Outcome of session:

- to examine some web-based promotional documents
- to explore what is involved in the development of a promotional campaign

Assessment:

- There are no assessable components in this studio session.

Preparation required:

- Review your notes from Seminar 10.

Activity 1: explore and assess some web-based promotional documents (60 minutes)

Working in pairs:

The following web sites promote a range of educational institutions. Select four (4) web sites from the list, and compare their strengths and weaknesses as promotional documents when viewed from the perspective of prospective students and/or their parents. What criteria will you need to develop in order to make a useful assessment of each site? Which site has made the most effective use of available resources? Why? What are you able to learn about the information architecture and IT architecture being deployed in each case?

Present your comparative findings in chart form, then swap notes on what you have found with another team. Are the criteria you have used identical to those of the other team? In what ways could both your efforts be improved?

http://www.alaskapacific.edu/
http://www.ednoland.com/ednolandweb/school/0047/ourmission.htm
http://www.enternet.co.nz/free/paengaroa/index.html
http://www.littleacorns.ca/index.html
http://www.ox.ac.uk/
http://www.sarai.net/
http://www.schools.nt.edu.au/walungurru/
Activity 2: mapping out a promotional campaign (60 minutes)

Working in teams of 3 or 4:

Your organisation has been contracted to prepare a promotional campaign for a product (the nature of which will be conveyed to your team in secret by your tutor, along with your budget). You will need to identify

1. the salient features of the product,
2. the audience(s) that have to be addressed, and why,
3. how you have decided to spend your budget, and why,
4. three particular documentary forms that will be used to raise awareness and provide information about your product (only one of those documentary forms may be Internet-related).

You will have 30 minutes to develop your campaign. In the second half of the activity, groups will present their work in turn, addressing each of the points above, including how the different documentary forms will be used together to promote your product. During your preparation time, you may approach other students as potential users, and test out some of your promotional ideas (but don’t give away the nature of your product before the presentation!).

Activity 3: Continue work on your assignment (60 minutes)

The remaining studio time will be given over to you, to continue work in your teams on the studio assignment.