

Reference Material

Applied GCE in Media: Communication and Production

6975 – Unit 3: Media Production Brief

Issued: 2012/13

PREFACE

Exemplar Use

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Notes on the Exemplar

Please note that:

- The original portfolio work has been reformatted and condensed to reduce the file size and document downloading time.
- The portfolio exercises are original candidate work and may contain grammatical errors and spelling mistakes.
- Some items may have been removed altogether, please refer to the notes by the Principal Moderator for specific references.

Principal Moderator's Notes on the Exemplar:

It must be emphasised that these examples of student work are from a real centre and students and, as such, are neither exemplar materials, nor examples of "perfect" work. The publication of these materials is intended to give centres an idea of how students were able to meet the criteria. The commentary below refers to the Assessment Criteria level rather than grades. Grade boundaries for all subjects are set each year based on the achievement of the cohort however the Assessment criteria and therefore the Standard remain constant.

Front Cover

44

5 easy
Steps to
get
Broadband

the GET MODERN

LEARN HOW TO
MAKE SHOPPING
EASIER AND TALK
WITH FRIENDS
AT ANY TIME

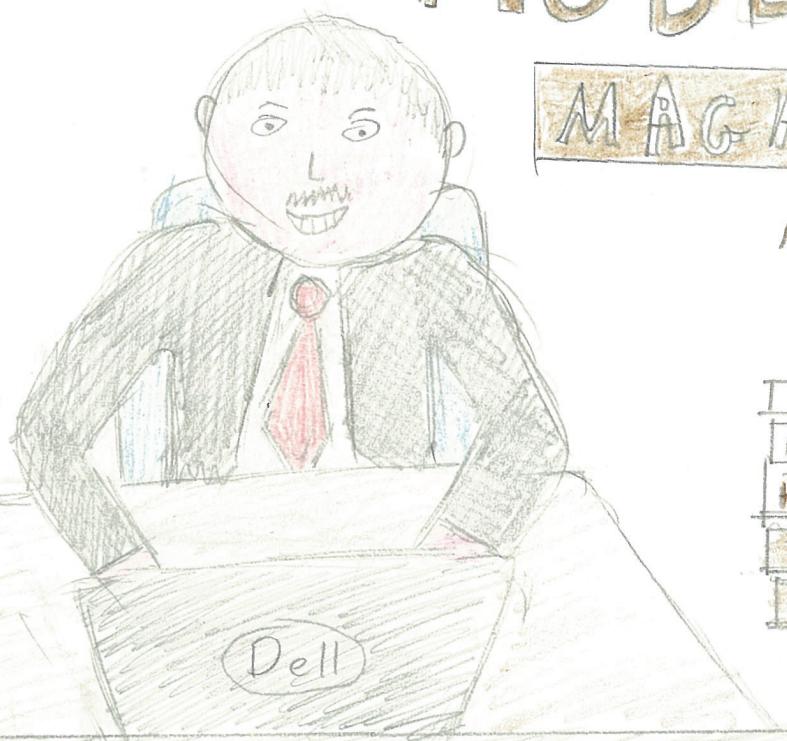
READ A STORY
THAT CHANGES
ONE MAN'S LIFE
SEE IF IT CAN
CHANGE YOURS

MAGAZINE

March 2010

£2.50

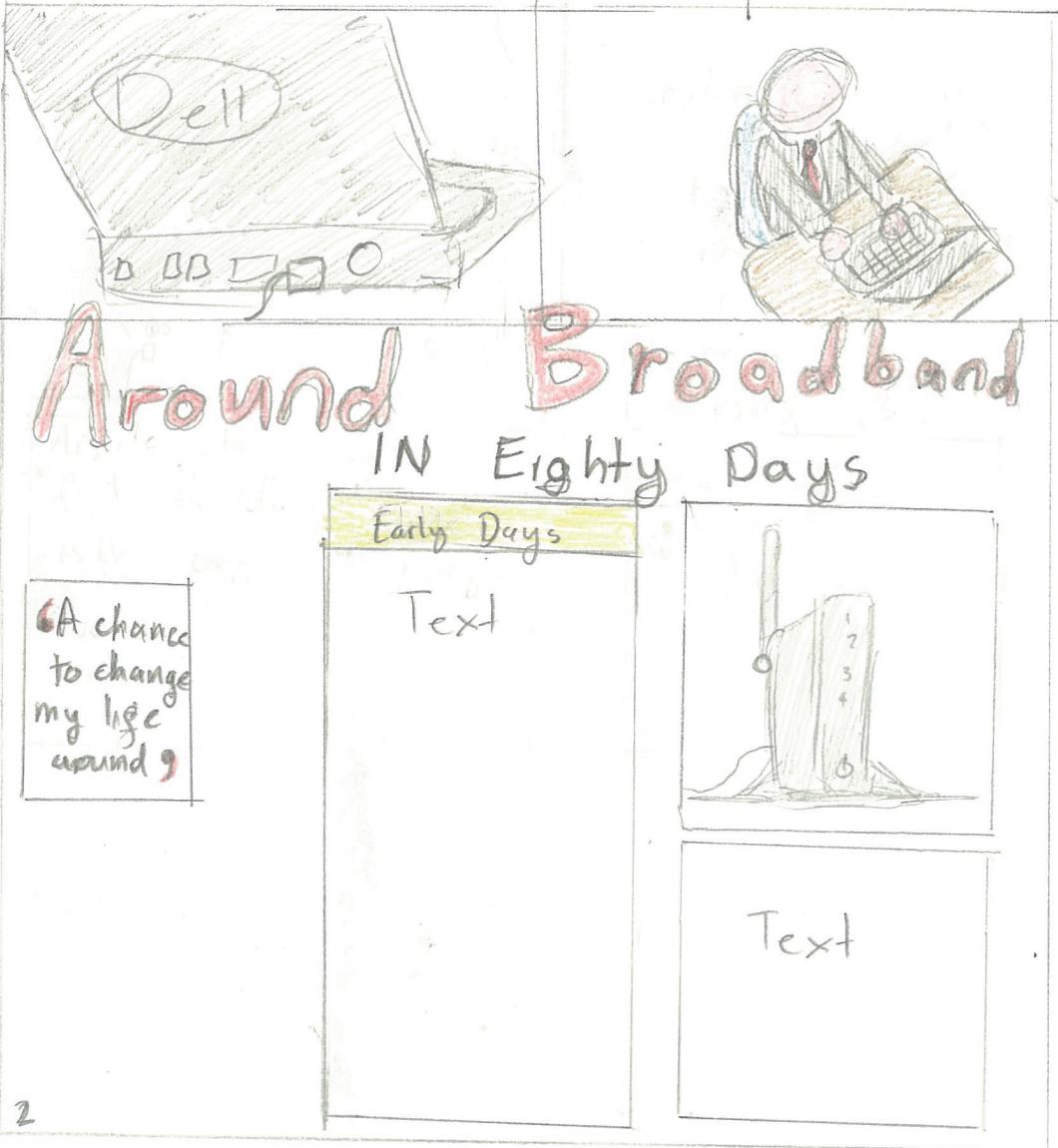
FIND OUT HOW
BROADBAND CAN
HELP YOU WITH
YOUR HOLIDAYS
AND BANKING



Around Broadband in 80 Days

www.getmodern.com

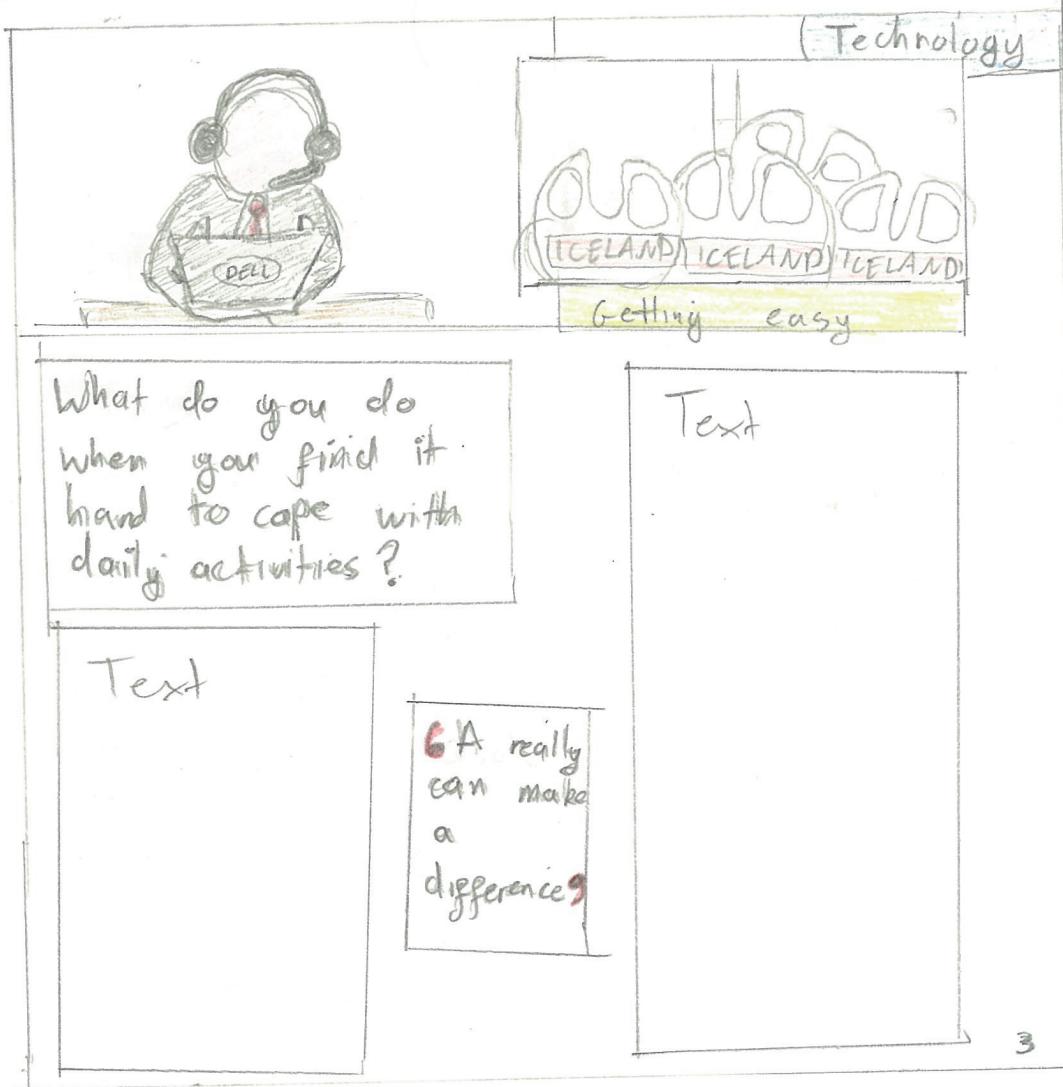
First Page



First Page

46

Second Page



Second Page

Colour – The large quotation marks and the GM at the bottom of the page are as follows: C:35 M:87
Y:72 K:11. This colour contrasts the white background well and is the same colour as the tie in the

AS Project Magazine Proposal Form

Please Attach Flat Plans for **each** page of your magazine artefact

Audience Considerations

Who is your Audience?	<p>Age: 55+</p> <p>Gender: Both</p> <p>Socioeconomics: C2, D and E</p> <p>Psychographics: Friendly, Helpful, May enjoy bingo, fishing, golf. They prefer do things themselves as they have done as do not like change</p> <p>Tribe: As tribes are generally aimed at kids /teenagers you can't really put the target audience into a tribe.</p>
What problems does the audience present?	<p>The general attention span of my target audience is limited. Once they have seen the advert, if they don't believe it will benefit them, they probably won't think much of it. I expect it will be hard for them to change their minds into liking it, if they are not interested.</p> <p>I think because older people enjoy reading they will have a longer reading time than say teenagers, therefore it will probably be at 15 seconds. Or it may be the opposite in which they do not care for adverts as they do not like change.</p> <p>Competition from other media may include companies selling broadband such as BT.</p> <p>The language used needs to be simple enough for them to understand. It needs to be persuasive and contain comparisons to show the benefits to help them.</p> <p>They may not be able to understand the connotations trying to be presented. They may also not understand what the image is trying to show.</p>
What AIDA barriers do your audience have towards your message?	<p>Awareness Barrier – They may not be aware of what broadband is or if it even exists.</p> <p>Interest Barrier – They may be aware of broadband, they just feel it not the product for them.</p> <p>Desire Barrier – They may be aware of broadband but have preconceptions of how it can harm them or be a risk.</p> <p>Action Barrier – Even if they are aware of broadband and show interest and desire into it, they may not be able to get it due to physical reasons. Including cost, disabilities such as poor eyesight or poor manoeuvrability.</p>
How will your campaign resolve these problems?	<p>In my campaign my target audience will become aware of broadband with information of what it is and how it works. They will become interested in broadband and create a desire to get it from reading the text, which persuades them and shows them how it can benefit their lives, through the view of someone in their position.</p> <p>To combat the attention span of my audience, the idea of using a magazine article will relate to them as they enjoy reading. By using images that show the product by itself and with the model not being confrontational, they read time will hopefully increase from the front cover.</p>

Campaign Outline

What is the theme/content/direction of your DPS and front cover? Please give as much detail as possible here	The theme of my front cover and DPS is based on the film "Around the world in 80 days", this is because it acts as a generational trigger to the target audience who will remember the film, and feel they can relate more to the article. I will be showing images accompanied by text of progress over an 80 day period. It will include the story of how this non-user became someone who can use broadband and the internet in their daily life. It will show how broadband can bring benefits and the how simple it can be installed and learnt. Through different intervals it will show how Broadband has affected his life and how it has changed his activities.
What emotional impact will each component have?	The images will bring happiness, through the model smiling. The text will bring security as it will be talked about to show how you will be safe when using broadband. Also caring emotions can be taken from the text when talking about the help available.
Is the article symbolic, functional or experiential? Why?	The article is functional. It shows how the product can be used and how the reader is meant to interact with the product.
Length of article and reason why?	The article will be around 100 words. This gives enough content for them to be kept interested with reading, but not too much that they won't want to read it all and may skip details.
What pictorial content will accompany your article?	There will be an image at the start to represent easy installation when the article is explaining the easy steps he took to get broadband. The second image will be showing how you can do your shopping without abandoning working on your computer; this accompanies the text when it states the benefits of broadband to his life. There will be an image showing him talking to his friends on a headset to accompany the text when it says how he can now talk to distant relatives and friends.
How will this imagery create an emotional impact?	The imagery will create a relaxed, easy and happy feel. With the model smiling and being happy. With the shopping image it will create a sense of easiness where the reader should as if they can do as they please whilst shopping for anything. The image with the headset will bring happiness, which he gains from talking to friends.

Stylistic Issues

Font Use and connotations desired	I will use a serif font for the main titles on the front cover such as Trajan Pro and use Sans-serif for the double page spread text and title such as Myriad Pro. I hope the serif font will show more professionalism and signs of age. With this mixed with a modern sans-serif font, I will hopefully create a connotation of old meeting new, such as non-users meeting technology/broadband.
Colour use and connotations desired	Background: White/Light Blue Accent: Black

	<p>Foreground: Browns</p> <p>I have chosen these colours as Light blue is a calming, relaxing and peaceful colour. Black contrasts well with the background and is therefore easy to read. Brown is a gender neutral colour, and will hopefully connotate and aging feel, in which the reader feels a sense of the past needing to be moved on.</p> <p>My backdrop colour will be white. The magazine layout colour will be light blue. This will hopefully bring not only a calm and relaxed feel, but a sense of modern and high tech when mixed with the text, images and layout.</p>
Photographic lighting use and connotations desired	<p>I will use butterfly lighting on the model, as this a softer and more glamorous lighting. This will hopefully make the model seem less threatening and friendlier. I will use backlighting behind the model to ensure the backdrop is bright and there is a halo type effect on the models head to symbolise power.</p>
Image use and props and connotations desired	<p>I will be shooting my model in 3 different shots:</p> <ol style="list-style-type: none"> 1. The model is sat at a desk with laptop and is generally happy, facing the camera 2. The model is smiling but focused on the laptop, with shopping bags around desk 3. The model is very happy whilst wearing a headset and looking at the laptop <p>Also a shot of the laptop with the models hand</p> <p>As the model is happy I hope to portray a happy, calm and joyful atmosphere. I will try to connotate a friendly and easy going feel. The images will show a modern and urban feel, as they are well lit with up-to-date costumes. The urban feel should come from the sub text of the image being in an office with a narrative of business work.</p>
Layout use: discuss columns usage subheadings position of text, imagery, info boxes and other components	<p>There will be 3 columns per page, with a heading on the left. The main images will be placed at the top of the pages with a small image on the left page above the second column. Quotes from the text will be placed on the far left on the 1st page and in between the two columns on the 2nd page.</p> <p>Text to image ratio: 65% Text / 35% Image</p>
Language use within copy: discuss narrative voice, and stylistics, intro paragraph style, tone, reading speed and other stylistic devices you are going to use	<p>Narrative voice deployed: First person.</p> <p>Paragraph length: 100-120 words</p> <p>Tone: Persuasive, Friendly, Light</p> <p>Sentence length: 15-30 words</p> <p>Stylistics deployed: Emotive verbs.</p>
Why have you employed the above?	<p>Large paragraphs allow the audience to read more, without wanting to get distracted, as they will want to finish the paragraph. With Light conversation, it is easy to persuade them into agreeing as there are no pressures in the text. Using first person gives the reader a more interactive</p>

	response to the article and they will feel more involved, hopefully allowing them to relate more.
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Assessor Comment

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Assessor approval: Yes/No Date:

Signed:

(48)

AS Media Production

Photo shoot planning document

What emotional impact do you want your photography to have upon the reader? How?

I want my photography to make the reader feel happy, secure and cared for. I will try to achieve the happiness by showing the model smiling and enjoying using broadband. To show security the model is smart which shows them he is a business man and if he is using broadband in his business then it must be trusted. To show care the image representing online shopping will show how they can shop and have it delivered to them with care.



What personnel do you need? Who are you going to photograph?

I will need my father, Kevin Stephenson.

What props will you need?

I will need a headset with microphone, a laptop with power cable and wired mouse, a desk and 4 shopping bags with random items inside to weigh them down.

How are you going to emphasise colour?

The colours from the models costume, skin, laptop, desk, headset and shopping bags will contrast the backdrop. If needed I will boost these colours in Photoshop.

Have you briefed your personnel/models?

I have told my model the 4 shots I intent to make and a short description of the narrative and facial expressions. I also told him which props I will need and what shots they will be used in.

What lighting will you need? Any other equipment?

I will be using 2 lights: 1 bowens flashlight, to create light behind the model and 1 arrilite to create light on the model and props themselves. Other equipment I will need include: the camera, hotshoe, flash-meter and a synch cable that connects the flash meter to the hotshoe/flashlight.

Where will you shoot? Will you need a backdrop?

I will be shooting in the Photo Studio in the Art Centre next to the QE building.
I will need a white paper backdrop.

Make-up? Costume?

No make-up is required, but for costume a business like suit and a jacket to make their appearance seem smart and in control.

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Story Style Planning Sheet

Component	Explanation	Reason for use
What emotional impact do you want your article to generate:	I want my article to create a friendly emotion that makes them feel welcomed. An informative emotion that hopefully will leave them feeling that they have learnt something, and in some terms a dramatic emotion where they are drawn more into the story.	My article needs to be friendly, so that the reader feels they are not being pressured whilst reading and that it isn't their fault. It needs to be informative so if they encounter any of these features on broadband they have an idea how to go about it. The article will create a slight dramatic feel to give more character to the story and keep the reader's attention.
What Narrative Voice are you going to write in?	The narrative voice will be written in first person.	This gives the story a more realistic feel and it should show that the story is more truthful. Also it is to relate more to the reader, as they will feel it is directed straight at them.
Intro paragraph style?	The intro paragraph will start the story saying how life is currently hard and that he wants to make it easier.	This is a nice easy read into the main story. It sets the stage for talking about broadband and how it can help someone who previously didn't have it.
Tone of your writing? Formal/informal/mixed	The article will be mixed.	It will be informal when being friendly and talking about hobbies, but formal when talking about security and business.
Length of the article in words:	About 1,000 words.	This should be sufficient enough for a good read, considering the target audience likes to read, but not too long that wouldn't allow for images/titles/margin spaced to be used well.
Stylistic devices you want to use: Alliteration, hyperbole, assonance, simile	I will use hyperbole at the start of the article to exaggerate how he feels the process of learning broadband will take forever.	This may relate to some reader's that feel the same way he did when looking at broadband as a daunting task.
Article pace?	The article is paced by the introduction to a day so far	This should give a slow enough pace to gather

	through the story. These days will change after 1-2 paragraphs which on average is 40sec-1min between each day.	information on each section, but fast enough to keep interest as the story changes.
Key statistics you want to use:	I will use information on how to set up a computer with broadband, how dedicated servers can work and the different features available on broadband.	This contains a large amount of information for the reader to digest. This information should teach the reader some of the basics of broadband and some of its features.

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Paragraph Planning Sheet

Paragraph	Purpose of paragraph
Intro	To ease the reader into the story and to give a problem that he currently has and a hint at a solution.
1	To introduce broadband as the solution to his problems and hint at the benefits to what it could bring.
2	This is Day 1 of the 80 day story; this is to show how you can make a start to getting broadband and what the first step for some people could be. This also links into day 8 which shows the reader what could happen next.
3	To explain the installation doesn't have to be done alone and it can be easy and fast if done by the company.
4	This is to show in 5 easy and simple steps how to get from nothing to being online. This should be useful to readers who feel they do not know where to start or what the next thing they should do is.
5	A small paragraph to inform the reader of a personal truth from the person. To increase relativity, trust and information that some readers may also share.
6	This is Day 23 which explains how broadband can be used for online shopping. Explaining briefly how to do it, how fast it is and security around the issue.
7	This is Day 42 where using broadband for online banking is explained. It says briefly how to do it and some of the uses/benefits.
8	This is a break paragraph which will break away from being another Day; it will be about hobbies, interests and activities. It should show how broadband can be used for some personal entertainment.
9	This will be Day 67, this will be concerning communication with some background information to why it was needed, therefore a solution to a problem. As this paragraph is about family it brings emotion, which the reader may attach to.
10	This is going to be Day 78; it breaks away from learning skills

✓.gnd

	on broadband, to trying to do something by himself. A more complex task that will show how all the knowledge learnt can be put towards something really useful.
11	This is the final paragraph of the article featuring Day 80. It will be a small conclusion from thoughts about the start to the end of the story. It will show how he used to feel and how he feels now about broadband.

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Article Planning Sheet

You have been asked to produce an article of at least 1000 words for your magazine. The type of article must be conventional for your magazine's genre and appropriate for your target audience. Plan the language use of the primary code of your article in the box below. You should use the knowledge you have gained from your Devil Friend analysis to guide your choices.

Article target audience:

	Planning Comments
article genre (purpose, type)	The purpose of the article will be to persuade the target audience that broadband can be useful and can change their life. The article should also contain information about features on broadband for readers that have decided to get it, but are unsure where to start.
Narrative voice (1 st , 2 nd or 3 rd person)	1 st person, written from the view of the main character and his experiences/journey. ✓
Register (informal/formal, colloquial, dialect, taboo words?)	A mix of formal and informal. Formal when talking about security on broadband and how it has helped him when he has struggled previously. But Informal when his friend is talking about using broadband. ✓ <i>gcm</i>
Stylistics (repetition, strong verbs, adjectives, alliteration, similes, metaphors, sentencing, rhythm)	I will try to use hyperbole to exaggerate some comments, to make the article feel more human. I aim to use the same sentencing and rhythm to the article throughout, so that it is consistent. This is to make it feel like the same article and keep readers happy with how they were reading before. ✓
Tone of address (hectoring, sarcastic, 'matey', ironic, etc)	I would want the tone of the text to be friendly and serious at the same time. Friendly with helpful comments and useful information. But serious when explaining security and life changes.
Structure and pace (discourse structure, logical paragraphing, connectives, conclusion)	Should contain an intro, roughly 10 paragraphs of content explaining the story throughout the different days and a conclusion/closing statement at the end. The pace should be 1-2 paragraphs per the change in day/content being about 40 seconds per content change. Possibly include a break between 2 days talking about different uses of the internet.

Media production AS

Thinking about contingencies?

Contingency Planning

What could go wrong during production	How will you avoid this problem	What will you do if this problem occurs despite planning
Models not turning up	I will make sure they know the date, time and location of the photo shoot. I will also remind them a day before the photo shoot of this information.	At first I will see if I can arrange for another photo shoot later on but if not, I will try and find a new model from the yoga classes in the art centre. If I find one I will book another time with them for the photo shoot. If not I will talk to my teacher about other places to find models.
Not enough time scheduled for difficult or complex shoots	I will make sure I know exactly which shots I need to take. I will take at least 3 of each shot so I have all the shots. I will make sure to regularly check the time when shooting so I know how long I will have for anymore shots I want to repeat.	If I do not get all the shots I want, I will try to book another time slot if there anymore left and if my model can find the time. If not I may have to use whatever I have taken.
Photographs coming back out of focus after a difficult photo shoot has just been executed	On each shot I will get the correct zoom I need, I will then adjust the focus correctly. At this stage I will not touch the zoom or focus and will try not to move too much until the shot is taken. Also by taking numerous photos for each shot at least some of them should stay in focus.	If none of my photos are in focus, I will try to rebook another photo shoot. If there are not available spots or model is unable to do so, I will either have to choose the most focused image or find a new model.
Memory sticks getting lost	I will keep regular backup of the work on my memory stick on my home computer and possibly on the college computers if I have enough memory. This will ensure that if I lose my memory stick I could use my second one to transfer work.	If my second memory stick breaks I will buy a new one, if my home computer breaks and I haven't been able to save my work onto the college computers, I will wait until my computer is fixed.
Photo shoots taking a long time set up so that you are only left with a short time to get pictures	I will make sure all the equipment I need for the photo shoot including the props and backdrop is prepared before the model arrives. This will give me the maximum amount of time with the model, thereof not wasting time of the photo shoot in setting things up.	If I am unable to set up equipment before the shoot for reasons such as there is a photo shoot just before mine, I will try to try
Running out of network space	I will transfer work from college computers to my home computers, where they are backed up. I will delete any unnecessary data from my network space and ask for my space from the technicians.	I will delete the work from my college computer and use the work from my memory stick. As the data is backed up from the memory stick on my home computer, there should be no problems.
Running out of post	I will try to buy the software and	I will spend extra time in college

production time and not having software at home	organise my time where I will make a checklist of the jobs that need to be done, and jobs I have done already. With this I can quickly see how much work at that point needs to be done.	using my free periods to finish my work and make sure I ask for help I need during those work sessions, so I am not ideally doing little work.
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Personal Evaluation Write Up

When advertising for the elderly there are certain techniques deployed so that they will take more interest in the product and have more patience to read it. I believe my product has achieved many of them. Firstly the advert needs to be easy for them to read, therefore large fonts are suitable. My titles, headings, slogans and subheadings are large and off different colours. These are easily readable, but I would say that the font size of my article text is too small for the reader. But was only this size to fit into the layout I had made. A strong contrast between the text and its background is needed, which I think I provided with black, red, brown and yellow on white. Also with white on blue and white on black. These combinations of colours give the reader an easy way to distinguish between different parts of the article for titles and text. One thing I should have considered before taking my photos is that the elderly would rather see a product by itself rather than the product in use. In 4 out of 6 images used in my magazine the product is in use, this may confuse the reader as they won't be able to tell straight away what the product is or what it does. *get underway*

My project has an emotional impact; it tries to be friendly, caring and possibly dramatic. The article tries to be friendly and caring by not putting the blame on the reader and simply stating how someone in their situation can do something about it. Also by trying to make the article sound as though it wasn't simply written by a broadband company to get them to buy it, I tried to make it sound as though someone had written it and there were real problems and benefits in real life. For drama although it not be obvious I tried to make the day where he talks about his son in a way that makes the reader feel sorry for him and glad that they could finally talk. Family is a great way I thought to connect elderly people to broadband, although I should have worded it in a way that emphasised it more. I think I should have written my article with more references to older things, to give more generational triggers to the article.

For image use, I feel the emotion captured by the model increases the happiness to the peace and gives it a more enjoyable read. I think the second image I should have done differently though. Due to the lack of space for the box I had to cut it in half, to do it again I would have asked the model to be happy whilst at the computer and the photo of the shopping bag to be lit correctly. The fact the model looks smart and a business man, this should say to them that smart people that are doing well in business use broadband. From a second angle this may not be good though as many people over 55 do not work anymore and so costume could have been changed to suit someone who is retired.

For text my sell lines were from my slogans, quotes, sub titles and kicker. Taking a look at my slogans "Learn how to make shopping easier and talk with friends at any time" this tells them that firstly if they are having problems there is a solution and by buying this magazine/reading the article they will gain the knowledge to do so. Although this is simple elderly people are always seeking ways to make things easier, as shopping is a daily task that must be done, it is something that they would want to change. Another slogan "Find out how Broadband can help you with your holidays and banking" this is another example of taking a possibly difficult task that they will undertake almost definitely, therefore making this easier is always something that people try to do. Humans like activities to be easier, so for me to propose this, it will make them want to read it. Simple

✓ messages such as the ones used for subheadings "Getting started" this puts the article at the same position as the reader, hopefully relating to their position. The only thing I would add is that I should have added more information on the front cover regarding other parts of the magazine, such as other sections with other articles to engage the audience into other things they enjoy. This is mainly because magazines don't have only 1 article in them, so I should have added hints to other articles.

I feel that my project works in engaging the target audience due to these methods explained above and that the colour choice, language used, emotions put across and real life story, they can relate many of the things in their life to this.

I don't think some of the images worked, the shopping bags image was too dark and may be confusing as to the meaning of the image itself. The text at the bottom of the article for the website name etc is too small along with the font size for the article. I believe they should have been bigger especially for an audience with lower eyesight. I also think I should have played more with the idea of "Around the world in 80 days" looking at more information about this move and trying to link images/text with references from the film. Emotions in the project could also have been improved, where I would try to emphasise more on each day of the struggles and success. Finally for the front cover I believe a few changes needed to be made to make it more appealing, the model should have been bigger as he does seem slightly over run by the text. The magazine title should have been made smaller and had looser leading. The slogans could have been made smaller and had more use with images and colours around them to make them contrast better.

Using information I have received from an actual audience from my parents, they gave me constructive criticism about my product and how I could improve it. My father told me "As a reader I would have to say, the project as a whole is good, but the images used don't show exactly what the product is or how exactly it is being used to benefit them" From this I would agree, and doing it ✓ again the images I use could have been more apparent to what the article is about. My mother said "The article does contain useful information for those who don't use Broadband, and in my case the 5 easy steps would be easy to follow". ✓

I believe in terms of my target audience their demands could have been met better. As stated previously I would have increased the font size of the article to make it easier for them to read. I would have made sure the lighting for the shopping bags photo was bright enough for them see. I would also add more generational triggers referring to the film "Around the world in 80 days" and allowed more emotion to be used in my language. The images themselves should also have been clearer to what they were showing.

To be truthful I would say my project may not really inform my audience in a manner that is engaging as I should have explained more of how to do each step rather than saying that he simply did them and it helped him. I should have made an easy 5 step guide for the other features to make it easier for them to understand what to do. This may have lowered the formality and realism of the story but would have engaged them more as they can find more usage from easy step guides than what someone has done.

Finally I would say my project does portray Broadband in a way that would please the client. It shows how it can be easy to use, useful in daily life and overcome problems otherwise not possible. All the user has to do is give it a chance and take a bit of time learning the basics. I feel my project

gives elderly people a real look at some of the real world applications to broadband and present them in a way that will give them positive attitude towards it. The only addition I may have made in terms of this would be to add more features that broadband can offer within the article. This way I would cover more people in the target audience and more people would see Broadband as a benefit to their lives.

5 easy steps
to getting
Broadband!

the GET MODERN MAGAZINE

24 March 2010

£2.50

LEARN HOW TO
MAKE SHOPPING
EASIER AND TALK
WITH FRIENDS AT
ANY TIME.

READ A STORY
THAT CHANGED
ONE MANS LIFE,
SEE IF IT CAN
CHANGE YOURS.

FIND OUT HOW
BROADBAND CAN
HELP YOU WITH
YOUR HOLIDAYS
AND BANKING.

Exclusive look into the truths of the Internet

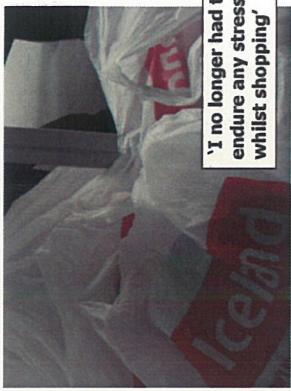
A true story through the eyes of a non-user

Around Broadband in 80 days

www.getmodernmag.co.uk

To learn more about Broadband, check out our website at:





Around broadband in Eighty days

Early days

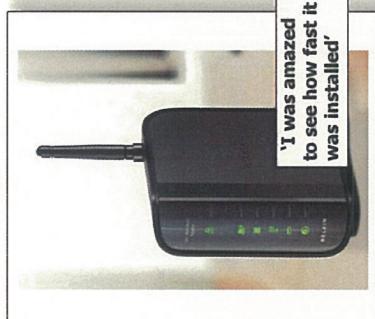
My story starts as I start changing my life to make it easier. I found myself struggling with some of life's basic tasks which needed to be altered for the better. I knew this would make me much happier. I also wanted more opportunities to do the activities I love the most.

I asked my friend if he had any advice on what I could do, to which he mentioned Broadband. He told me that with Broadband you can achieve virtually anything that you can by yourself, but with no strain and little effort. All you have to do is learn the basics of computers. I thought firstly that it would take forever, but realised it could be a real opportunity for me to change my life around.

Day 1 I chose the company I was going to get Broadband from. I didn't know how to install any of it, so I asked them if they could set it up for me, so it was done in no time. Day 8 and my package was delivered, along with a representative who would install my product.

The whole process of connecting all of the hardware, installing the software and setting up the Broadband took less than an hour. I was amazed to see how fast it was installed. He talked me through the process as we were going along, so that I knew exactly how everything was connected.

- 5 easy steps that helped me get started:
- Purchase and set up a Computer
- Connect the Router to the Computer



- A real opportunity for me to change my life around. ↗



What do you do when you are finding it hard to cope with daily activites? Do you carry on until things get worse, or try to find a solution? This story shows you how Broadband can be that solution

many bags. I could simply get on with other activities whilst I wait for my products. I had heard previously about the risks to online shopping, but I was assured that I had the same rights that I do in a shop and that the website was verified to keep my information confidential.

Day 42, today I found out how to use Broadband for banking online. I simply go on the website for my bank and log in using an account I created on the website. Once I've logged in I can access information about my account, such as my current balance, purchases I've made and any loans or debts I need to pay. This is a great feature to my life, as I can now address any situations with my money in a few seconds, without leaving my room.

After using Broadband to help me with daily tasks, I wanted to see what it had to offer in terms of my hobbies, interests and activities. Using a search engine I looked for websites showing me the various fishing spots available near Darlington. I was surprised to see the number of results, I was able to find 10 new fishing spots. Another hobby of mine is playing Bingo, using Broadband I managed to firstly participate in an online bingo group with hundreds of other players, but also find new places to play bingo and new people to go with. Day 67, my son had arrived and settled abroad for a year's placement, so I wanted

a way to communicate with him. This morning I researched into communication over Broadband using a search engine. I found that by using a microphone and free software downloadable from various websites, you can talk to literally anyone online. Using this clever feature, I managed to talk to my son about what he has been doing, how the country is and generally how he is. Without Broadband something like this wouldn't be practical due to the cost and quality of the phone calls. With little time downloading and learning the software, I was able to find a solution to a problem.

Day 78, I was feeling confident from my previous successes with Broadband and my improved skills, so I decided to try and set up a small business online. I bought a dedicated server that I can use to host other people's game servers. This is simply a computer left to run by itself and always turned on. With this people can pay me to host their game servers so other people can join them. Although not huge amounts of money, I am extremely happy that I have managed to use Broadband and my skills to make something truly useful and quite advanced.

Day 80, as the final day arrived I can only share with you how I felt this whole experience has gone. From being someone who was IT illiterate, to someone now who can successfully manage a small business online, chat to friends and relatives and use features like online shopping, banking and researching. I feel that I have come along way and achieved so much more with my life. It feels as if I have found a second part of my life that was hidden. I did fear technology, dislike it and think it wasn't for me. But I have realised that with a bit of help and a small push to start, it can really make the difference in everyday life and open up a second world.

Getting easy

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