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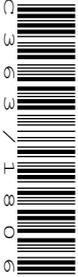
## Level 3 Cambridge Technical in Digital Media

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### Unit 2: Pre-production and planning

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**Friday 25 May 2018 – Morning**



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## Context

PK Online is a web design company specialising in the production of corporate websites and social media apps. PK Online have won a tender to produce a new website for The University of Breswick that will give students information about the degree courses on offer and the facilities at the university. PK Online need an intern to support the planning, production and testing of the website.

PK Online have three main members of staff that create the material and code the website:

- Ed – the web coder. Ed has a degree in Web Design and he writes his interactive websites in HTML5, CSS3 and JavaScript.
- Shaista – the front-end designer, responsible for creating the house style of the websites and apps. Shaista also has a degree in video production.
- Daniel – the copywriter and editor of all written content and advertisements on the websites. Daniel also takes a lead in managing the project.

PK Online have picked you as their intern. You will be expected to contribute to the planning and production process and liaise with various stakeholders at the university.

## Product Brief

The University of Breswick need an overhaul of their website owing to student feedback that it looks old fashioned. They would like PK Online to create a modern-looking interactive website that can be accessed via tablet and smartphone devices. It should also combine social media functions so students can communicate with each other about their courses.

The website should be easy to navigate and content should be available to download. The website will feature short videos from the different faculties featuring student testimonies and overviews from lecturers. The website needs to bring the university into the 21st century in order to attract and impress potential students. It is hoped that the website will have local sponsorship from companies such as sporting and technology shops that are looking to target university students.

The university has said, though, that they are happy to have some ideas for other content come from the team.

The target audience age demographic of the website is students aged 17-25, and the university have made it clear that the content must appeal to a range of cultural and ethnic groups.

The university would like the website to be available for the start of the new academic term. This means that PK Online have six months to plan, design, develop and test the website.

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