DA202SPB End of project review

The project aim was to produce a high quality, user friendly trailer for younger children to assist them with spelling. It was aimed to be something that would interest teachers and parents for use on children within their care.

Splash Screen

The splash screen I created introduces the theme of space and the logo allowing for users to get an early feel of the Spellbound product. The text appears letter by letter, the two strings of text are in sync meaning that 1 letter of 1 string appears whilst 1 letter of the other string appears. The text that appears resets twice allowing for a 30 second long splash screen. Without the input of the user the page redirects to the navigation page through the use of meta tags. To create the screen I used a variety of programs, for image editing I used Photoshop CS6 and Serif DrawPlus, for GIF media creation I used an online gif creation tool, for code development I used Wordpad, the code development included the addition of background music.

"Your splash screen is very good. I like how whilst waiting the word "loading" comes up, I can't see how you can improve." From the comment I can't improve upon feedback however if to improve the splash screen I would lessen the time it takes to move onto the navigation page as 30 second is a bit too long and would use PHP for an auto redirect as meta tags can be unreliable and not work.

Navigation Screen

The navigation screen is very simplistic but interactive with a white background and coloured buttons, there is no logo or anything to ensure the user is still on Spellbound. When hovering over the buttons with the cursor they change to images that represent each page, for example hovering over trailer shows a video reel. All the links work without issue. To create the webpage I used Wordpad to do most of the coding however I did use Dreamweaver to create the rollover buttons, to create the buttons I used Serif DrawPlus.

"All your rollover buttons work, they run smoothly and link to the correct pages, the navigation screen is useful and easy to use. I can't see how you can improve." The simplicity and interactivity of the page is a good part of this media however to improve I would add more representation of Spellbound by including a logo in the top area or in the centre of the page as originally planned.

Meet the Wizard Animation

The meet the wizard animation shows the user who the wizard is, his role in the package isn't entirely clear as all he does is say whether or not the user has selected the correct options. The wizard is original and created by myself in the word processing program Microsoft Office Word using its shapes feature. The animation itself is a keyframe animation and the content runs smoothly allowing for clear understanding and flow. To create the animation I use Serif DrawPlus and to place the animation into a web page I used Wordpad. The animation clearly indicates the parts of the quiz and how to play it, there is enough time to read the text and view the images in between each frame for younger users. The animation does not have an audio element and that is something I would add

to improve it, along with making the animation a bit more exciting as there is a strong use of grey variants and basic text making a prolonged viewing session less and less interesting.

"The meet the wizard animation is styled nicely and is functional however there is no voice over." To improve I added a voice level recorded with a studio microphone in a sound proofed environment to have a high level of audio quality. The voice is very formal and easy to understand.

Magic Quiz

The magic quiz follows a space theme with the presence of the wizard to bring a magical element. In the quiz there are 4 questions each with an image and 3 spelling options. To spell the word you choose the correct spelling out of a list of three with the use of a mouse as the use of a keyboard has been disabled. After a selection the quiz will direct the user to a frame that indicates whether the question was answered correctly, if it was answered incorrectly the user will be asked to try again and if it was answered correctly then the user will be asked to go to the next question. The quiz was created using the presentation program Microsoft Office Powerpoint, it was effective for its use and the features that could have broken the quiz were disabled by an option.

"Your quiz is also very good. It runs smoothly and all the hyperlinks work. On the quiz I like how it is clear whether you have got an answer wrong or right. I can't see how you can improve the quiz." To improve the quiz I would add more animations and bring a much more 'fun' feel as currently the colour scheme is bland and doesn't really stand out, if used in the real world I see it being boring for younger children.

Demonstration Movie

The demo movie shows two younger children playing the quiz along with captions promoting the effectiveness of the program on younger children by parents. In the video there is a section where different sections of a quiz are highlighted to show what a user has to do if and when they play the quiz themselves. The video clips were filmed by me in two locations, at home and in school. There were no issues with filming the clips themselves but clips of one child playing were unable to be processed by the schools computer systems, in the end I found a work around method to convert the video clips into useable ones. In the bottom left corner the Calm UK logo is present, on the opening sequence there is a still image of one of the 'starring' small children behind a grey, fading gradient before the clip of the child is played. There aren't captions to show what the user is watching although there are captions showing reviews from parents. The movie itself is exactly 60 seconds long. To create the movie I used Windows Live Movie Maker to convert video files, Serif DrawPlus and Photoshop CS6 to create and edit images and Serif MoviePlus to edit and render the full movie. The software packages used were effective for each of their tasks however a program such as Sony Vegas would be much better suited for video editing and rendering. In my opinion I believe the video is of good standard despite the schools and my lack of resources for video editing.

"Your trailer page is good and the plays automatically which makes it easier for whoever is viewing the website. I can't see how you can improve." To improve I would increase the resolution of the movie as I had to reduce the quality to abide by the 50MB folder size limit, I would also add reviews and recommendations from teachers and a step by step guide on how to play the quiz.

<u>Assets</u>

All assets used were of a good standard for use with the package; anything not to a high standard was scrapped or edited. All assets used within the project are that of a high quality and standard, each image is in at least 720p allowing for a clearer experience for users. Images are mainly self-produced as resources found on the ether were not to a high enough standard and not to my exact specifications. Audio files were found on Incompetech.com and are each appropriate for their environments. All files are within copyright restrictions and are free to use for commercial use. Many images for the space theme chosen were hard to come by without paying for commercial/personal use rights. Creating images was a process I don't want to relive as processing images took too long due to limited computer resources, this issue was also apparent when creating the splashscreen as exporting as a swf file caused the system to crash, in the end I had to use an online website to create a gif version of the image, this did however limit the animations possible inside the file however it came out better than the original. If I were to recreate the wizard I would use a more professional program such as Photoshop.

"Your assets aren't suitable for 4-5 year olds." I disagree with this as all assets are chosen for the age range, the one assets of the galaxy Andromeda is for an older market however space is for all ages. I did change some of the quiz assets in planning to make them more of a comic style to market better for 4-5 year olds.

<u>Entire Project</u>

From analysis of the specifications of the package my plan was to create a space-themed adventure however the final product was not to this level of focus on space and adventure. The original colour scheme of blue, white, pink and yellow was only somewhat abided by with a strong use of blue and grey backgrounds for almost all sections, using the original colours would make the package more enjoyable and inviting to the younger target audience. Space is a large part of the package with the use of galaxy images on the splash screen and the quiz spelling objects being space related items, magic was another theme used due to it being set out in the specification, having a mix of two themes allowed for more variety within the package allowing for a better user experience.

All objectives led out by the specifications have been abided by; this is accurate in all aspects of the package. I personally have learnt very minor things during the development as I already had a sound knowledge within web development, presentation creating, video editing and image editing. One thing I learnt was meta tags within html, I used them to automatically redirect the splashscreen to the navigation page after 30 seconds, this does in fact break my original plan of having a redirect button appear on screen after 5 seconds, however it was a good judgement call and made the quality significantly higher. There have been issues within the development, for example, I have been unable to create the quiz using html as it would use up far more time then I had available, it would also be to a lower quality with the web systems the school currently provide, if the school were to install apache with php I could utilize php for better products and variety.

"You have a clear colour scheme and layout; I can't see how you can improve the project." If I were to have another attempt at the project I would press to use php and web services more as it expands the capabilities of the package, I would also edit images to a higher standard bringing them to a professional level allowing the package to be more user friendly for child, parent and teacher.

During the process of developing the project I have developed my time management skills due to the time restrictions of the course and the amount of work needed within the time. I have also learnt how to take criticism and use it to develop further, this ability developed over the course of the project as many a time there were issues that I didn't find and they needed to be fixed once sorted, mostly with my evidence. During the development I also focused more on the code side of things and not the creative; despite it not being perfect due to software limitations I have been able to make the web pages look much nicer than other people within my class due to an existing ability for web design.

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