

## Criterion B: Analysis

### Proposed solution:

- Website
- Flyer
- Billboards
- Magazine

After discussing the possible solutions with Barnabas, we have decided that a magazine would be the best solution.

## Requirement specification

### IT system requirements

- **HARDWARE** – PC with Microsoft Windows XP or Windows Vista Home Premium, Business Ultimate, or Enterprise, or Windows 7, USB to save magazine on for the printing company, 512 MB of RAM, at least 1GB available on hard-disk.
- **SOFTWARE** – Photo editing (Adobe Fireworks CS4) and (Adobe Fireworks CS4), Layout program (Adobe InDesign CS5.5)

### System interaction

- HP TopShot LaserJet Pro M275
- Print resolution up to 600 x 600 dpi

### Input/output requirements

#### Input requirements

- Text about the different thesis's from the co-operators, the contact information (website, e-mail). This will be provided by Barnabas himself.
- Photographs of the thesis's in JPEG format and the logo, also provided by Barnabas. (If the resolution he provides me with isn't big enough, then I will go and take the pictures myself.)

#### Output requirements

- Magazine printed professionally 300dpi

### Processing

- Master Page processing
- Editing images in Adobe Photoshop Elements 6.0
- Put everything together on Adobe InDesign

### Security

- Save as a PDF
- Save images as a PNG and watermark images

- Security backup copies

## Specific performance criteria

- a) It is going to have a high printing quality.
- b) It is going to look professional with layout consistent throughout.
- c) To create an easy way for customers to be able to get a hold of Barnabas and the other co-operatives if they are interested in their work or would like to hire them.
- d) Avoid pictures from being stolen by adding watermarks.
- e) Information about Barnabas and his friends is going to be in the magazine as well as information on their diploma work and how to contact them.

## Justification of chosen solution

By creating a website it will solve the problem of getting his business known and contact information can easily be added onto a website. It also solves the problem of getting new customers but this can be a downside by using a website because the customers have to come to you, you can't go to them. If I were to create a billboard his business will be well promoted, and he will be able to get different kinds of customers because with billboards you can see and notice them anywhere. But a billboard isn't the right place to put on contact information because it wouldn't look as professional. Creating a magazine or a flyer will be able to cover all these problems that Barnabas wants to cover.

I didn't think that making a billboard or a website is the best way to advertise Barnabas' business because they have certain limitations on it that by creating a magazine or a flyer you would be able to solve. If I create a billboard I wouldn't be solving the problem of getting his contact information out into the society, and if I create a website you always have the chance that people might not have internet access all the time and you have to rely on them to get to you, you can't go to them. By creating a flyer I can cover all the information he wants to show people, but flyers are not very nice to look at, it doesn't look very professional and this call loose potential customers if he is aiming at a higher class. Since he is aiming at a higher class, I thought that a magazine would be the best solution to his problem because here you can have many pages and the pictures can be big to look at. In the magazine he can add his personal information and contact information. He can also show many different types of watches. This type of advertisement doesn't depend on people coming to him; there might be one of his magazines in an office for people to look through or lying around in the train. People can look at a magazine were ever they are, it doesn't depend on another factor.

The only hardware that I will need is my own computer to create the magazine on and the printer from the printing company once the magazine is ready to be printed. I am going to use a photo editing program and a type of publishing so that I can layout the magazine's design and format.