my choice was ‘Scary Monsters & Nice Sprites’ by Skrillex. I chose to use this song because it’s become a well-known song and people generally enjoy it. Adding music into the background made my audio clip sound much better than it did without music as it made it sound less boring and more entertaining. I made sure that the music was quieter than the voice in my audio clip, but loud enough for the audience to hear at the same time.

Spreadsheet Model

I was the audience for my spreadsheet model as I was creating it for myself. The purpose of making my spreadsheet model was to organise data and information about my Community Spirit event in a clear and professional looking format/layout. The model displayed text and numbers in various tables, making the information easy to read and understand. Different colours were used in my spreadsheet to make certain things easier to spot. I used the model as a formula and used formulas to automatically calculate sums. This is a quick and easy way that gives me the correct figures and saves a lot of time. Also, I added spin buttons to the ‘predicted number sold’ cells as it would be easier to change the amount if I wanted it to and the income would change along with it, depending on if it decreased or increased. This made my spreadsheet model much easier to use as it saves time from re-typing the data and the formulas.

This is where all my spin buttons were linked with the cells for ‘predicted number sold’. Adding these spin buttons made it easier to change the value without messing up any other formulas.
The feedback that I received was, “A very neat and professional spreadsheet with many spin buttons which are clearly shown in places where necessary. The use of relevant colours allows the audience to read the model easily. However to make your spreadsheet look more easy to read you can shift the spin buttons more close to your table so that it’s easy to tell which cell it’s for.”

I did not take any action as a result of the feedback as there was nothing to change or improve. My spin buttons were neatly presented and were linked to the correct cells. The format of my spreadsheet was neat, clear and looked professional. To improve my spreadsheet model and make it more useful, I could use more complex formulas. Also, I could have searched for cheaper items so that I would gain more profit.

**Recommendations**

The organisers of my Community Spirit event were the audience for my recommendations. The purpose was to show them what will be at the event, such as food, drinks, attractions and activities as well as costs of equipment and staff hire and how much income will be made. The recommendations included all the information specified in the CAB. I added charts and graphs to my recommendations. This was suitable and appropriate for the purpose as it’s a clear way to represent information as well as being easy to read and obtain information from.

The feedback that I received for my recommendations was, “You organised your work neatly with and made the text clear but also very eye-catching. However in the first few slides there are few blank spaces which you need to fill.”

After receiving this feedback, I added more images to my attractions & activities slide to fill in the blank empty spaces and spread them out to make the slide look less plain and boring.
Digital Advert

The audience for my digital advert is everyone in the public and the charities. The purpose was to promote my event, persuade people in the community to come and persuade charities to hire a pitch at the event. I created my digital advert with PowerPoint and set a certain time for each slide so they have time to read the information from each slide. The advert included the time, place and duration of the event, information about what they will be able to do at the event and how we can be contacted if charities are interested in hiring a pitch. My digital advert only contained 3 slides as I wanted to keep it short and straight to the point.

I used different shapes and colours in my digital advert to make it look more appealing to the audience and I used a simple font style that’s easy to read. This is appropriate for the audience because the advert was made for an audience of all ages. My community spirit logo was added to the top left corner of every slide to make the advert look more professional and so that the audience is aware of whom the event is going to be held by. The last slide included a variety of different ways for the charities to contact the organisers of the event. I used a variety because one of these ways of contacting the organisers might not be available for them or they don’t use it.

You can see that a consistent theme is used throughout the whole duration of the advert.

Key information about the event: date, place, time and duration added into a shape with an orange outline to make it stand out.

This was appropriate for the audience as it is a short advert and the short points won’t take a long time to read instead of having paragraphs of information as the audience wouldn’t be bothered or interested to read it.

On my second slide, I used shapes that had short written points of information about the event, making the information look clear and neatly presented.
The feedback that I received for my digital advert was, “You presented it very well with clear text and consistent colour themes. Whereas it will be better if you add more relevant images to make it more suitable for the target audience.”

As a result of this feedback, I added images to the bottom of my slide to visually represent the information on that slide to the audience. The images I added were relevant to community and the activities that will be held at the event. To improve my digital advert, I could make it more colourful so that it stands out and grabs the audience’s attention a lot more as it will look less boring.

**Animated Banner**

The audience for my animated banner is everyone as anyone who looks at the e-newsletter would be able to see it. The purpose was to include it in my e-newsletter and to promote ‘Community Spirit’. The animated banner included everything specified in the CAB. I added logos of the charities that will be involved in the event as it would raise awareness and make the audience realise that the event will be a good cause. Adding the animated banner made it effective because it was short but informative. Keeping the length of the animated banner short keeps the audience entertained and their full attention will be drawn to the banner and fits the amount of information included in the animated banner. I made it appropriate for the audience by adding the date, place and time of the event and images that showed what will be there so that the audience has a better idea of what will be at the event. Also, I added relevant images such as the logos of the charities and images of the activities for a visual representation of what is going to be there.

The feedback that I received on my animated banner was, “Your animated banner has a consistent flow where it ensures that the audience can read your key points as you gave enough time. Also you used your space fairly. Whereas it would be better if you had a colour theme so that it looks more professional.”

I did not take any action as a result of the feedback because I thought my banner looked fine and nothing needed to be changed and I think it suits the audience enough but to improve my animated banner, I could make all of the images fade in to make everything look smoother and more professional. Also, I could make the animations slower so that the audience has more time to read the information included in the animated banner and they don’t have to rush through reading the information in the animated banner.
E-Newsletter
The purpose of making the e-newsletter is to promote ‘Community Spirit’ and to give the audience more information about the event if they want to know more. The audience for my e-newsletter is everyone. I made my e-newsletter easier for the audience to use as I created links and navigation. This made the site look more attractive and more user-friendly. Also, it means all the main sections are easy for the audience to access and it makes the e-newsletter more professional so the audience are more likely to use the site.

The feedback that I received on my e-newsletter was, “I like that you have relevant colours which makes it look professional. You have made it easy for the audience to access the pages within the e-newsletter as well as your audio clip and digital advert. You used a good amount of text to inform and engage with the target audience. To improve your e-newsletter, you could use different fonts.”

I did not take any action as a result of the feedback because I think the text that I used was appropriate for an audience of all ages as it is easy to read. Also, I kept the font of the text the same as I wanted the theme of my e-newsletter to be consistent, which makes it look more professional. To improve the design of my e-newsletter, I could change the font style so that it goes with what the target audience would read. Different font styles have different levels of formality. For example, Comic Sans MS would be a font for children to read.