# Indicative A response

## Business stationery

| Year 9 | Technology |
|---|---|

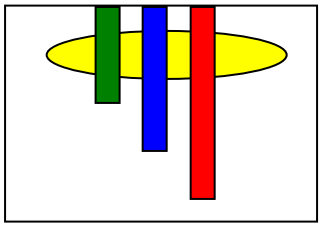
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## Setting the scene

| *Topic* | *3 Beats Streetwear* | *Classic Threads* |
|---|---|---|
| What type of business does each card represent?<br>What do you think this shop looks like, smells like and sounds like?<br>Inside?<br>Outside? | *The card looks like a clothing store for surfing, skateboarding, skating, etc. It is more than likely aimed at the youth market and probably at teenage boys as they tend to be more involved with these activities. I think the outside of the shop looks like an old building but has a definite young feel. Perhaps a bike and a skateboard would be hanging from the ceiling of the shop. There might be some metal artefacts in the shop and there would be fast guitar and keyboard music playing.* | *This card represents a business that caters for an older market — probably professional men who wear suits to work. There would also be a large number of men shopping here for wedding clothes. I think this shop looks quite distinguished inside. Tidy, carpeted floor, clothes neatly arranged on racks and shelves. Ties are colour-coordinated in rows. There would be no music or quiet, classical tunes filtering through.* |
| Do you like the colours used? Are they suitable? Could they be better?<br>Explain. | *I think the colours are quite good but could be improved to be more eye-catching and more like the colours that appeal to this age group — black, purple, silver, etc.* | *The colours are quite good. They make the product stand out. I would change the colours to something more distinguished, like a navy blue or black background with gold or silver writing.* |
| What about the graphics and images? Do they work or do they need changing? | *I feel that the graphics and images are dull. They could be more dynamic. A picture of a skateboarder in the air, upside down doing a trick would be good. An action shot would definitely be better.* | *The graphics and images work well. I wouldn't change them at all.* |

| | | |
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| Is the card effective? If you were the business owner, would you use this card? Why/why not? | I think it would probably work but it could be better. It could be more eye-catching. It is definitely not memorable. | I think it is effective. The font looks good and the graphic works well too. |
| These cards do not have a logo on them. Do you think they should?<br><br>What should the logo look like? | Yes. It definitely needs a logo – something that identifies the business and makes it separate to others. Everyone has a logo these days. It makes the business stand out. The logo should look distinctive so that anyone who looks at it will be able to say – "3 Beats Streetwear".<br><br> | It doesn't need a logo as much as the 3 Beats Streetwear card because the writing style and picture of a suit is very distinctive and works like a logo. This might work if the business owner used the picture consistently and didn't change it all the time.<br><br>They could have a logo that looks like this, with extra information on the back.<br><br> |
| How could each card be improved? | The card could be improved by using better colours that appeal to the age group, and the excitement and action of the card. A logo is also required. | Make the card look more timeless. It says classic threads but the card doesn't look classic, it looks "daggy". |

# Section 1. Analysis and research

Stationery analysis

| Sample | Company | letterhead | Business card | envelope | other | Criteria for judgment | Your comments |
|---|---|---|---|---|---|---|---|
| 1 | Logan City Council — rates account | ✓ | | | | Aesthetic | Narrow letterhead, well spaced. |
| | | | | | | Functional | Plenty of room, able to provide contact information. |
| | | | | | | Logo | Simple – monotone – quite dull. |
| 2 | Bunning's Warehouse Hardware | ✓ | | | | Aesthetic | Effective and attractive. Great colours: red, green, white. |
| | | | | | | Functional | Easily recognisable and plenty of space for details. |
| | | | | | | Logo | Identifiable logo. Appropriate for business type. |
| 3 | Mecca Cosmetica | | ✓ | | | Aesthetic | Effective, attractive, modern. Looks classy. |
| | | | | | | Functional | All information on back of card. Good use of space. |
| | | | | | | Logo | The logo is the way the name is written. Very effective. |

Explain which logo you think is the most effective and why you think so:

I preferred the Mecca Cosmetica logo because it has appealing colours that are in sympathy with the product, i.e. pinks and purples suit the purpose as these are feminine colours. Good design. Looks like a high quality product.

# Section 2. Pre-design: Finding out what you need to know

My chosen organisation is: Miller's Fine Jewellery

*Client contact details:*

Name of client: Julius Miller Date: 20th May 2008

Name of organisation: Miller's Fine Jewellery

Address: Shop 4, Logan City Plaza, Logan Road, Logan

Telephone: (07) 32495568 Fax: (07) 3249 5500 Mobile: 0407221221 Email: jmiller@dnet.com.au

Name of professional association (if applicable): Australian Jewellers & Watchmakers Association

*Text on stationery:* Addresses and contact details that you would like on your stationery

| |
|---|
| Business address: 200 Queen Street |
| Telephone: 32495568 |
| Fax: 32495500 |
| Mobile: 0407221221 |
| Email: jmiller@dnet.com.au |
| Website: millersfinejewellery.com.au |

*Artwork on stationery*: Circle your choice

| | | | | | |
|---|---|---|---|---|---|
| Clip-art | logo | slogan | photo | line drawings | other: |

*Supplied by client*: Circle if applicable

| | | | | |
|---|---|---|---|---|
| samples of old stationery | logo on disk | photos | line drawings | other: nothing |

***Indicative A response***

*Details of client's preferences, if any, for the following:*

Type and colour of paper (specify):

White paper for letterhead but glossy pink and purple card for business cards.

Text in black or colour (specify):

Business card text needs to be in white lettering and letterhead and envelope text in black.

Type/size of font:

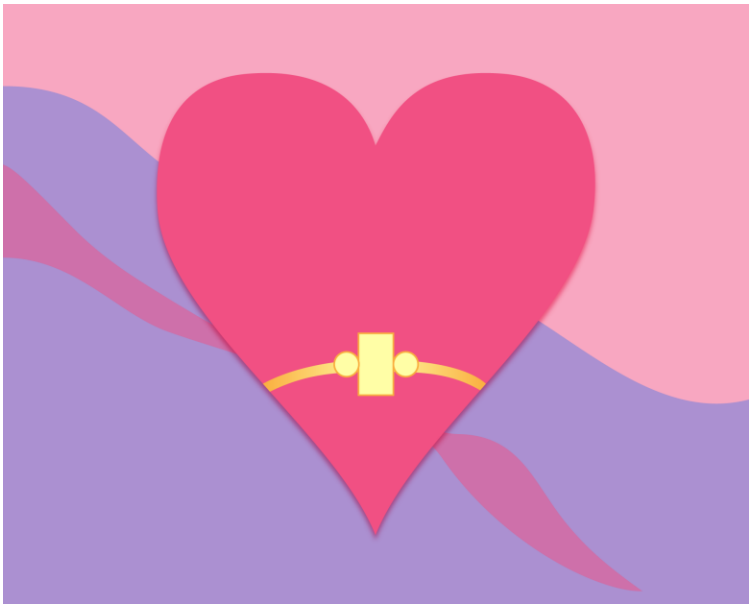
Whatever looks appropriate – to give an image of class, integrity and quality.

Other:

It is really important that the stationery gives the impression of honesty, integrity, and high quality.

# Section 3. Developing and presenting the design proposal

**LOGO**



Explain what the colours, shapes and design represent.

*The pink and purple colours represent love and special feelings. This is significant because jewellery is often bought by people wanting to express their feelings. The diamonds in the ring represent quality which is the image the company wants to project to the market.*

## THE BUSINESS CARD




## THE LETTERHEAD




## THE ENVELOPE



## *Proposal costs*

1. cost of designing the stationery *$150*
2. cost of producing the stationery

   *Glossy business cards x 1000 - $23.19*

   *Letterhead paper x 1000 - $257.25*

   *Envelopes x 1000 - $78.30*

TOTAL COST: *$358.74*

| | ***Business Card*** | ***Letterhead*** | ***Envelope*** |
|---|---|---|---|
| Is the client satisfied that your proposal meets their needs? Why? | *They are very happy with the logo. They feel that it represents their business well.* | *Yes, they are happy that it meets their needs. They like the image it portrays.* | *Very happy with the envelope.* |
| What changes does your client want? | *They want to think about the colours, perhaps tone them down a bit.* | *None.* | *They want to change the bars that go across the page from the logo so they are evenly spaced.* |
| What does the client particularly like about your proposal? | *They liked using a diamond ring and they think the heart links in well with their ethos.* | *They liked that the whole card is in a high-gloss colour.* | *Bright and fresh. Very modern.* |
| Costs | *$150. They agree that this is a fair price for the whole design concept.*<br>*X 1000 $23.19* | *X 1000 $257.25* | *X 1000 78.30* |
| Other issues | | | |

## *Client evaluation sheet*

| | |
|---|---|
| Did the designer ask your permission to produce a set of stationery for you? | Yes, I was approached by the designer with a letter of support from the school explaining the purpose and aim of the activity. I was glad to help and if something comes of it, we can actually use the stationery for the business. |
| Did the designer arrange a suitable time for your consultations? | Yes, she phoned for a suitable time and explained what it was about. |
| Did the designer consult with you to clearly ascertain your needs and wants in regard to a set of stationery? | Yes, she had a form she filled out. I explained we didn't have use of a range of stationery but could use a letterhead page. It may be adaptable to something else if it is successful. |
| Did you provide the designer with feedback on the design ideas? | She came with two preliminary sketches and we talked about these and I gave her feedback on her ideas. |
| Is all of the information on the stationery correct? | I liked both designs but settled on one which I felt best represented the business. I have left it to her to make layout decisions as we have discussed what I like and don't like. |
| Does the stationery portray a professional image of your organisation? | Yes. All correct. |
| Is this set of stationery an economically viable option for your organisation? | I think it is. The graphic gives the idea of fine quality and trust and that is what we want to portray to the public. |
| Would you use the product in its current form? | Yes, it would be very usable just as it is. |
| Does the product meet your needs and wants? | What I saw was only a preliminary sketch. It needs to be printed professionally for our commercial use. |

| | |
|---|---|
| Any suggestions or advice that you may wish to provide to the designer would be appreciated. | Yes, we are a family owned and operated business and want to portray to the public that we are honest and the stationery helps with this. It has a homely yet professional feel.<br><br>Try to be more confident when you approach your clients so they think you have something worthwhile to offer. If you aren't confident, how can you expect someone else to be? |

## Section 5. Reflecting

1. What do you like about the stationery you produced?

   I liked the colours of the stationery and I thought the design was original and memorable. It was not likely to be confused with another business.

2. What are the things you would like to change about the stationery you produced? Why?

   I would like to change the configuration of the writing on the business card to look for a better way of displaying the information to the reader. The business card works the way it is but I think there may be a better option.

3. Suggest improvements you would make to the way that you produced the final product.

   I would look at the premises of the business to get a feel for it, how it operates and what sort of image they need to project to the public.

4. Did you find that the software you used was suitable for the task? Did it restrict you in any way? What would you like to change? Explain your thoughts, giving reasons.

   I would like to use software that is more user-friendly when it comes to drawing images and placing them on the stationery. I found the lines were difficult to draw and that the images kept jumping around once they were placed on the stationery.

5. Were you happy with the way that you organised yourself? Yes/No? Why/Why not?

   Yes, I was happy with the way I organised myself. I felt that my early planning meant I was able to stick to the timelines I set myself and I was able to get the assessment done on time without panicking at the last minute.

6. Explain how important consulting with the client was.

   Consulting with the client was extremely important. It was the only way I would have been able to get a feel for what was required. Trying to interpret ideas from notes would have created a general-looking suite of stationery that was boring and didn't give an accurate impression of the business.

7. Did you find it helpful meeting with the client for the second time? Explain why or why not.

   Yes, it was very helpful to meet them a second time as I was able to check if I was correct in the way I interpreted their instructions and produced what they wanted.

8. If you could, what things would you change about the assessment and the way you approached it?

   I liked the assessment and I wouldn't be keen to change it. However, if I had to I might look at trying to speak to the client again before the proposal was created to go through my ideas again.

## *Peer and self-assessment sheet*

| | *Self* | | | *Peer* | | |
|---|---|---|---|---|---|---|
| | *Mostly* | *Some* | *Not at all* | *Mostly* | *Some* | *Not at all* |
| Does the product meet the client's needs and wants? | ✓ | | | ✓ | | |
| Is the design original? | ✓ | | | ✓ | | |
| Is the design innovative? | ✓ | | | ✓ | | |
| Is all the necessary information included? | ✓ | | | ✓ | | |
| Is all the information correct? | ✓ | | | ✓ | | |
| Does the design suit the type of organisation? | ✓ | | | ✓ | | |
| Does the product portray an appropriate image of the organisation? | ✓ | | | ✓ | | |
| Is the development of the product going to be economically viable for the client? | ✓ | | | ✓ | | |
| Did you manage your time well? | ✓ | | | | | |
| Did you manage well under pressure or constraints? | ✓ | | | | | |
| Did you manage and use resources wisely? | ✓ | | | | | |
| Did you have to re-plan your production timetable at all? | | | ✓ | | | |
| Did the software satisfy your needs in the design and production process? | | ✓ | | | | |