



Level 3 Cambridge Technical in Digital Media
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Unit 2: Pre-production and planning

INSERT

Thursday 12 January 2017 – Morning

Time allowed: 2 hours

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Context

'Euro Go Tours' are a travel company that specialise in package holidays to popular European resorts. The company has asked Interactive Solutions, an independent graphics and web design company, to design and build a new holiday planning website.

Interactive Solutions are a small team:

- Jason is the tech wizard and web coder. He creates all the interactive functions on the website using JavaScript. He knows how to build web sites so that they can be viewed on different platforms and devices.
- Cerys is a graphic design and PR graduate who has brought new ideas to the company. She designs all print products and layout of websites and apps. Cerys also writes promotional content.
- Kamran is the sales and marketing officer. He also deals with the project management of commissions to the company.

Interactive Solutions have taken you on temporarily to help plan, design and build the 'Euro Go Tours' website and supporting content.

Product Brief

The planning website is to be called myholidayplanner.com and will allow groups of friends to plan their holiday via an interactive, personalised hub. 'Euro Go Tours' have suggested that users of the website are able to create an account that has multiple admin users, with the information being stored in the Cloud. This will allow users to access the website from a variety of devices and contribute to planning the holiday whenever and wherever they are.

'Euro Go Tours' have requested that the website be divided into different sections, including clothing, transport, travel documentation, accommodation, clubbing and nightlife, daytrips and food and drink. Each section will allow users to post images, videos, music and upload documents together with embedded material from social media sites, such as Pinterest and Instagram.

There will also be a diary and forum section where users can update their daily progress to chart their role in the planning process.

The target audience age demographic of myholidayplanner.com is 18 – 30 years of age, and it is hoped that the social aspect, multimedia functions and cross media access will appeal to this group. Whilst 'Euro Go Tours' intend the website to appeal to all genders, preliminary market research has suggested that women enjoy planning holidays most.

'Euro Go Tours' wants to launch myholidayplanner.com at the end of September.

'Euro Go Tours' also require the production of a promotional online video that will advertise the website and this will be launched two months earlier via social media at the end of July. This will be one-minute long. They also require supporting print based newspaper and magazine adverts to promote the launch.

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