

I started the DIDA trade fairly project in October 2012 and finished it in March 2013. The aim was to raise awareness of the fair trade movement, and create publications that would do so. At the end, I had to produce a well structured Eportfolio. I believe that I have achieved these goals.

At the start of the project, I had to create a plan to help organise my work. I used Microsoft excel 2003 software because it is the easiest to edit and makes systematic table based documents. I included task and sub-task columns so I know exactly what to do next. I also had a planned start date column; this helped me to know if I was on schedule as I made it so the date to finish the project on my plan was the date I had to finish to send the project off in time. Next to it I had an actual start date column so I could compare these two columns and check whether I needed to speed up my work or allow contingency time. I also included a diary column and teacher and test buddy review columns. I tried to make it well laid out and easy to read on the screen, going to height of columns not length. My teacher said "A very good plan although you need to add the teacher dates". I chose not to add the dates when my teacher would evaluate my work because he didn't know when they would be. I later found out this was a good decision as he didn't stick to them anyway. My test buddy said "Great, although you've wrote down 'your' I deleted 'your'". I relatively pleased with my plan. As I used the plan (after saving a copy as Ongoing Plan) I made a few changes to my it as I went along:

>I added a highlighting scheme so I know what work is not started, unfinished or complete.

>I changed the lesson times because I moved school.

I found that my plan worked quite well, it helped me when I was unsure what to do next.

For the fair trade survey we were given 3 questions and had to create 5 of our own. I added a background information question (though it was not included in the number) of age range and gender; this was so I could see what ages are most concerned/unconcerned about fair trade in my local area.

>My first real question added was 'Where did you hear about Fair Trade?'. I used this question so I could understand the best Fair Trade advertising medium.

>My second question was 'How often do you buy Fair Trade?'. This question was included because I wanted know if the people surveyed actual bought Fair Trade, because people may care about the issues but still not buy it.

>My third question was 'Would you be prepared to pay a higher price for Fair Trade?'. I added this question so that I can get an idea of why the people in my area don't regularly buy Fair Trade.

> My fourth question was 'How much more money would you be willing to pay for a £5 fair trade item?'. This question would help retailers because they would know how much more money people will pay, if any.

> My fifth question was 'Please rank these in order of importance when shopping' and included in the answering boxes: quality, ethics, convenience, price, brand familiarity and ingredients. I created this question so I know how much fair trade matters to people when shopping and if things like convenience were more important, to address why.

I made my questionnaire easy to read and large-fonted (to help older readers) originally, but unfortunately my teacher made me shrink this fit two pages due to printing cost. I think that this inhibited the readability of my survey as the questions are now quite squashed.

To get a clear representative of my area, I made sure the people surveyed were from a wide age

range, and different backgrounds. For example I surveyed my sister and her boyfriend; they are a young couple living together so I also survey my neighbour; a senior person living alone. I also tried to get results from poor and wealthy backgrounds to see if the poorer background could afford Fair Trade as it is more expensive. I was happy with my survey, except the last question which was difficult to transfer to my spreadsheet. My teacher said 'Good, but question 7 needs to be changed. You need to make it fit two pages so it will cost less to print'. I didn't change question 7 however, as I did not agree with his suggestion for an alternative question. My test buddy said it was 'Well laid out!' I would have like a more in depth comment though.

I had to create a database to store details of fair trade products, with a suitable structure. I then had to validate the category fields, import the data and then use my database to carry out searches of products. For the database I used Microsoft Access, because it is specifically designed for databases. The evidence document contains screenshots of: validation, validation rule testing, query criteria, database structure, queries and 3 added products. I found this a bit challenging, as some of the techniques were new to me; however, with trial and error I managed to work out what I had to do. My teacher said 'it works as planned' and my test buddy said it 'is a good database'.

Publications

PRODUCT LISTS

I was happy with my product lists, however the form had a gap on the end. Also, my teacher said I didn't need 'TRUE' on the jewellery list, as this was unnecessary information. I deleted it, along with other columns that contained unnecessary information. This gave me more space to stop the text from being squashed.

POSTER

I had to create a poster to be seen in a local primary school. I used a green and blue colour scheme, because it matches the style of the fair trade foundation website. This was a bit difficult to make so it was well laid out because of the fact that you had to have stages in the making of a fair trade product, which took up alot of space. For my product, I chose DUBBLE chocolate bars, because this product is aimed at the same age range my poster is aimed at. I used bright colours and pictures of smiling fair trade producers to encourage children to get involved in fair trade. I was pleased with it generally, but not the layout. My teacher agreed with this, he told me that I had chosen good picture but the information wasn't easy to read. My test buddy said that it was suitable for primary school children, but it was a bit difficult to read.

WEB PAGE

I created my web page in Moonfruit because it is easy to use, and you can create interesting looking web pages. I use a natural theme for my fair trade site because it is in keeping with how people view fair trade. I wasn't happy with the amount of information on my web page; I think that there is too little. But I couldn't find much information that wasn't using long and complicated terminology which I could easily adapt into my own words. Also I wanted to save the best information for my information point, and didn't want to repeat the same text twice. My teacher said that it was laid

out but could be more informative. My test buddy agreed, saying that the pictures and colour scheme were good but the actual content was lacking.

INFORMATION POINT

I had to create an information point for 16-19 year olds. This meant I could make it detailed because by then, students can understand more complicated data. I used powerpoint software because it is easy to create pages with links to others, it is easy to use and navigate, and you can use a wide range of fonts. I tried to lay it out in an easy to read format, using a green, blue and black colour scheme in keeping with fair trade and to give it a fresh and clear look. I had 6 screens in total:

>What is Fair Trade? (screen 1)

On my first screen I had general information on fair trade, to give people who are new to the concept background information. I included the official fair trade statement, because many people are not sure exactly what fair trade is. Both the pictures on the first screen are given on the fair trade site, they are usable for non commercial purposes.

>Facts (screen 2)

On my second screen, I included general facts about fair trade, and a pie chart so students can have short facts for use in documents etc. Facts are also good to encourage people to use fair trade as they are easy to understand.

>Why Fair Trade? (screen 3)

On my third screen I gave more in depth information on why fair trade is a good choice. I split it up into community, your and environmental benefits so it is easy to find the information you want and is well organised.

>What's on? (screen 4)

On my fourth screen, I put the advertisement for my fair trade event, I included a link to my poster for event advertisement.

>Products (screen 5)

On my fifth screen, I had general information on fair trade products. Such as how to recognise a fair trade item and where to get them. I made a products screen because that is most people's main recognition of fair trade is from the items they see in shops, and the best way for getting involved in fair trade is to buy the products.

>Links (screen 6)

On my sixth screen, I placed links to information sites, fair trade shops and site which include ways of getting involved in fair trade. This was because it is a good way to find out more about fair trade and support the fair trade movement, because due to copyright I can't have that many pictures on my information point or allot of information I would like because of plagiarism. Also, I didn't want my information point to be too cluttered.

I was really happy with my information point, apart from the fact that I couldn't use all of my photos that I took myself, because the background remover wasn't working properly and they look unprofessional with a background. My teacher said it was Very informative information point, but I needed to change my animations. I changed my animation to make it so there was much less. My test buddy said she really liked my information point, but to try to change the animations, because they slowed it down.

My Eportfolio was created on Weebly, because it was the most simple but still professional website creator i could find. I was very happy with my Eportfolio because I think it is well laid out. My teacher said 'A good Eportfolio with interesting use of web design software, but I don't like the banner'. I thought my banner was good. My test buddy said 'I really like your banner! But the slideshow on 'Home' is too big' I attempted to resize it but the site wouldn't let me.

Overall, I think that I achieved what I set out to do in my project, make publications to raise awareness of fair trade. I believe that I could have worked faster though, because I got distracted from my work while on the internet. I learnt many new skills, and I believe that I picked them up quickly as other people kept asking me for help. At the beginning of the project, I didn't work as well as I would like, because I didn't enjoy the database work. However, when I started designing posters and an information point, I enjoyed it much more.

I chose only one test buddy because then they would have a good idea of my progress, and it was easy to ask their opinions because I sat next to them. I would have liked longer comment from my teacher and test buddy, but they were busy working themselves so they couldn't take very much time to look over my work. I'm not whether choosing a close friend was a wise decision, as she didn't want to make too many bad comments on my work. My teacher very often didn't look at my work properly and he told the group himself that we have to keep asking him until he does because he was reluctant to. This affected my commentaries, because I didn't get a proper opinion from somebody who knows all about IT. Overall comments were (teacher) 'a good project overall showing how your skills have developed'. My test buddy says 'I think it went well, and you did all the tasks you had too'.

Had I had more time, I would have made my web page more informative, but I got frustrated with it because it kept asking me to upgrade to a web pack that cost money. I would also have spent more time on getting my information point to have professional animation.

I am happy with my DIDA project and it has helped me learn new skills.