Tourism in your region

Project Log Book

Use this log book to record any evidence of your planning, decision making and design work.

## Plan

Make an initial plan for the project. A Gantt chart is a good idea, or use a spreadsheet, or just create a table. Break the project down into small, manageable chunks and outline the task, time and resources you will need for each task.

Below is an example. Delete this, and put in your own planning outline.

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| task | date |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | resources |
| research |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| wireframes |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Learn software |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Conceptual designs |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Get feedback |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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You will need to update your plan as you go. A good rule of thumb is to have a week that you leave for contingencies—time that you are unexpectedly away from school, or when things don’t go to plan, when you can’t get feedback, when the printer breaks down, when there’s an error that takes longer to fix than you had expected.

Online planning tools that you may find useful include Trello, Asana,Team Gantt.

# Research possible Tourist attractions in your area:

What attractions are in your area?

Which ones are close by, and you could easily get photographs of?

Which ones have plenty of information that you can get access to?

Do you have any personal contacts at any of the attractions that you can make use of?

**Useful websites:**

<https://media.newzealand.com/en/story-ideas/new-zealand-tourism-facts-and-figures/>

<https://www.stats.govt.nz/>

<https://www.tourismnewzealand.com/>

<https://www.tourismnewzealand.com/markets-stats/research/visitor-profiles/>

What tourists visit your area? Why?

What tourists are least likely to visit your area? Why?

What might attract tourists from selected countries to your region?

PMI table:

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| Tourist attraction | Plus | Minus | Interesting |
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Decision: (You need at least three different attractions that you can use for your datamerge)

1.

2.

3.

## Investigate relevant conventions

Briefly describe each convention, and explain why it is important.

Basic graphic design principles and print conventions:

Hierarchy:

Proximity:

Contrast:

Repetition:

Alignment:

Balance:

Colour:

Resolution:

Colour mode (CMYK/RGB):

Image size:

## What are the requirements of your end-users?

Who are the main group of tourists you are aiming your outcome towards?

What have you learned about this group of people from your research? Eg What type of images do they like? What type of activities do they like? What type of travel do they do?

Can you find some sample images that may appeal to this audience?

Attach any text, images, notes or information that you have discovered.

<https://visuals.newzealand.com/>

Write a sentence or two that describes what your users need to get from your outcome:

## Relevant Implications

Relevant implications are important to consider as you begin designing your outcome. You need to consider:

* Social and cultural implications
  + You need to respect all cultures and ensure that you don’t offend any group of people (It must not be rascist, sexist or homophobic.). Make sure that you are not creating or following any stereotypes. Think carefully about the language that you are using.
* Legal implications
  + Copyright of your images and text. Don’t take images off the internet without permission. Don’t copy text off the internet without permission. Don’t publish anyone’s personal details without permission.
* Ethical implications
  + Make sure that you are not breaking any moral codes. Particularly if your tourist attraction is a local, historical site that has Māori significance. You need to be accurate with any information that you give.
* Accessibility
  + If your main target audience is tourists, many of them may have English as a second language. Choose your words carefully.
* Useability
  + How will your brochure fold? What information is on the front page? What information is on the back page? (Often people turn a brochure over without opening it). Do you have all the relevant, necessary information that the tourist operator would need you to have?
* Functionality
  + Your outcome needs to work well, with no errors, and be full colour, print with high resolution, high-quality images.
* Aesthetics
  + You need to follow the principles of graphic design. (Or break them, with good reasons that you can explain and defend)
* Sustainability
  + How long will your brochure last? How will changes be made (eg if a phone number or price changes?)
* Future-proofing
  + As above
* End-user considerations
  + You should determine these yourself, according to the target group you have chosen.
* Health and safety
  + Have you outlined any safety gear that needs to be worn or taken with them to the attraction eg warm clothing? Are there any height or age limits? Is there anything that they need to know or prepare for before they go?

Explain the implication, and why it is relevant to your design. How will it affect your design?

How will you address these implications?

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| Implication | Explain the implication | Why is it relevant to your design? | How will it affect your design |
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## Design ideas

Find some examples (3—5) of existing brochures that you like (and some that you don’t like) and highlight the features that they have in common. Either screenshot the example if it was online, or take a photo and insert it here if it was a real-life example.

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Features that they have in common:

(Think about layout, size and types of images, colours, visual hierarchy, layout, alignment, fonts, etc)Why did you like them? Why did you not like them? Write three to four sentences about each example you found.

## Initial sketches

You need to create three to five different layout ideas for your brochure. Think about the information that needs to go on the brochure:

* Location
* Activities available
* Cost
* Images
* Background colours

Either sketch these by hand, or use Illustrator, InDesign or Photoshop to create a wireframe. You don’t need images or colours at this stage. You are just creating a wireframe layout. AdobeXD is another tool that you could use. You need to show your front and back of the brochure, as well as how it will fold. Try different arrangement of images, and folds.

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What conventions did you apply? Make a notation beside each convention if you can. If it is resolution or colour mode, make a notation about what the resolution will be, and what the colour mode will be.

## Feedback

Who are you going to get feedback from?

How will you get feedback? You may want to use a google form, and take screenshots of your wireframes. Ask sensible, clear questions that will get you the responses that you need. Give an outline of your end-users, describing who they are, and what their needs are so that the people giving you feedback know what to focus on.

Summarise your feedback. What was the most popular initial wireframe design? What changes do you need to make? This is not assessed, but will help you make sensible, well-informed decisions.

### Final wireframe

Create your final wireframe here. Describe what changes you made and why they were necessary. Make sure you relate this back to your end-user requirements, feedback and relevant implications.

Write a sentence explaining how this wireframe best meets the needs of your end-users and addresses your implications.

## Design developments

You now need to add fonts, colour and images to your layout. Design three concepts using your chosen wireframe. Choose different fonts, different colour schemes, try using image borders on one design, and no borders on another for example.

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Make notations about how you are meeting your user requirements and conventions.

## Feedback

Get feedback on your three designs.

Summarise your feedback (not assessed, but very useful to justify your decisions).

## Explain and justify your decision

Give reasons and evidence that justifies the decision you made for your choice of development that you will use for your next stage of design.

Which design did you choose?

Explain why was this design the best one to use? (How was it the most appropriate for the end-user?) (Achieved)

How does this design address your implications discussed earlier? (Merit)

Justify how this design addressed implications, end-user considerations and uses appropriate conventions. Give reasons and evidence of how the design addresses the relevant implications, end-user requirements, and how you applied appropriate conventions. *You can insert a screenshot and add notations, or you can write a paragraph.*

(Excellence)

## Create your first datamerge (Prototype)

Create your first datamerge. This is your first prototype. You will need to screenshot your output, and print out a few pages to show that it works (or doesn’t work).

## Test and refine

Did you get any error messages?

Did you get any overset text?

What changes did you need to make?

What testing are you going to carry out to make sure that your outcome is accurate?

You need to get feedback and see if there are any other changes you need to make.

How will you ensure that your outcome is fit for purpose?

Check:

1. Colour - did the colour print as expected?
2. Images - did the images print as expected? Were they cropped properly? Were they the correct size?
3. Resolution - was the resolution correct? Were the images pixellated? Will you need to change any of the images?
4. Folding - did the outcome fold correctly
5. Fonts- do the fonts work well together? Have you got too many or too few fonts? Is there enough contrast?
6. Text - is the text readable and legible? Have the paragraph styles been applied correctly? Is there any text that stands out as being different in any way, and shouldn’t be?
7. Spelling - have you check the spelling and grammar?
8. Is there any text on the folds that will be hard to read if the brochure is used a lot and the folds become worn?
9. Are the columns all in the correct place? Does the text flow correctly?
10. Have you applied the basic graphic design principles correctly
11. Any other checks that you need to do?

## Feedback and changes

Get feedback on your prototype.

What changes do you need to make?

Justify any decision that you make, and explain why you are making the changes. RElate these back to your conventions, end-user requirements and implications.

Make the changes and create a second prototype. Keep the process going until you are satisfied with your final outcome.

Make sure that you are naming your versions as you go. Keep a record of each version, v1, v2, v3 etc. Take a screenshot a label each screenshot with the changes and a justification of the changes in this logbook.

Final outcome

Screenshot your final outcome here.

## Tools and Techniques

What tools did you use for your datamerge?

* Think about the software you used, and specific tools within that software. For example, you may have used Photoshop, and the selection tools such as the lasso, marquee and pen tool. You may have used Levels and curves. In InDesign and Illustrator you may have used the colour swatches, paragraph styles and character styles. Using the spellcheck and grammar check in InDesign.

What techniques did you use for the datamerge?

* For example, saving a .csv file and then importing it as a source file for your datamerge.
* Combining two images in Photoshop and creating a layer mask
* Creating a style in Illustrator that put a border around each image, and applying that style to images in the datamerge.

Describe the tools you used, and why you chose them.

Describe the techniques you followed.