

REAL CASE SCENARIO LEARNING OBJECT _STARFLIX

Title of the learning object	<i>Create the website for the new company service (Company is interested on proposals – internship places are open)</i>
Thematic area	<input checked="" type="checkbox"/> <i>Development or improvement of the company website</i> <input type="checkbox"/> <i>Development or improvement of the visual identity of the company</i> <input type="checkbox"/> <i>Development or improvement of the Social Media Marketing strategy</i>
Link to the Video	https://www.youtube.com/watch?v=8ocxzdQ-Wl8
Description of the context	<p><i>Chief Operation Officer in the company Starflix Vytautas Bernotas presents the company and services that offers for the customers: programming and design, digital marketing and cloud decisions.</i></p> <p><i>Company is preparing for the new service promotion - service of websites hosting. Provide your ideas for building the website: how it should look like, what to emphasize, what website features are important.</i></p>
Practical activity to be performed	<i>After listening the video, check on internet information about the company, it's works, plan the website, think about the design, make 2-3 versions that could be presented for the company.</i>
Results to be achieved	<i>Proposal of website display (at least 2 versions), features and ideas due to effectively present service for the customers.</i>
Guidance and suggestions	<i>The company works with building websites. So, it must be something unique, catchy and targeted to reach target audience.</i>
Mistakes to avoid	<i>Website duplicates</i>

