

TEST PROJECT WEBDESIGN

SkillsMasters 2008

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1. CONTENTS

This Test Project proposal consists of the following documentation/files:
 TP_SM4_2008.doc
 Folder "Lekker Pittig" on Desktop [Media files – images, logos]

2. INTRODUCTION

Lekker pittig is a new product and food brand.

This young and unknown company foresees an emerging market regarding new type of food products. The launch of this new product has to popularize a new trend in the food market, combining the following four elements: culture, spiciness, health and ready-made-food.

The consumers can use this product as a spicy base adding meat and vegetables to prepare a healthy meal according to authentic recipes from different cultures. The spices and herbs are organic and E-number free. The product is packed in a sachet and presented in a box.

This online campaign is a very important part of the cross media campaign for the launch of the new Lekker pittig product. The campaign's aim is to initiate an online food community where young people can exchange recipes and experiences with the product.

The website must be accessible to a wide audience and must therefore follow basic usability and accessibility and W3C (XHTML, CSS) guidelines.

3. DESCRIPTION OF PROJECT AND TASKS

The Web Design project consists of one practical task of constructing a website for Lekker Pittig to be completed in a specified time of 12 hours spread over two days:

Thursday March 6 th .	9:00 – 16:00	Between 12:00 and 13:00 break (half an hour)
Friday March 7 th .	9:00 – 15:00	Between 12:00 and 13:00 break (half an hour)

The task is divided into 2 modules with each module to be completed at the end of each day. The breakdown of task for each module is detailed in section 4, (*Instructions to the competitor*) and the marking criteria for each module are listed in section 6 (*marking scale*) of this document.

4. INSTRUCTIONS TO THE COMPETITOR

Produce a written concept on approximately half an A4.
 This concept will be the base of your original webdesign, which you also put into a XHTML/css template.
 But first you have to put your ideas in basic design by little sketches.

Products to produce:

- Written concept half A4
- Sketches thumbnails on A3 paper
- 3 web pages psd, 1024 x 768 pix
 - homepage
 - aanmelden
 - recepten
- Printed presentation on foam board A3
- Homepage in template CSS/XHTML
- Webpages in xhtml transitional or xhtml strict
- External CSS
- PHP/MySQL functionality
- Content database loaded into page

PROPOSITION AND PAY-OFF

The proposition of Lekker pittig is: 'How this ready-made-food helps you cooking a healthy cultural authentic, spicy meal without being a chefcook.'

Lekker pittig claims: 'a healthy, spicy and cultural cooking experience'. This will be translated into an experience-pay-off: 'snel en gezond uit andere culturen'

DISCRIMINATION FACTOR

The discriminating factor is enclosed in the product itself. The most important thing is that it hooks on to more than one food trend:

- Ethical/Environmental eating – save the planet
- New world foods – to boldly go
- Ethnicity – in search of adventure
- Specialties – specializing the ordinary
- Provenance – consumers no longer take their foods on trust
- Traditional values – retro eating
- See section 5 (*attachment*) for more information

POSITIONING

The competition exists of a variety of food brands that emphasis on experience as well, like Knorr, Unox and Royco.

Lekker pittig is to be percept as follows:
Cultural, Spicy, Healthy and Ready-Made.

TARGET GROUP

The target group consists teenagers from 14 up to 20 years old. They:

- Go on holidays abroad with their parents or alone.
- Have few experience in cooking; are just starting
- Like to prepare meals in an easy way, but may like to experiment in the kitchen.
- Like international food.
- They move from one brand to the other.
- Are interested in the world around them.
- Like tv chefs like: Gordon Ramsay, Jamie Oliver, Herman den Blijker and others.
- Enjoy life.

MARKETING-MIX

Because of the product launch the internet site is the issue at this very moment.

PRECONDITIONS AND SPECIALTIES

- Logo enclosed.
- A variety of images are enclosed as well.
- It is about a proposition. Use as many copy as you will need to communicate the message. Headings and sub headings written out, text columns in enclosed-text.

5. BREAKDOWN

Module 1: Design	50
Module 2: Technique	50

Day 1: [Module 1]

At the end of this module, you will have to produce the

- Written concept half A4
- Sketches thumbnails on A3 paper
- 3 web pages psd, 1024 x 768 pix
 - homepage
 - aanmelden

- recepten
- Printed presentation on foam board A3
- Homepage in template XHTML/CSS

Note: At the end of Day 1, you must submit both hard copy (with sketches) and soft copy of your document.

You may proceed to day 2 tasks once you have finished your day 1 tasks. At the end of day 1 you'll be asked to present your design to the experts. This presentation is marked. The presentation will be in Dutch.

Day 2: [Module 2]

At the end of this day, the following site elements have to be completed for:

- Webpages in xhtml transitional or xhtml strict
- External CSS
- PHP/mySQL functionality
- Content database loaded into page

6. EQUIPMENT, MACHINERY, INSTALLATIONS AND MATERIALS

Software Workstation:

Mac with Bootcamp
 MS Windows XP Pro English
 MS Office 2003 Pro English
 Adobe CS3 Pro
 Notepad 2.0
 XAMMP 1.6.5
 (Apache HTTPD 2.2.6 + Openssl 0.9.8g, MySQL 5.0.51, PHP 5.2.5, PHP 4.4.7, phpMyAdmin 2.11.3, FileZilla FTP Server 0.9.24, Mercury Mail Transport System 4.52)
 Topstyle Light 3.1
 Nero 7.0 Premium

 Microsoft Media Player 10
 Real Player 11
 Shockwave Player
 Flash Player 9.0
 Quicktime 7.0

 Internet Explorer 7.0
 Mozilla Firefox 2.0

Workstation:

Mouse
 Mouse pad
 Keyboard, English
 Wacom tablet upon request
 17" LCD monitor

Other:

Laser printer
 Paper, pencil, pens
 Tape, foam, scissor, cutting mat

8. DAY 1: INSTRUCTIONS & MARKING SCHEME

Assessed points	50 points
Time Limit	6.5 hours. Starts at 09:00. To be completed at 16.00 on Thursday, March 6 th . Presentations from 16:00 – 17:00 on Thursday, March 6 th .
Project	<p>Planning and designing a website for a new food brand.</p> <p>In this project you will design the website for “Lekker pittig”. You have to produce:</p> <ul style="list-style-type: none"> • Concept (written) • 3 Sketches • Digital design: Home, Aanmelden, Recepten • Homepage in CSS/XHTML: template • Mapping structure • Presentation
Requirements	<ul style="list-style-type: none"> • Stock photos on your computer • Paper and pencils • Markers or coloured pencils • Windows computer
Available software	<ul style="list-style-type: none"> • Office 2003 Pro English • Windows XP Pro English • Adobe CS3 Pro (Dreamweaver, Photoshop, Illustrator, Flash, Device Central, Bridge, Video Encoder, Acrobat) • Notepad 2.0 • XAMPP 1.6.5 <ul style="list-style-type: none"> ○ (Apache HTTPD 2.2.6 + Openssl 0.9.8g, MySQL 5.0.51, PHP 5.2.5, PHP 4.4.7, phpMyAdmin 2.11.3, FileZilla FTP Server 0.9.24, Mercury Mail Transport System 4.52) • Microsoft Media Player 10 • Real Player 11 • Flash Player 9.0 • Quicktime 7.0 • Internet Explorer 7.0 • Mozilla Firefox 2.0
Navigation structure	<ul style="list-style-type: none"> • Home: search, login frontend users • Recepten • Aanmelden • Kruiden • Kant-en-klaar • Contact • Login: CMS backend users

<p>Website specifications</p>	<p>Design the pages (see flowchart):</p> <ul style="list-style-type: none"> ○ Homepage <ul style="list-style-type: none"> • Login • Product info • Product picture • Logo • Possibility of searching recipes • Possibility of adding new recipes ○ Page “Recepten” <ul style="list-style-type: none"> • Layout of a recipe: text, picture, comments • Possibility of adding comment to recipes • Possibility of adding new recipes • Possibility of searching recipes • Recipe of the day ○ Page “Aanmelden” <ul style="list-style-type: none"> • Form giving the users the possibility of creating a new account (The account gives the user the possibility to add/delete recipes and photo’s) ○ Page “Kruiden” <ul style="list-style-type: none"> • Overview of different herbs with which you can create your own meals ○ Page “Kant-en-klaar” <ul style="list-style-type: none"> • Overview of ready-made meals ○ Page “Login” <ul style="list-style-type: none"> • Admin can add, delete and modify users, recipes and regular content in the site. • User can add, delete and modify own recipes. ○ Page “Contact” <ul style="list-style-type: none"> • Contact details ○ “Disclaimer” <ul style="list-style-type: none"> • Disclaimer should be accessible in every page. This is a link to a separate page or popup.
<p>Design specifications</p>	<ul style="list-style-type: none"> ○ Look and feel fitting the “Lekker Pittig” trademark
<p>Flowchart</p>	<pre> graph TD Home[Home] --- Line1[] Line1 --- Recepten[Recepten] Line1 --- Aanmelden[Aanmelden] Line1 --- Kruiden[Kruiden] Line1 --- Kant-en-klaar[Kant-en-klaar] Line1 --- Login[Login] Line1 --- Contact[Contact] Line1 --- Disclaimer[Disclaimer] Login --- Line2[] Line2 --- User[User] Line2 --- Admin[Admin] </pre>

Planning		2
Clear planning is available		2
Concept		12
A written concept is available, maximum 3/4 A4		2
The concept has a great level of originality		5
Concept is clear for third parties		5
Design		21
Headers and subheaders are clear and recognizable (Greeking is used)		2
The design is aesthetically appealing		5
Hand sketches are clear for third parties		5
Hand sketches represent the concept		5
Color motivation		2
Typographic motivation		2
Digital design		30
Final design derives from sketches		3
All supplied text has been used		2
Headers and subheaders are styled according to the typographic motivation		3
The 3 pages have been created digitally		4
Appropriate images have been used		4
Look & feel of the design fits the product		4
Look & feel of the design fits the target group		4
Supplied logo is used appropriate		3
Texts are styled according to the typographic motivation		3
Usability		22
The different parts on the site are distinct		4
The navigation is placed on a logic place in the site		4
The navigation is always on the same place in the page		2
It is for a user always clear on which page he/she is		2
Contrast between background and foreground colour is sufficient		2
If a background image has been used then these don't interfere with the actual content of the site		4
Text is divided proportionally between paragraphs and headers		4
Presentation		13
The site is presented visually clearly		4
Screens are printed on A3 size		3
Screens are fitted on foam cartboard and with a donkey		2
The candidate can express his/hers design sufficiently		4
Total thursday (50%)		100

9. DAY 2: INSTRUCTIONS & MARKING SCHEME

Assessed points	50 points
Time Limit	5.5 hours. To be completed at 15.00 on Friday, March 7 th .
Project	<p>Create web pages according to your design in xhtml transitional or xhtml strict. Use external CSS-file(s) for layout and styles.</p> <p>Add functionality with PHP/mySQL to your website that allows the administrator to add, edit or remove content of the webpage. The website extracts all of the content from the database.</p> <ul style="list-style-type: none"> • In addition to your website, your planning on paper is also required. • The presentation in a browser is according your own design • Your website must function on your localhost • Users can upload recipes and edit their own recipes. The administrator can edit or remove all recipes. • The website must function following the flowchart • Your design of the website may not be altered or changed in any way • Ensure safety of the website by giving the administrator different rights in the database than the user • A user-friendly approach is needed. Meaning: • Font size and line spacing are scalable in Internet Explorer and Mozilla Firefox • Images need alt attributes • The site has to work the same in Internet Explorer and Mozilla Firefox • Hyperlinks react on roll-over • The layout is scalable by the user
Requirements	<ul style="list-style-type: none"> • Flowchart • Content • The files of your own design (day 1)

Planning		2
Clear planning is available	2	
Result in browser		30
<i>Design</i>		
Design of day 1 has been created in IE and FF at a screen resolution of '1024x768' or higher	5	
The XHTML and CSS code has a certain complexity	4	
Site is scalable in a browser, without disturbing the actual layout	4	
<i>Typography</i>		
Text is easily readable on every page	5	
Text size is scalable, also in IE with 'view/text size	3	
<i>Navigation</i>		
Site works according to flowchart	3	
Hyperlinks work	3	
Hyperlinks react on a rollover	3	
XHTML		30
Doctype is xhtml transitional or xhtml strict	4	
All pages have a page title	4	
Code is neat and clear for third parties	5	
The XHTML code doesn't have any layout tags	3	
The code is W3C compliant	5	
There haven't been used an unnecessary quantity of CSS files	2	
Naming of the different elements is based on semantics	3	
Id's and classes are appropriate used	4	
CSS		5
The code is neat and clear for third parties	5	
Folders and files		5
Folder structure is logical, not unnecessary complex but clear for third parties	3	
Index-page is available	2	
PHP/mysql		28
A database has been created	2	
Two users have been created: 'admin' and 'user'	2	
The necessary tables have been created in the database	3	
Content of the website does indeed come from the database (a connection has been established)	3	
Login system works with two different levels (admin en user)	4	
Admin can edit and delete all content	3	
Admin can add, edit and delete users	3	
User can add receipts and edit or delete his/her own receipts	4	
Admin can edit or delete all receipts	4	
Total friday (50%)	100	

ATTACHMENT 1

Top ten food trends for 2008, by [Euromonitor International](#)

Which way are consumer food trends heading? Although consumers are constantly bombarded with messages about healthy eating, encouraging them to cut down on fats, sugar, salt and junk food, obesity levels are at an all time high. And while TV cookery programmes, celebrity chefs and cookery books have never been more popular, sales of ready meals, convenience foods and take-aways are increasing. Unprecedented levels consumer interest in the market for celebrity chefs and dieting demonstrates a consumer desire for healthier, better food, which is all part of the global consumer trend towards wellness. But when will this desire become a reality?

The food industry is responding to consumer desires for healthier foods through new products, changed ingredients and healthier brand extensions; however, there are a number of other overlapping, related and parallel trends which are likely to surface. Euromonitor has identified ten key consumer trends that are expected to shape the food industry in 2007.

1. Wellness foods- still flavor of the day

In response to Governments, health organizations and consumers, food companies are producing more foods with lower salt, less unhealthy fats, more grains and fibers and also more functional ingredients. Similarly organic foods have gone mainstream and are now even being sold by Wal-Mart. Functional - nutritionally enhanced – foods combine nutrition and medicine and offer unlimited scope for new product development. Recent examples include a carbonated green tea drink with ginger and caffeine that burns calories rather than adding them, vitamin-enhanced beer and dark chocolate sold as an antioxidant.

2. New world foods – to boldly go

There is infinite scope for and real interest in new foods sourced from 'new' places. Super fruits like the purple açai berry from the rain forest, which has already achieved a market in health food shops could make the transition to mainstream. Some analysts have suggested that Peruvian cuisine – a marriage of Italian, Spanish, Indian, Japanese and native cookery - could be the next big ethnic food. Coconut is finding new uses such as natural juice while fruit soups have also been mooted as holding consumer potential.

3. Ethical/Environmental eating – save the planet

This trend overlaps with wellness since both espouse organic and free range foods. However ethical eating goes beyond natural taste and health and into the realms of green politics and anti-globalization. It includes concepts of 'Fair trade' and 'sustainable' and also 'food miles', which bring together the related concepts of locality and seasonality. Good farming practices in terms of the treatment of livestock are also part of this trend.

4. Ethnicity – in search of adventure

Ethnic flavors that draw inspiration from distant cuisines are increasing in popularity in Europe and the US: Vietnamese cuisine is becoming popular and, in cities, sushi is now a mainstream restaurant cuisine, and, in some locations, a mainstream supermarket offering. Spanish/Hispanic cuisines and South American restaurants are identified by some analysts as trends with potential consumer appeal.

5. Water - pure and simple and never out of fashion

Premium imported, flavored, enhanced and oxygenated waters account for a major proportion of the beverage market. In the US, for example, there are water bars, water menus, along with water sommeliers in restaurants to help pair water with foods.

6. Specialties – specializing the ordinary

Making ordinary foods special, such as the way water can now be viewed as having health or other benefits, is another growing trend. An example is salt, which has been diversified into gourmet sea salt, Hawaiian Red, Black Lava, Sel Gris, pink salt from the Andes, Tahitian vanilla salt etc.

7. Portion control – size is everything

Portion control is one of the keys to dieting. This principle is also having a key influence on types and presentations of food. In addition to tapas and the Greek meze, there are Japanese versions: small plates served at taverns called izakayas. Manufacturers are also developing calorie-controlled mini portions of snacks and confectionery as a response to healthy eating trends.

8. The constant diet – plans and foods

Dieting will remain a preoccupation and a growth area as the problems of plenty feed through and trickle down into a higher proportion of the populations of developing countries. Similarly, an increasing number of consumers will be subjected to greater stress and time pressures which will make eating healthily a greater challenge. Euromonitor International forecasts more personalized diets, tailored to individual needs. This may mean body types, metabolisms,

lifestyles and tastes.

9. Provenance – consumers no longer take their foods on trust

Consumers will increasingly care about where their food comes from. This overlaps with both wellness eating and ethical eating, but is also a food trend and consumer preoccupation in its own right. Consumers in the Internet age no longer accept anything less than transparency. Consumerist scandals, of which Dasani was only one of many examples, have made some consumers sceptical, some cynical but almost all consumers wary and unwilling to take anything on trust.

10. Traditional values – retro eating

Consumers, particularly boomers and generation X, tend to be sentimental about foods which evoke a rose-tinted view of the past and a sense of tradition. For the younger demographics, this concept of retro eating can be fun and in all cases it is the idea rather than the actuality which is important. There is an association with foods that are additive-free and pure which, ostensibly, predate mass production and factory farming. And there are as many new angles to retro eating as there are hindsight re-interpretations of history.