Project Review

In this evaluation I will evaluate each of the given tasks, as well as how well they went and improvements I could have made to them. I will also justify the use of certain pieces of software and at the end I will evaluate the project as a whole.

The aim of this project was to raise awareness about the importance of consuming 5 different fruits or vegetables per day. The whole project gives participants an idea of how much fruit and veg they eat and where they could improve on it. My reality check gives these details while the database results provide suggestions for alternate foodstuffs to eat. I believe that the project was quite successful, due to some limitations with software capabilities not all of my work has the same professional looking standard that I would have liked to have achieved though I am pleased with the effectiveness of some pieces. My pieces were all tested on young people of around eleven or twelve. Though some of the appearance tests did not require such participants, these were carried out by a friend whom is also participating in the DIDA course. If given more time I would have enjoyed exploring further the capabilities of new software, which is coming into my school after the next half term.

The firsts task was the "Five a day Database" This involved constructing a database to house information regarding nutritional data of various fruits and vegetables. This task as a whole was fairly simple, the data given conflicted at times with the validation rules put into the database. The database was given a simple schema so that it was easy to look at and use.

A test buddy had this to say about my Database:

- This database is very well created; it works fully, and it easy to read and use.
- The columns are spread out correctly.
- All the values fit into the columns, so are readable.
- His table does need colour to make it more attractive

Dan Biddle.

I changed the colour scheme of the window and made it more vibrant to attract attention and stop the drab look. I also added a key to enable the user to determine what my codes stand for. I could have used a comment box or something alike but I decided that the bright key box would stand out more and therefore have more attention paid to it. If given the opportunity to do the project again I would have made the database more useable and make it look less like a database and more professional so users would be more comfortable with its use.

The next task was the Reality Check spreadsheet, this task was designed to keep a diary of how many fruits or vegetables were consumed in a week and give suggestions as to new colours of fruits that the user could try. To the best of my ability I kept the Reality Check looking as little like a spreadsheet and as much like a piece of software as I could. The reality check worked well and the vibrant colour scheme that runs through all my works is friendly towards a young audience. These

comments were made about my reality check:

"The columns of the table the fruit or vegetable for colour green was missing"

This was regarding the data collection sheet which also contained some spelling errors as was highlighted in the evidence given in the reality check section. This particular task went relatively well and I believe was and effectively done task.

My next task was to design an attractive folder accompanied by the results of my reality check and some queries from the database all in A5 size or less. The folder had to be in block colour for the most part and this proved a challenge to find some block colour suitable for print that I liked, I considered using a gradient block colour however as I was unsure as to whether this still counted at block colour so I chose not to. I think this piece was particularly effective- no longer having to gain copy right permissions for image use meant that I could put and image I originally wished to use could be out back into my information pack. The page is set out using just the template I was supplied with from the DIDA website. This ensured that my pack was accurately to scale and printed correctly. Overall I believe that this part of the project was effective and would attract young people to it as desired. My test buddy said,

"There is an image on the bottom left hand side that does not match the rest of the schema"

As a result of this, I changed to image and in light of the changed rule over gaining copyright permissions meant that I was able to use an image of a small girl with a strawberry previously banned from use because I couldn't gain the permissions to use it, simply because there were no contact details on the website the image was found on if done again, I would use large image formats and render them across the page rather than relying upon their original resolution and borders.

My final task was the Digital Posters; they were designed to attract young people to my reality check and also towards generally eating more fruits and vegetables. Each slide was deigned to advocate and impress a different message, the final message being that over all good health relies upon regular exercise as well as healthy eating. I chose PowerPoint to create the posters because it was a simple way to create looping images and add certain visual effects. My test buddy suggested this;

"The image on the final page is not effective; it has two messages being conveyed because the t-shirts are adverts for DNA awareness. This confuses the message as to the fruits and vegetables importance."

Based on this suggestion I decided to shoot a new image of fruits and vegetables with some children of the targeted age in the foreground. I have included to original image to emphasize my point on the confused message.

I believe I worked well during this project, I could have completed the SPB earlier however my effort lapsed due to the scale of time I was given to complete it. This did not however affect the standard of my work. I think that I completed this to the best of my ability and I dealt with the limitations of the software I was able to use in order to complete it. I kept to, well within the deadline though this wasn't difficult as I had up to a year, I tried to complete each task alongside other work once a month so at the end of each month I had completed at least one task or several subtasks. I believe that this project has endlessly improved my ability as a photographer because it gave me a new challenge in portraying people but also reflecting and important message within the shot. I benefited from the project in that my photography improved and I have a raised awareness towards consuming five fruits and or vegetables each day.