

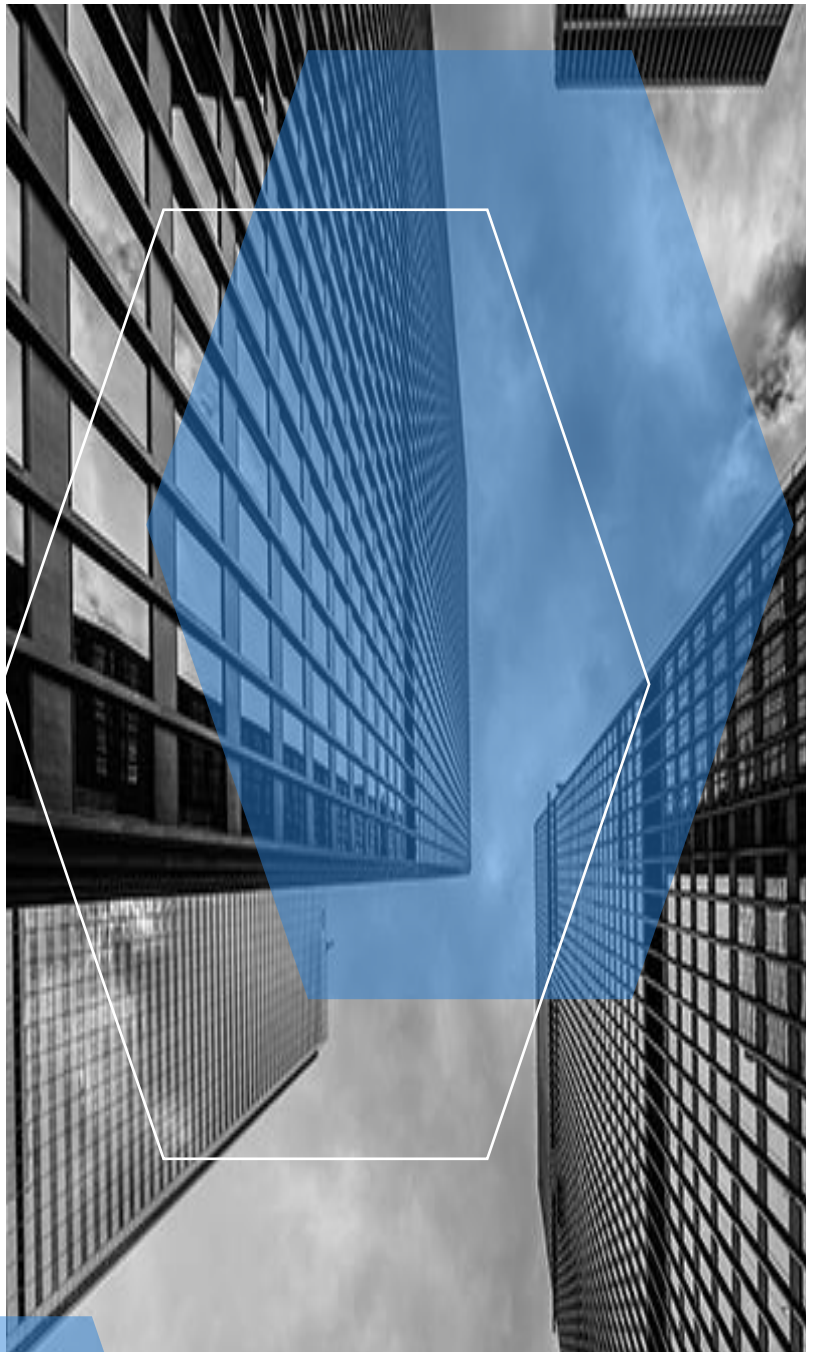
**IDM3 PLACEMENT**  
**AVVIO**

**Daniel O' Keeffe**

**K00214105**

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**My 1<sup>st</sup> Month  
at Avvio**



# WEEK ONE

On my first week of work placement with Avvio I was introduced to the team and received a very warm welcome from everyone. The department I am working in is the design department. After I was shown around the building and introduced to everyone I received my Avvio mug which will be getting a lot of use. Three other students from Limerick Institute of Technology have also joined the Avvio team for work placement.

Once we received our mugs we had to pose for a picture and write a short biography about ourselves which was posted on the Slack chat. Slack is essentially a chat room for the whole company, designed to replace email as a primary method of communication and sharing. Its workspaces allow you to organize communications by channels for group discussions and allows for private messages to share information, files, and more all in one place. I was then given my desk and computer which had all the accounts set up and software installed for me.



## IMAGE OPTIMIZATION

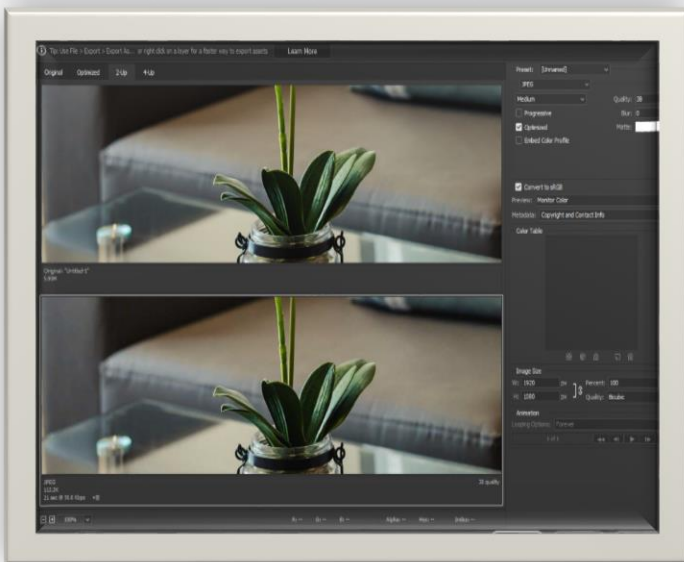
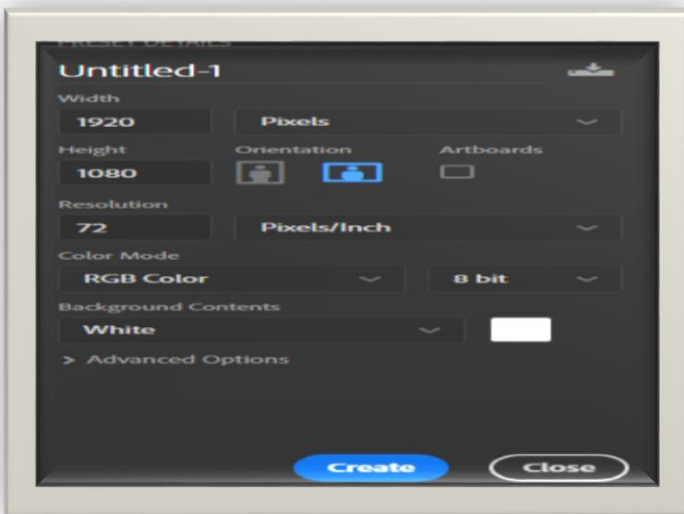
I was then shown how to optimise images for web which helps the loading times for website pages. 47% of users expect a webpage to load in under 2 seconds, and 40% will abandon a page that takes more than 3 seconds to load, it's important that your images are small enough to ensure a speedy site.

The first step is to set the Photoshop file up correctly. The size must be set to 1920 X 1080 as this is the size needed for the images when they are uploaded to the Content Management System (CMS). The resolution needs to be set at the lowest setting which is 72 pixels per inch. Then the image can be imported into Photoshop.

If the image is dark I adjust the levels, hue & saturation, and sharpen the image if needed. Doing this can increase the file size so I have to be careful when applying these settings. The next step is to scale the image to fit the canvas and choose which part of the photo should be shown.

After that I select to save for web which makes it possible to reduce the file size without significantly reducing the quality of your images. I adjust the quality of the image to roughly 150 kbs while keeping an eye for pixilation. I then save the image as a JPG which is the most popular file type for images on the web.

Once all the images are optimized I use tinyPNG.com to remove any Meta data (geolocation of where the photograph was taken) from the image such as additional colour profiles, and compresses it. TinyPNG uses "smart lossy compression techniques" to make your images smaller. When you upload a file, similar colors in your image are combined. This technique is called "quantization".

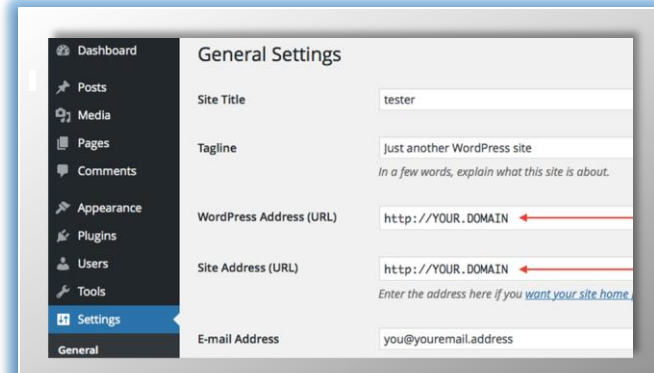


# WEEK TWO

## URL DOMAIN MASKING

URL masking means that you would like to hide the actual path of the website file. In order to do that, you may always use frame tag. It also means that the visitors to the domain name will be forwarded to your destination website, however the URL in their browser address bar will remain the same. The URL masking is also known as Stealth Redirection or URL Hiding. This will ensure that your visitors see the original domain name and not the destination URL.

My task was to check Hendricks hotel website for any links that go the booking engine and if they point to the Avvio booking engine the link needs to be masked. This is an example of the links I had to find and change <https://ag.avvio.com/convert/site/The%20Hendrick/en>. When I found these links I had to go into the backend of the WordPress CMS and mask the URL to point to <https://secure.hendrickdublin.ie/convert/site/The%20Hendrick/en>.



## CREATING TAGS

I was asked to design some tags to send to different hotel clients for Mother's Day, St Patrick's Day and Easter. I downloaded some stock images and content from Megapixil and began creating the tags in Photoshop. I learned many new techniques and tricks when creating these tags. I enjoyed this task as it challenged my design skills.

The tags were critiqued by the design team and a few changes were needed to be made but overall they were very happy with my designs as I kept the consistency with the websites I was designing for by using the same fonts, colours and details from the websites.





# WEEK 3

## IMAGE OPTIMIZATION

For my third week I was tasked with optimizing a series of images for the Holiday Inn Hotel in Killarney. The first thing I had to do was critique the images by looking at them and seeing which image dimensions would work best overall. The two dimensions I was checking was 1920 x 1080 and 1920 x 1440. I did this by creating two Photoshop projects using the different sizes and bringing in some of the images. Once I scaled the image to fit the canvas and choose which part of the photo should be shown I looked at the top, bottom, left and right of the image to see which parts will be removed on both sizes. I felt 1920 x 1440 worked best for the imagery and began to optimize them all at this size.

Once all images were optimized I opened up the CMS and created the folders for the imagery to be uploaded into. The CMS automatically crops these images from 1920 x 1440 or 1920 x 1080 to various sizes such as 1500 x 500 for three column, 1000 x 500 for 2 column and 500 x 500 for one column displays. These can then be used on certain widgets on the framework such as image grid and promotions. The CMS also crops images to smaller sizes to be used on other sections of the website.

Once the folders were set up I set restrictions on certain folders so they can only take certain image sizes. I then selected which folders will be populated by the cropped images. I also restricted the prefix to only accept jpeg file types.



## CHECKING WEBSITES

Before a site goes live all pages need to be checked and widgets need to be tested. This week I had to check over 50 websites and all of the pages in each site. This took a lot of time but I found several errors which I made a list of. This task made me more familiar with the layout and design of websites created and designed by Avvio.

Once the websites were all checked I emailed the list of errors onto the designer and we went through them in detail. I also participated in helping to fix some of these errors which I enjoyed tremendously. I am leaning a lot about how the CMS framework works and getting comfortable with making changes on live websites.

| Page Title                                        | Filename                      | Page       | Status  | Last                          | Class  | Edit Text | Type | #1 | #2 | Sort Link |
|---------------------------------------------------|-------------------------------|------------|---------|-------------------------------|--------|-----------|------|----|----|-----------|
| PHOENIX - WEDNES BRUNCH?                          | phoenix.html                  | Properties | live    | Quickbook_ImageSequence       | Facile | Done      | Text | 1  | 1  |           |
| 5 Star Luxury Hotel Ball                          | 5starluxuryhotelball.html     | Properties | live    | Quickbook_Frame               | Widget | Done      |      |    |    |           |
| Affirmation Tea Events                            | affirmationteaevents.html     | Properties | live    | Quickbook_Text                | Text   | Done      | Text |    |    |           |
| ALTYRAN BREWERY IN BELFAST                        | altyranbrewery.html           | Properties | live    | Quickbook_TextPromotions_Text | Text   | Done      | Text |    |    |           |
| BERKHAM ABBEY                                     | berkhamabbey.html             | Properties | live    | Quickbook_ImageSequence       | Facile | Done      | Text | 1  | 1  |           |
| Book Night by Good Reads                          | booknightbygoodreads.html     | Properties | offline | Quickbook_ImageSequence       | Facile | Done      | Text | 1  | 1  |           |
| Bookish Affirmation Tea at Colleen Estate and Spa | bookishaffirmationtea.html    | Properties | live    | Quickbook_ImageSequence       | Facile | Done      | Text | 1  | 1  |           |
| Christmas Brunch at Colleen                       | christmasbrunchatcolleen.html | Properties | offline | Quickbook_ImageSequence       | Facile | Done      | Text | 1  | 1  |           |
| Christmas Brunch at Colleen Estate and Spa        | christmasbrunch.html          | Properties | live    | Quickbook_ImageSequence       | Facile | Done      | Text | 1  | 1  |           |
| FLAKE THE PERFECT CHRISTMAS PARTY IN BELFAST      | flake.html                    | Properties | live    | Quickbook_ImageSequence       | Facile | Done      | Text | 1  | 1  |           |
| Conference & Events Venue                         | conferenceandeventvenue.html  | Properties | live    | Quickbook_Text                | Text   | Done      | Text |    |    |           |
| TESTIMONIALS                                      | testimonials.html             | Properties | offline | Quickbook_ImageSequence       | Facile | Done      | Text | 1  | 1  |           |
| Contact Us                                        | contact_us.html               | Properties | offline | Quickbook_ImageSequence       | Facile | Done      | Text | 1  | 1  |           |
| Charlie Road Deal                                 | charlieroaddeal.html          | Properties | live    | Quickbook_ImageSequence       | Facile | Done      | Text | 1  | 1  |           |
| WELCOME TO THE COLLEEN ESTATE AND SPA             | welcome.html                  | Properties | live    | Quickbook_ImageSequence       | Facile | Done      | Text | 1  | 1  |           |
| Customer Feedback                                 | customerfeedback.html         | Properties | live    | Quickbook_Text                | Text   | Done      | Text |    |    |           |
| Estate of the Colleen Estate and Spa              | estate.html                   | Properties | live    | Quickbook_ImageSequence       | Facile | Done      | Text | 1  | 1  |           |
| Five Star Hotel Luxury at Colleen Estate and Spa  | fivestar.html                 | Properties | offline | Quickbook_ImageSequence       | Facile | Done      | Text | 1  | 1  |           |
| Flora                                             | flora.html                    | Properties | live    | Quickbook_ImageSequence       | Facile | Done      | Text | 1  | 1  |           |
| HONEYDAY IN BELFAST                               | honeyday.html                 | Properties | live    | Quickbook_ImageSequence       | Facile | Done      | Text | 1  | 1  |           |
| FIVE STAR HOTELS NEAR BELFAST CHRISTMAS MARKET    | fivestarhotels.html           | Properties | live    | Quickbook_ImageSequence       | Facile | Done      | Text | 1  | 1  |           |
| FIVE STAR HOTELS NEAR BELFAST CITY MARRIOTT       | fivestarhotels.html           | Properties | live    | Quickbook_ImageSequence       | Facile | Done      | Text | 1  | 1  |           |
| FIVE STAR HOTELS NEAR LINC THEATRE BELFAST        | fivestarhotels.html           | Properties | live    | Quickbook_ImageSequence       | Facile | Done      | Text | 1  | 1  |           |
| Flourish                                          | flourish.html                 | Properties | live    | Quickbook_ImageSequence       | Facile | Done      | Text | 1  | 1  |           |
| Flourish                                          | flourish.html                 | Properties | live    | Quickbook_ImageSequence       | Facile | Done      | Text | 1  | 1  |           |



# WEEK 4

## CREATING FORMS

This week I learned how to create forms for websites using Crowd Signal. Crowd Signal allows you to create flexible surveys and to collect, organize and analyse data. It also allows you to edit the surveys in depth by giving you access to the html and css elements used to create the form. This helps you to match the branding and style of the website to keep consistency. You can see your results in real time. The forms can then be embedded into any website.

I created a Wedding Enquiry form for Mc William Park Hotel which allows the Bride name to be entered, groom name, email address, wedding date, number of people attending and a phone number. This is then submitted to the hotel through email. The entry fields have restrictions such as the email must have an @ symbol and the I used a drop down calendar for the wedding date section.

The McWILLIAM PARK HOTEL  
\*\*\*\*\*  
Invermay Estate

ROOMS OFFERS WEDDINGS EVOLVE HEALTH & FITNESS CLUB LIVE MUSIC LOCATION CORPORATE CONTACT

A RESERVATION Check In 26 March 2019 Check Out 27 March 2019 BOOK YOUR STAY

### Wedding Enquiry

Bride Name \*

Title First Name Last Name

Groom Name \*

Title First Name Last Name

Email Address \*

Wedding Date \*

DD MM YYYY

Number of People Attending \*

20

Phone Number \*

Ireland

SUBMIT

Dashboard Groups Help Upgrade your free account Daniel O

Welcome to Crowdsignal! You're ready to go but if you need help check out our [support center](#).

Create a new... Move to Actions Search all your content... Order by

All Contents Your Crowdsignal Contents

Surveys Polls Quizzes Ratings

My Folders My Content Starred Trash

Use "Create a new..." to get started!

# CONCLUSION

I am very happy with how things are going on my work placement. I think I have settled in well and know my role within the company. I am looking forward to the coming month and I hope I learn more and improve my skills in Avvio

The Avvio logo consists of the word "AVVIO" in a bold, black, sans-serif font. The letters are set against a light blue rectangular background that is slightly wider than the text itself.

## MY CONTACT DETAILS

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