

# **KLM Productions, Inc. Web Site**

By

Tamecia Walker

Submitted to  
the faculty of the Information Engineering Technology Program  
in Partial Fulfillment of the Requirements for  
the Degree of Bachelor of Science  
in Information Engineering Technology

University of Cincinnati  
College of Applied Science

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Tamecia Walker

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Date

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Russell McMahon, Faculty Advisor

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Date

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James F. Sullivan, Department Head

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Date

## **Acknowledgements**

I would like to give a special thanks to Kathi McQuade, the owner of KLM Productions, Inc. I want to thank her for believing in me to design and develop a web site for her video production company. I would also like to thank my friends and family for the support through out my senior year. I would like to say thanks to all my professors and advisor for their guidance and support.

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## **Abstract**

*KLM Productions, Inc* is a small video production company located in Cincinnati, owned by Kathi McQuade. KLM has been servicing customers with video, web, live production and media expertise since Kathi McQuade incorporated KLM in 1992. Prior to this project KLM Productions, Inc. had only one source of advertisement, the Cincinnati Bell Yellow Pages. With this web site the company will be advertised all over the country. The web site targets new customers and existing customers. This web site consists of information and demos of the company's work. The web site is easy to navigate and user friendly. This web site includes customer information for the owner of the company. I have created a customer form and a logon page. This logon page lets the owner view the information from the customer form. This web site is informational and is an advertisement for KLM Productions, Inc.



# **KLM Productions, Inc. Web Site**

## **1. Statement of the Problem**

KLM Productions Inc. is located in Cincinnati, Ohio at 5721 Dragon Way in Fairfax. Kathi McQuade is the owner and producer for this small company. This company does a lot of work locally in the city and in the community. The only advertisement that the company has right now is a Yellow Pages ad and word of mouth from friends and business associates. Most of the company business is video production so there are a lot of demos and pictures that customers could view. When a customer looks in the Yellow Pages, they get a name and number. If KLM Productions, Inc. had a web site, customers would be able to view demos, pictures and also get information about the company.

## **2. Definition of Solution**

The KLM Productions, Inc. web site is a complete informational web site for new and existing customers. The web site will provide for all the needs of a customer searching for a video production company. In my discussion with Kathi McQuade she stated she wanted her customers to view sample work. She also wanted the web site to be user friendly and have easy navigation. Kathi and I decided to create an informational website using Lectora, Swish, ASP.NET and SQL Server. The web site was created using a multimedia tool called Lectora. The introduction was created using an interactive tool called Swish 2.0. Kathi wanted to get to know her new customers and existing customers. I created a customer form using ASP.NET where the customer can supply Kathi with their information. I created a logon page so Kathi could retrieve the customer information.

## **2.1 User Profile**

There will be three different levels of Information Technology literacy when using the web site. The intended users for the KLM Productions, Inc. web site will be the customers, owner and staff of KLM Productions Inc. The customer is the main focus of the web site. There is a lot of information about the company and the services they provide. All users like web sites that are easy to navigate and user friendly. All of the users must have Internet access to launch the website. The customer should have basic computer skills to navigate through the web site. The customer must have a plug-in that supports video and flash to view the introduction and demonstrations. The homepage has five buttons that link to pages with text and demonstrations. There's a help button on the homepage that will give the customer an understanding of how to navigate through the site.

There were only two pages designed for the owner of the company. The owner should have a medium level of Information Technology literacy. The owner of the company would have to be familiar with logon pages to retrieve customer information. The web development group from the company will maintain and support the web site. KLM Productions, Inc. staff should have high level of Information Technology literacy. The staff would have to be familiar with managing the database, updating and maintaining the web site. The staff is also required be familiar with Lectora and SQL Server.

## 2.2 Design Protocols

The web site was created using Lectora a web authoring tool. Lectora is great for web design or creating interactive CD ROM applications. Lectora supports a wide variety of common media types including text, images, audio, video, animation, etc., and even popular Internet technologies such as Shockwave, Flash, HTML, Java, and JavaScript. Lectora also has a service called CourseMill that lets you create a course, post it on the web, and have students utilize it. Lectora also lets you create tests for the students and lets you review results.

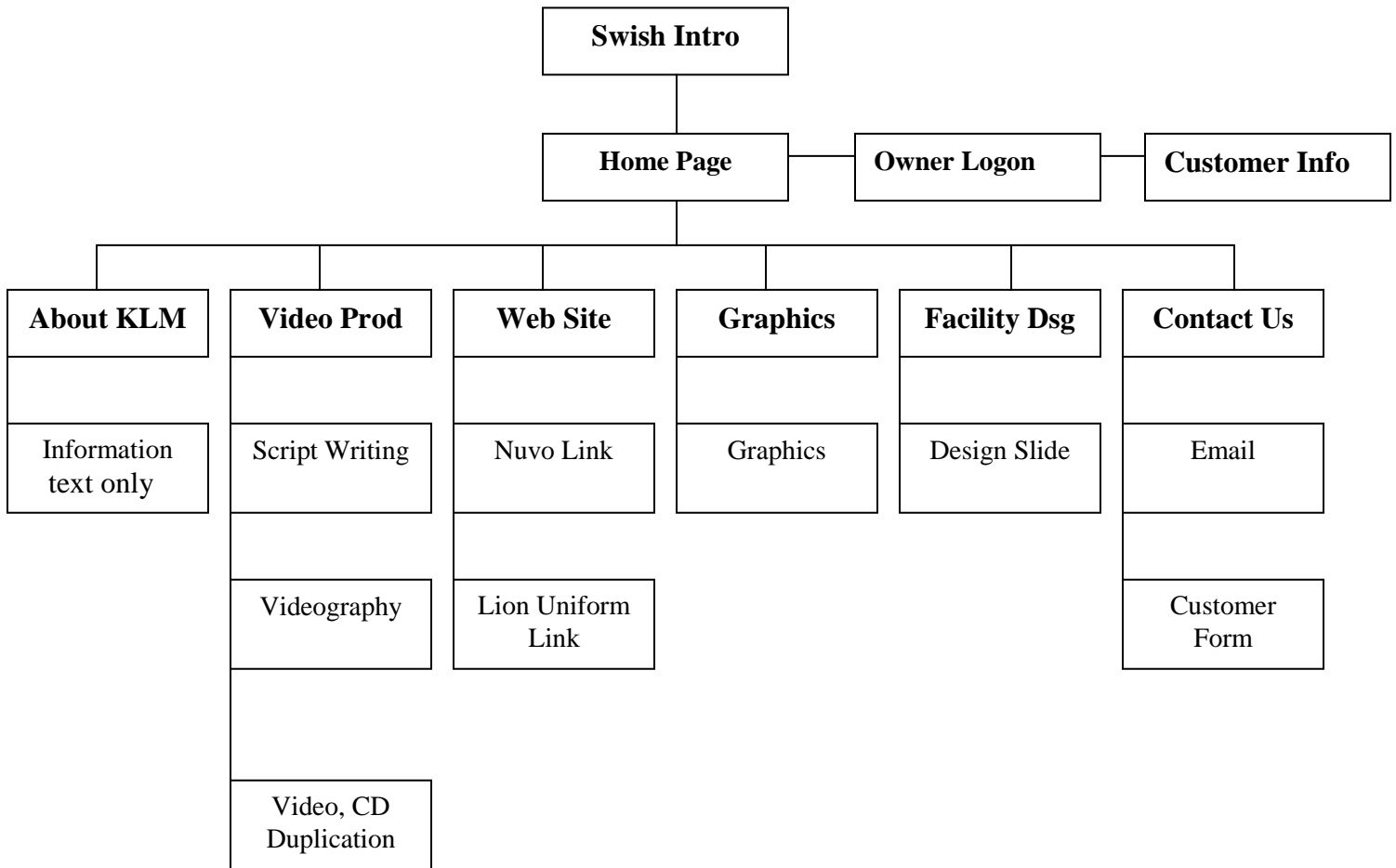
The introduction was created using Swish 2.0, an interactive animation tool. Swish uses the same format as Flash and the same cool effects. If a user has the Flash Player loaded on their computer, they are able to see the introduction. The introduction has a skip button if the customer doesn't want to view the intro. The colors that I used were black and dark red, which are the same colors in the company logo.

Microsoft SQL Server was used to collect the data from the customer form. The fields of the form include: name, company name, address, city, state, phone number and email address. SQL Server has the lowest implementation and maintenance cost in the industry. SQL Server also provides powerful and comprehensive data management platform. I created a database for the logon page for the username and password. SQL Server has a variety of security features to keep your database protected.

ASP.NET (Active Server Pages) was use to create the interface for the customer form and logon page. ASP.NET supports more than 25 .NET programming languages and no programming tools are required. ASP.NET let you choose what programming you want use giving you flexibility in your choice of language. The customer form and logon

page I used C# programming language. The web site was created using multimedia, programming and database applications see web site layout for more details. (See Figure

1.)



**Figure 1. Site Layout**

### 3. Deliverables

While creating the web site there were specific goals that I accomplished.

- ❖ Create an informational web site for KLM Productions, Inc.
- ❖ Interactive intro page using Swish
- ❖ Created web pages using Lectora Application
- ❖ Create customer form and logon page using ASP.NET and C # Programming
- ❖ Use SQL Server to store customer information, user name and password

**The user will be able to complete the following:**

- ❖ View the company services and sample work
- ❖ Fill out customer form
- ❖ Email the owner of the company

**The owner of the will be able to complete the following:**

- ❖ Login to logon page
- ❖ View customer information from the form
- ❖ Get email from customers

## 4. Designs and Development

In this section I review my budget, timeline, hardware and software that I use to design and develop the web site.

### 4.1 Budget

<b>Software</b>	
<b>Item</b>	
<b>Swish 2.0</b>	<b>\$399.99</b>
<b>ASP.NET</b>	<b>\$399.99</b>
<b>Lectora</b>	<b>\$399.99</b>
<b>SQL Server</b>	<b>\$999.00</b>
<b>Photoshop 6</b>	<b>\$399.99</b>
<b>Software Books</b>	<b>\$90.00</b>
<b>Total</b>	<b>\$2288.97</b>
<b>Hardware</b>	
<b>HP Processor 512 80GB CD-RW/DVD</b>	<b>\$899.99</b>
<b>HP Printer DeskJet 920c</b>	<b>\$99.99</b>
<b>MAG Monitor</b>	<b>\$159.99</b>
<b>Total Amount</b>	<b>\$1159.97</b>

Figure 2. Budget

## **4.2 Timeline**

### **Senior Design 1 spring 2002**

February 2002-March 2002

- ❖ Research
- ❖ Proposal
- ❖ Present Proposal

March 2002-April 2002

- ❖ Purchasing products
- ❖ Learning software

April 2002-June 2002

- ❖ Discussed site with Kathi McQuade
- ❖ Decided which pages will link and eliminated pages

June 17, 2002-August 2002

- ❖ Co-op Quarter
- ❖ Created different homepage designs

### **Senior Design 2 fall 2002**

September 25, 2002-October 2002

- ❖ Met with Kathi to view and approve homepage
- ❖ Created navigation for the website
- ❖ Progress Report 1 10/16

October 30, 2002-November 30, 2002

- ❖ Inserted images, text and sample work
- ❖ Created Swish intro

- ❖ Created customer form
- ❖ Oral Presentation 12/4

January 2003-March 2003

- ❖ Winter Quarter 2003
- ❖ Tested customer form
- ❖ Researched logon page

### **Senior Design 3 spring 2003**

April 2003-June 2003

- ❖ Co-op quarter
- ❖ Created logon page
- ❖ Add more features in design
- ❖ Testing customer form and logon page
- ❖ Prepared documentation
- ❖ Get feedback from friends and family
- ❖ Present and publish KLM Productions, Inc. Web Site

## 5. Proof of Design

This section will explain how my project meets the deliverables of the web site.

### 5.1 Swish Intro

The intro was created using Swish 2.0 an interactive animation tool. The introduction fades in out the words: Experienced, Professionals, Providing, Presentation, Expertise. The colors are black and red for the text. The introduction also has a skip intro button for customers that do not want to view the intro. The introduction ends with KLM Productions, Inc. logo doing a 3D animation. The example that is shown below shows the KLM logo 3D animation. (See Figure 3)

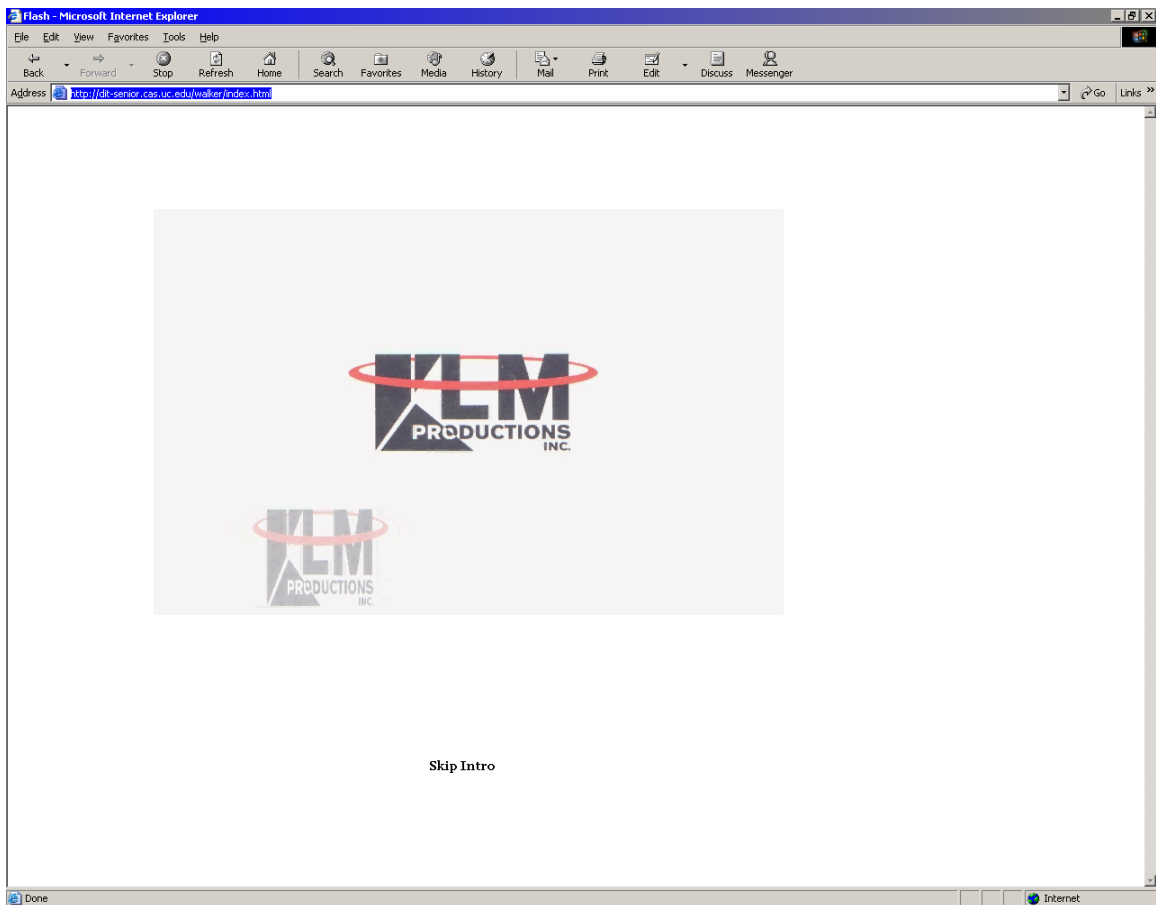


Figure 3. Swish Intro

## 5.2 Homepage

After the user skips the introduction, the homepage will appear. The homepage interface and buttons were created using Lectora. On the left side of the page there is a red gradient stripe that I created on all the pages using Lectora. On top of every page you will see the KLM logo. The menu bar is on the left hand side and the text will link you to pages for each subject. There is also a help button located at the bottom of the page to help user understand navigation. There is also a logon button on the homepage I will explain further in the proof of design. (See Figure 4 for homepage)

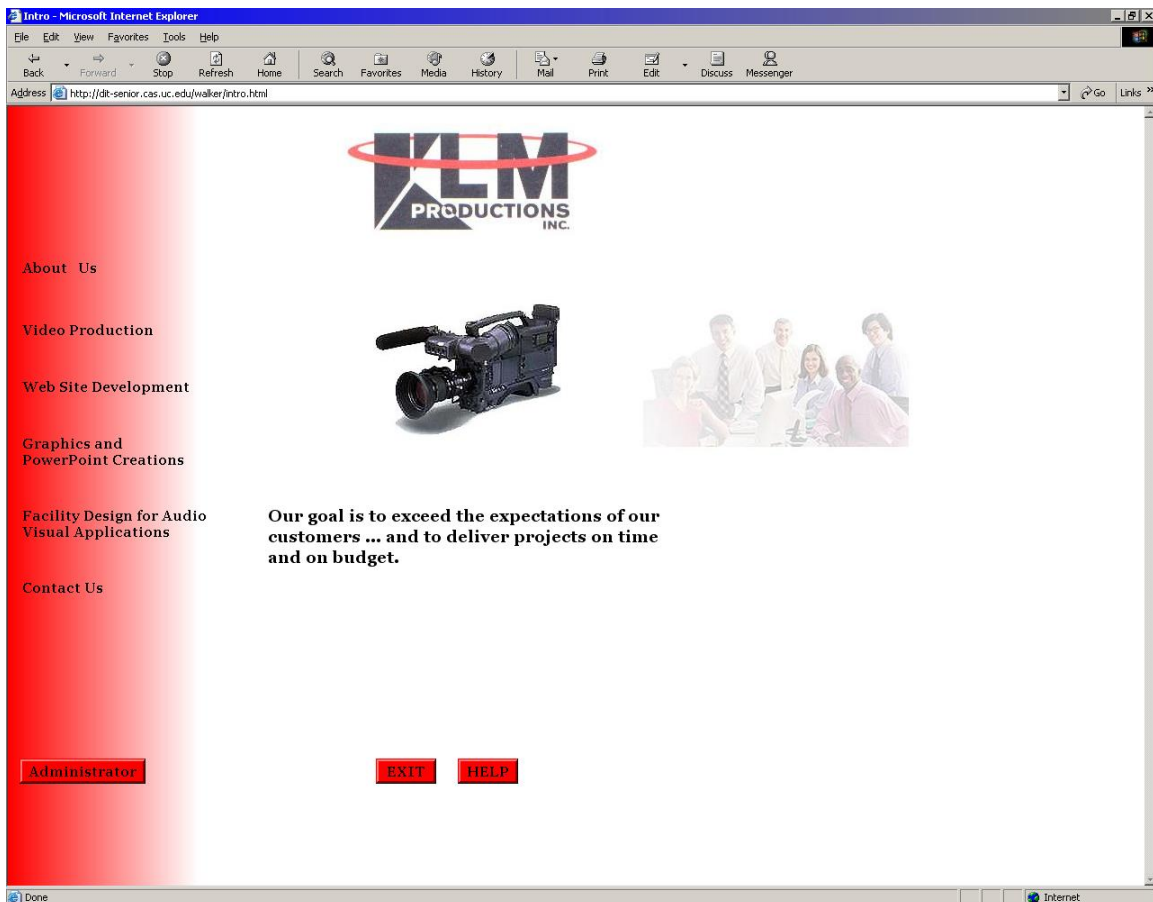
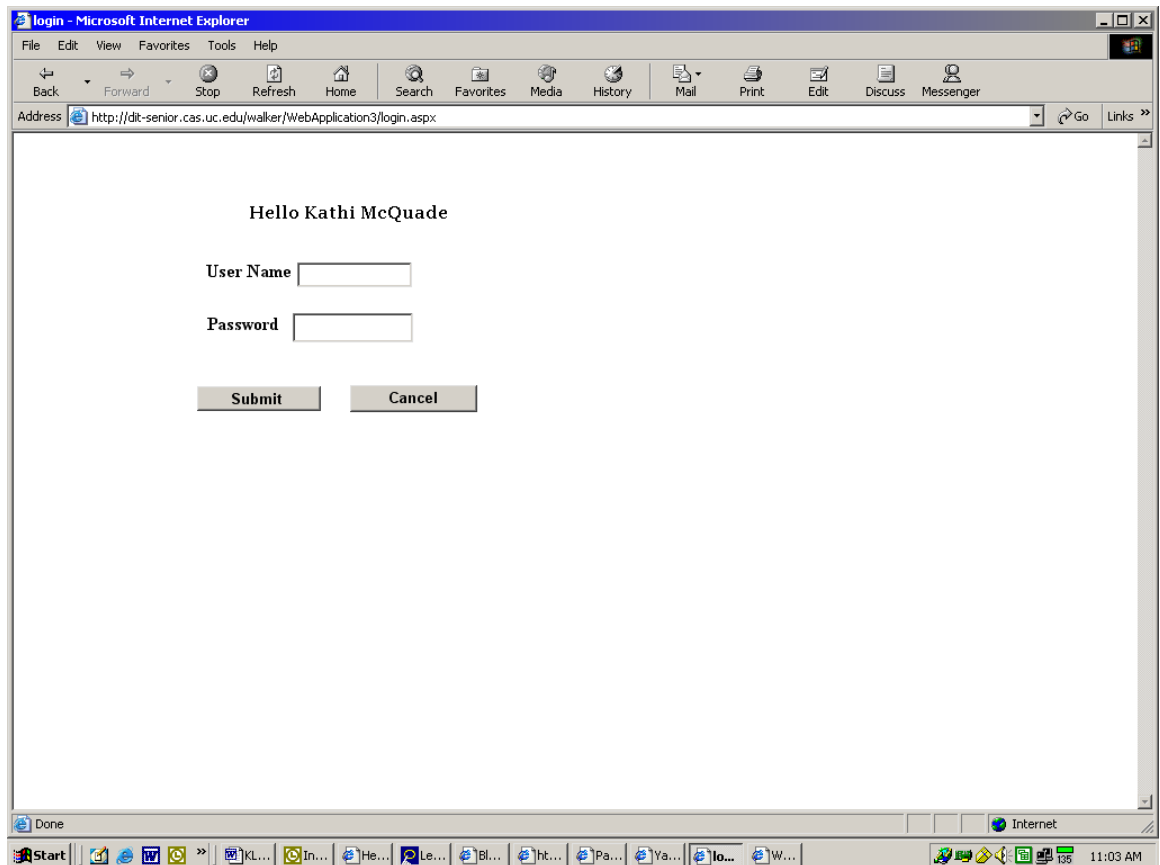


Figure 4. Homepage

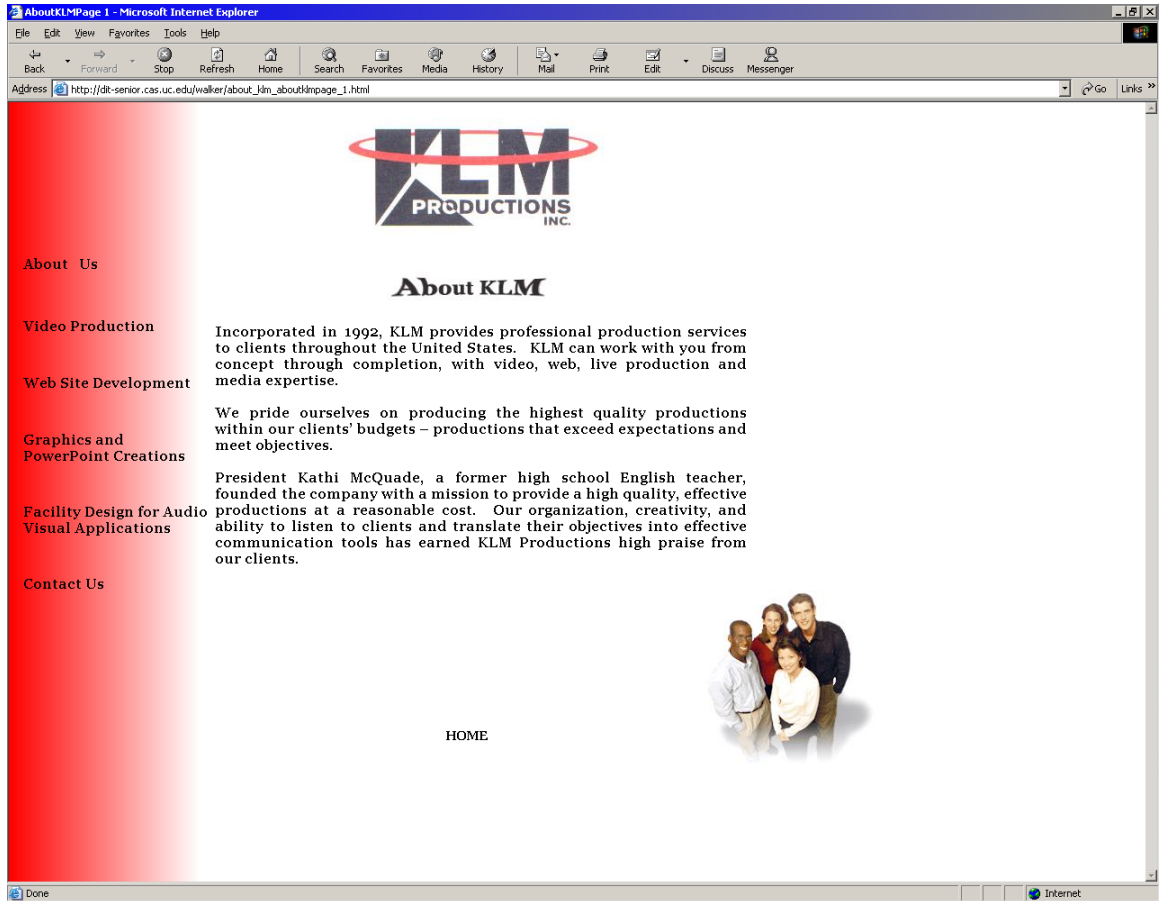
The logon button that is located on the homepage is only for the owner. This button lets the owner view customer information for the customer form. The customer form is located on the contact page that is viewed in a later section in the proof of design. (See Figure 5)



**Figure 5. Logon Page**

### **5.3 About KLM**

This page gives the customer brief history and information about the company and owner. The page explains the mission and vision for the company and goals they will accomplish. There is a home button on this page that will take you to the homepage to view menu bar. (See Figure 6)



**Figure 6. About KLM Page**

## **5.4 Video Production**

The video production section has a variety of links and pages. This page contains the services that the company provides. (See Figure 7) The text that is underlined links to other pages for that subject. The scriptwriting link will you let you view samples of script writing. (See Figure 8) The videography link shows KLM employees shooting all types of video. (See Figure 9 and 10) The video, DVD, CD duplication will show samples of duplications that the company have completed. (See Figure 11)

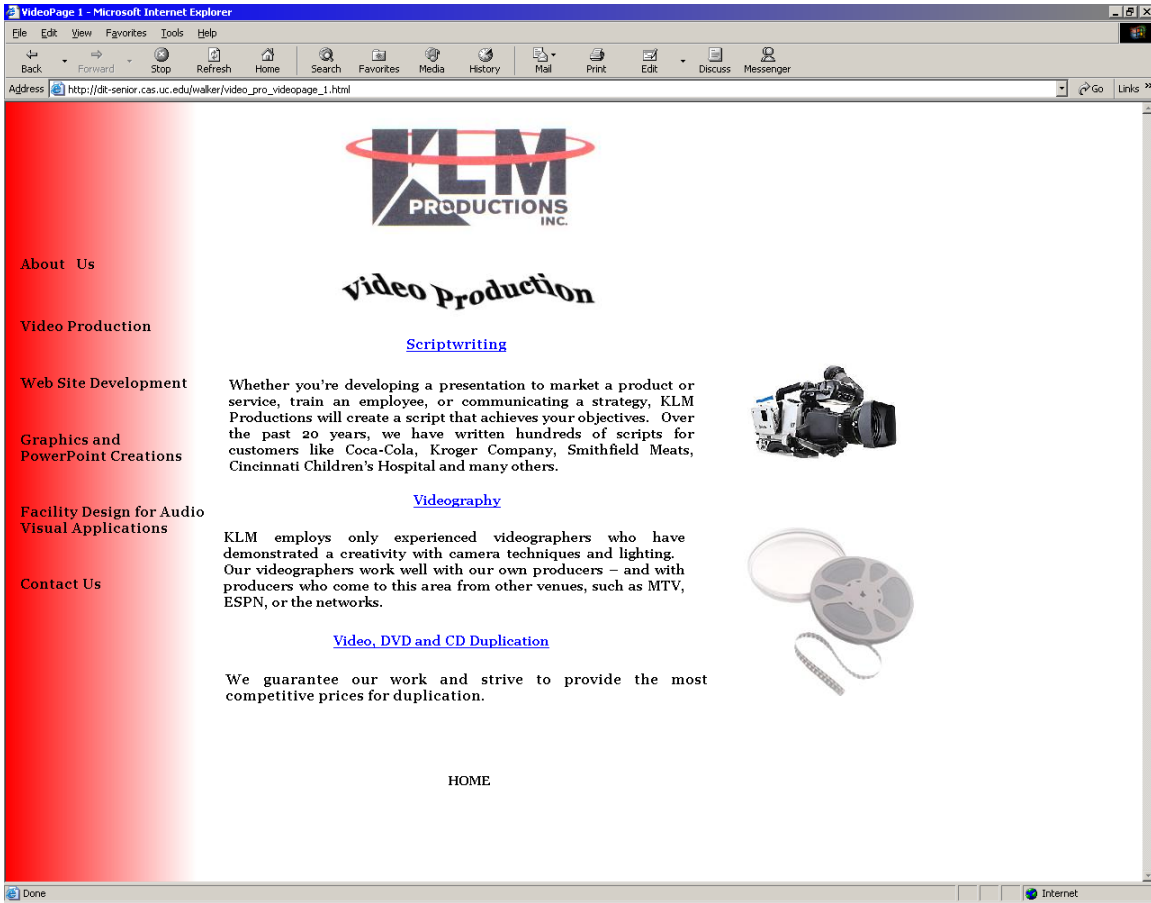
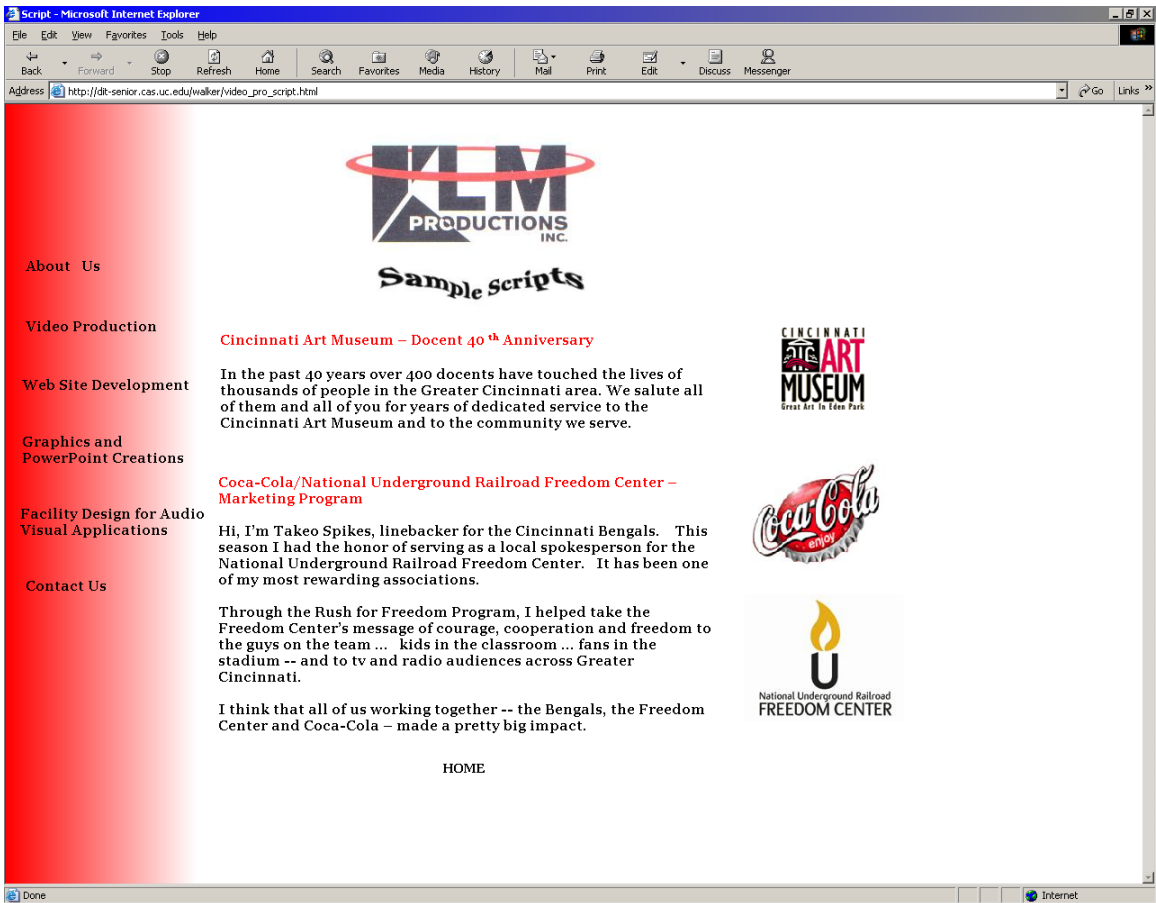
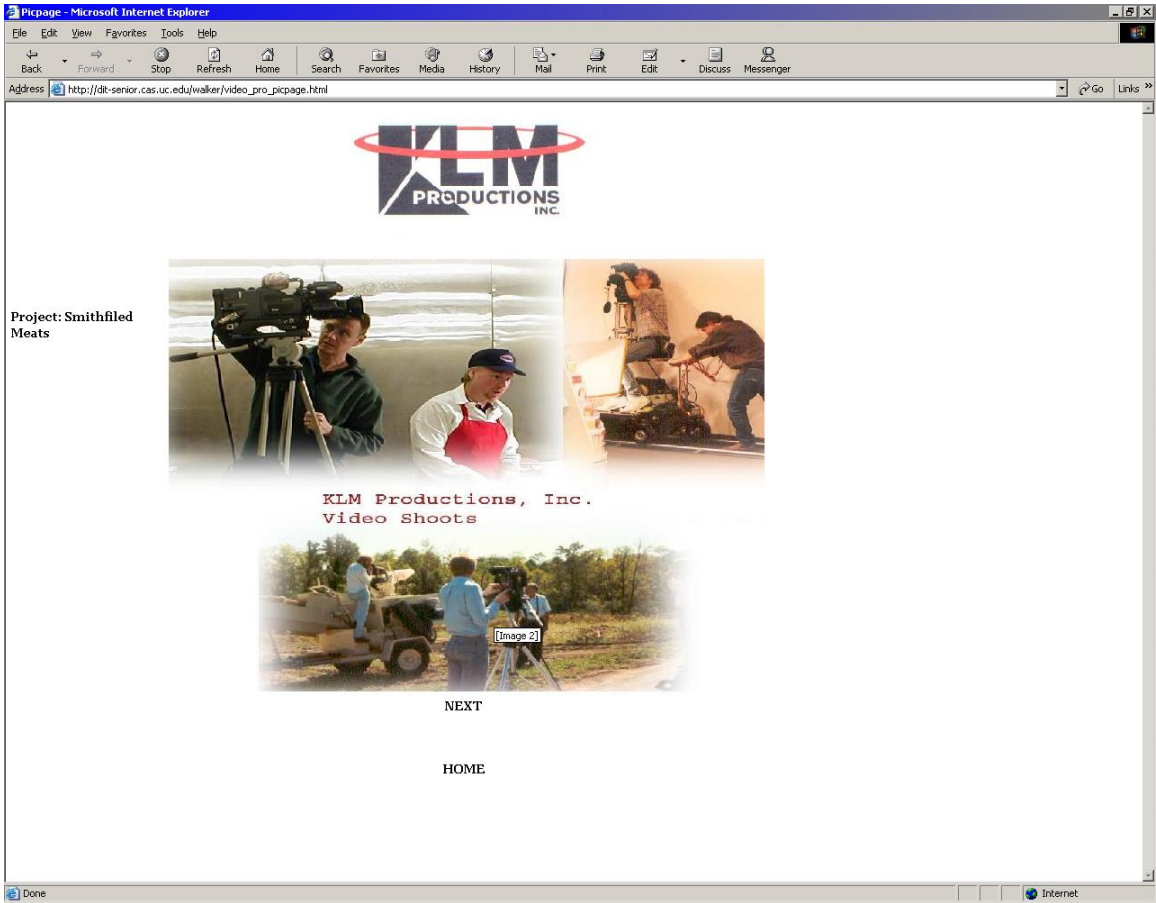


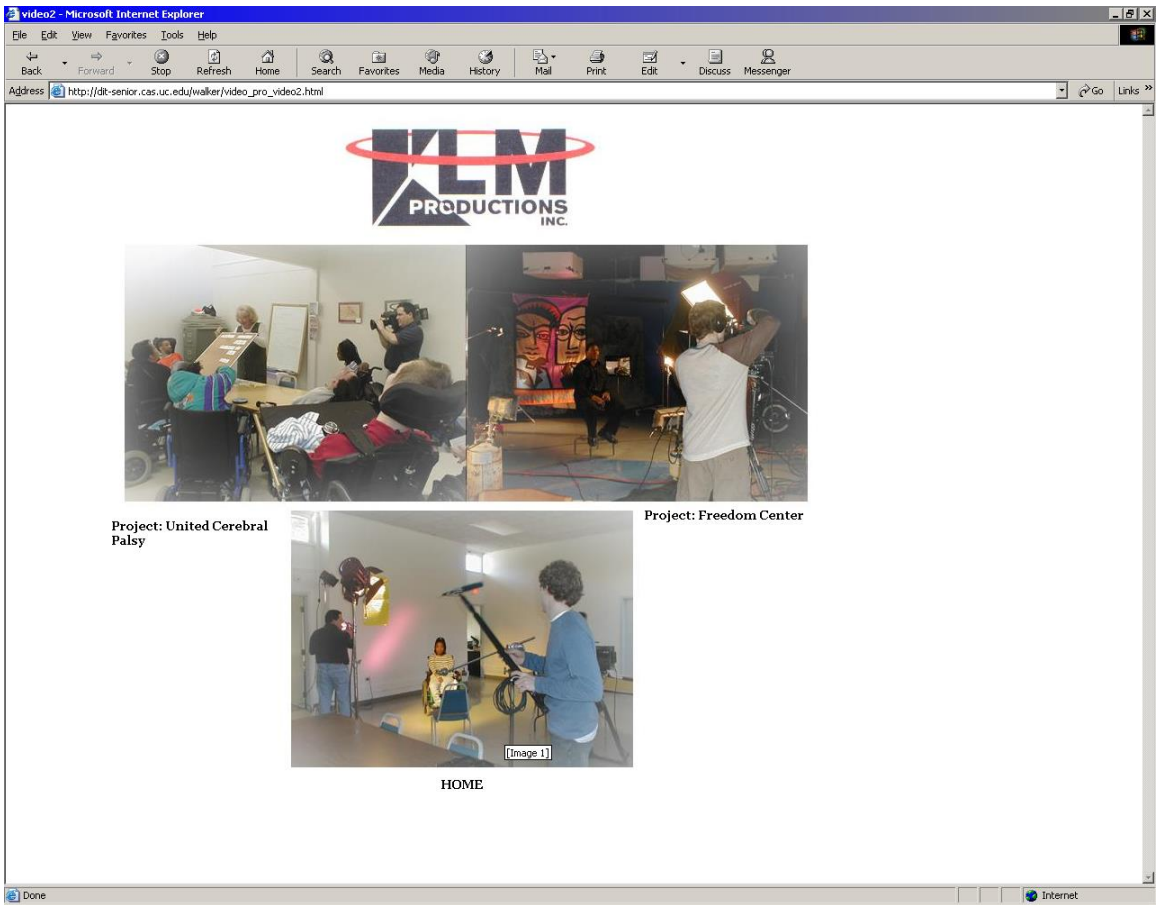
Figure 7. Video Production Page



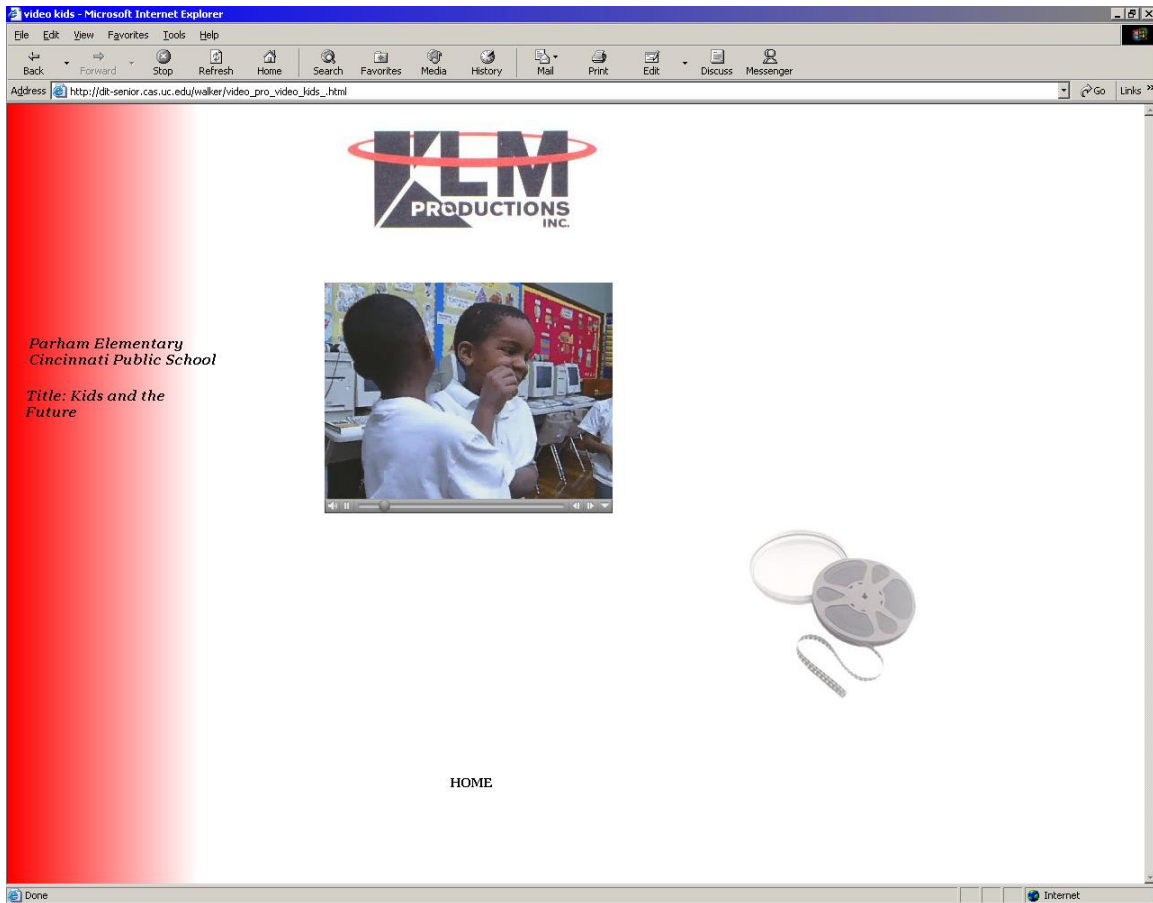
**Figure 8. Script Page**



**Figure 9. Video Shoot**



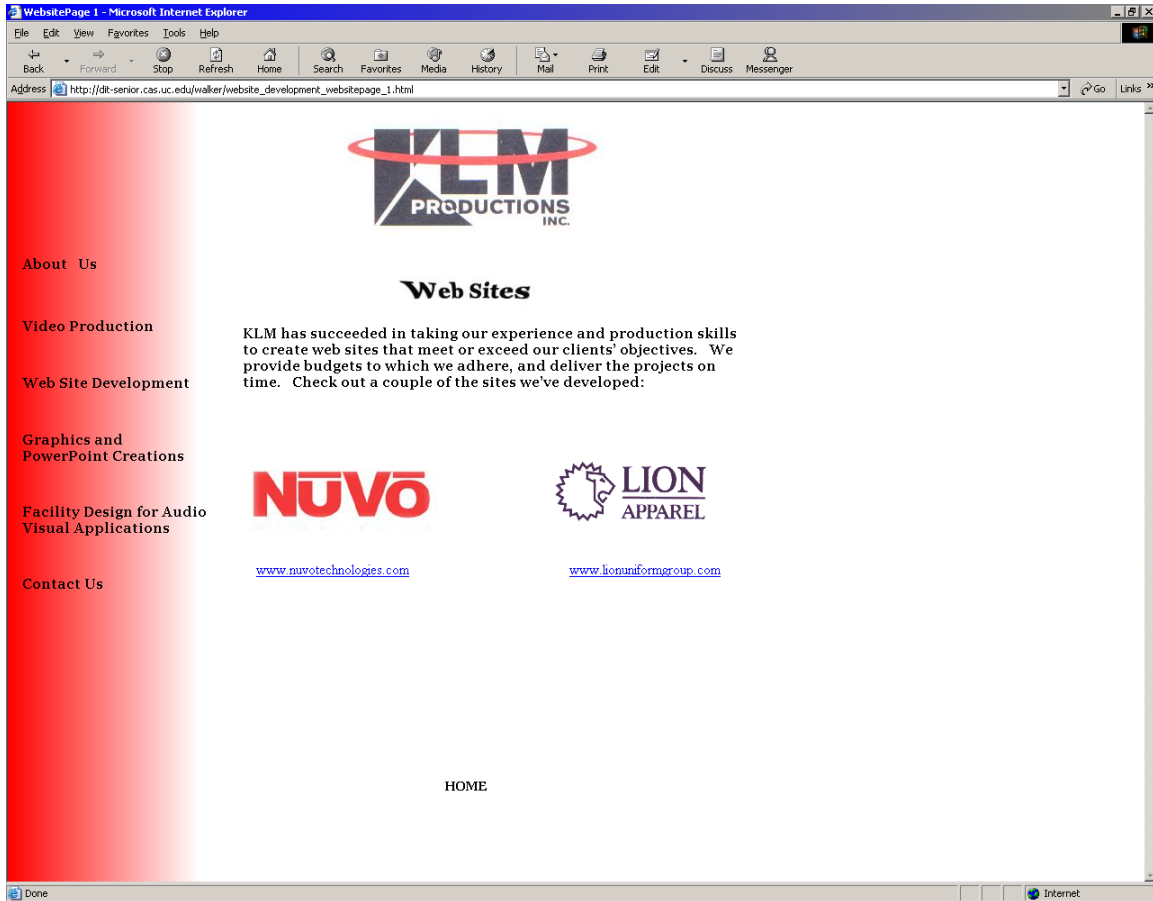
**Figure 10. Video Shoot**



**Figure 11. Video**

## **5.5 Web Site Development**

The next section is a preview of some web sites that KLM Productions, Inc web development created. This is a new department to the company and it is growing rapidly. Right now the team has only developed two websites and there will be more to come. This page has links to the web sites that the company has produced. (See Figure 12)



**Figure 12. Web Site Development Page**

## **5.6 Graphics and PowerPoint Creations**

This page gives you examples of graphic projects the company have produced. There are some examples of the company's logo treatment produced for local companies. (See Figure 13& 14)

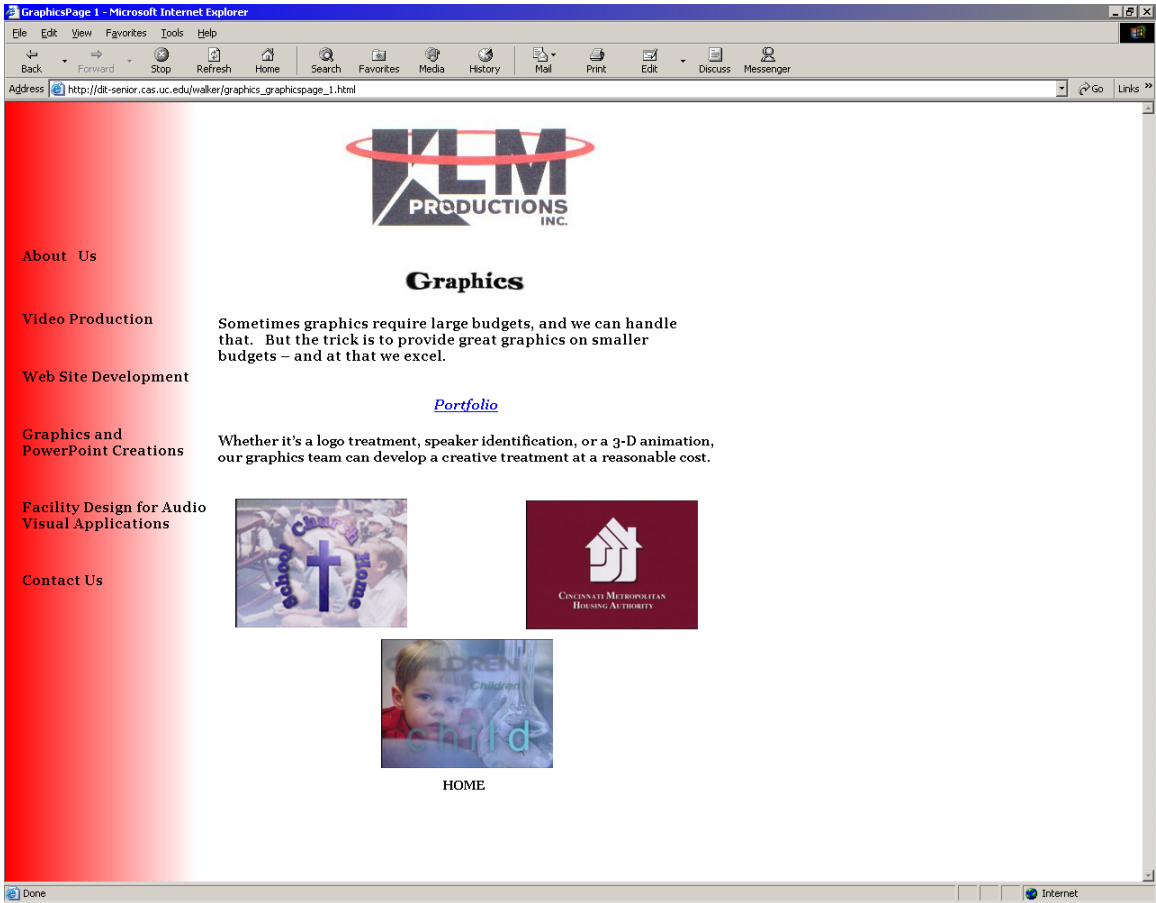
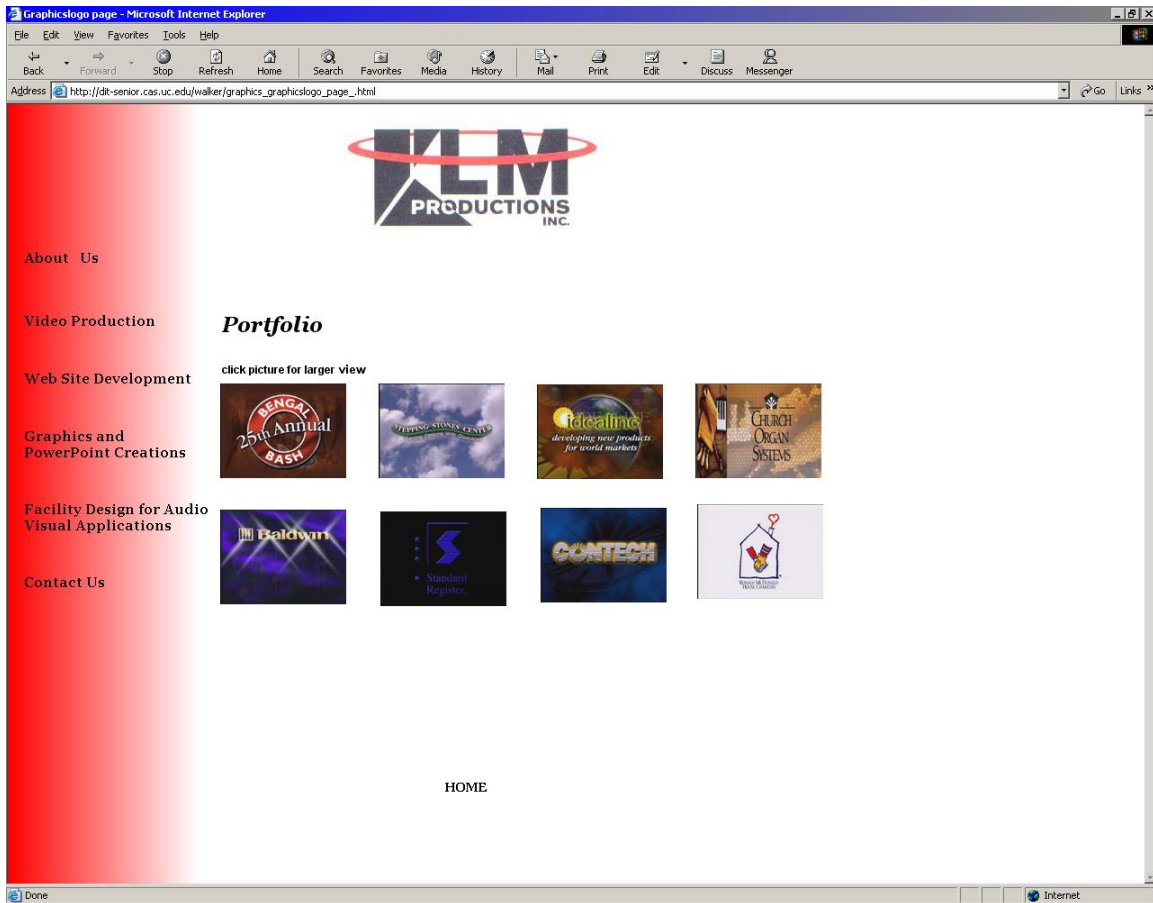


Figure 13. Graphics and PowerPoint Page

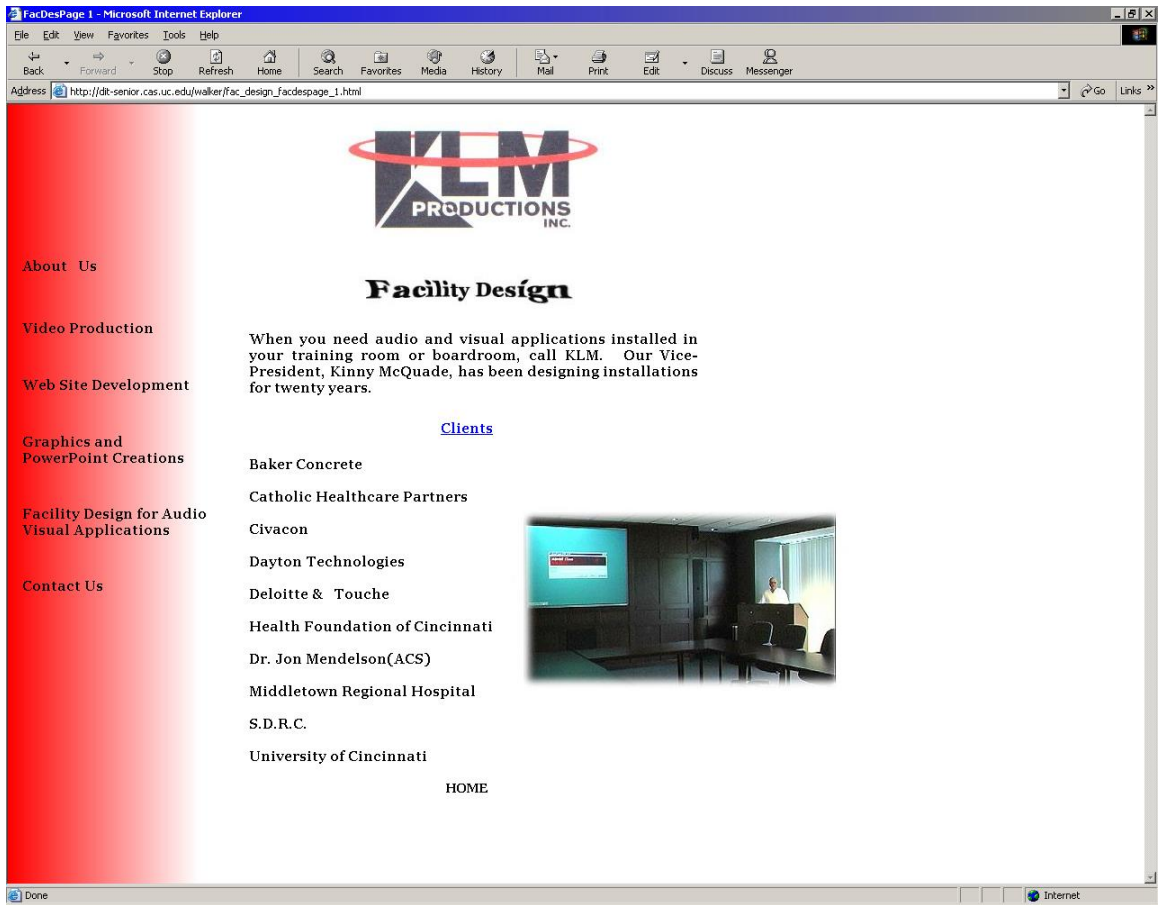


**Figure 14. Portfolio**

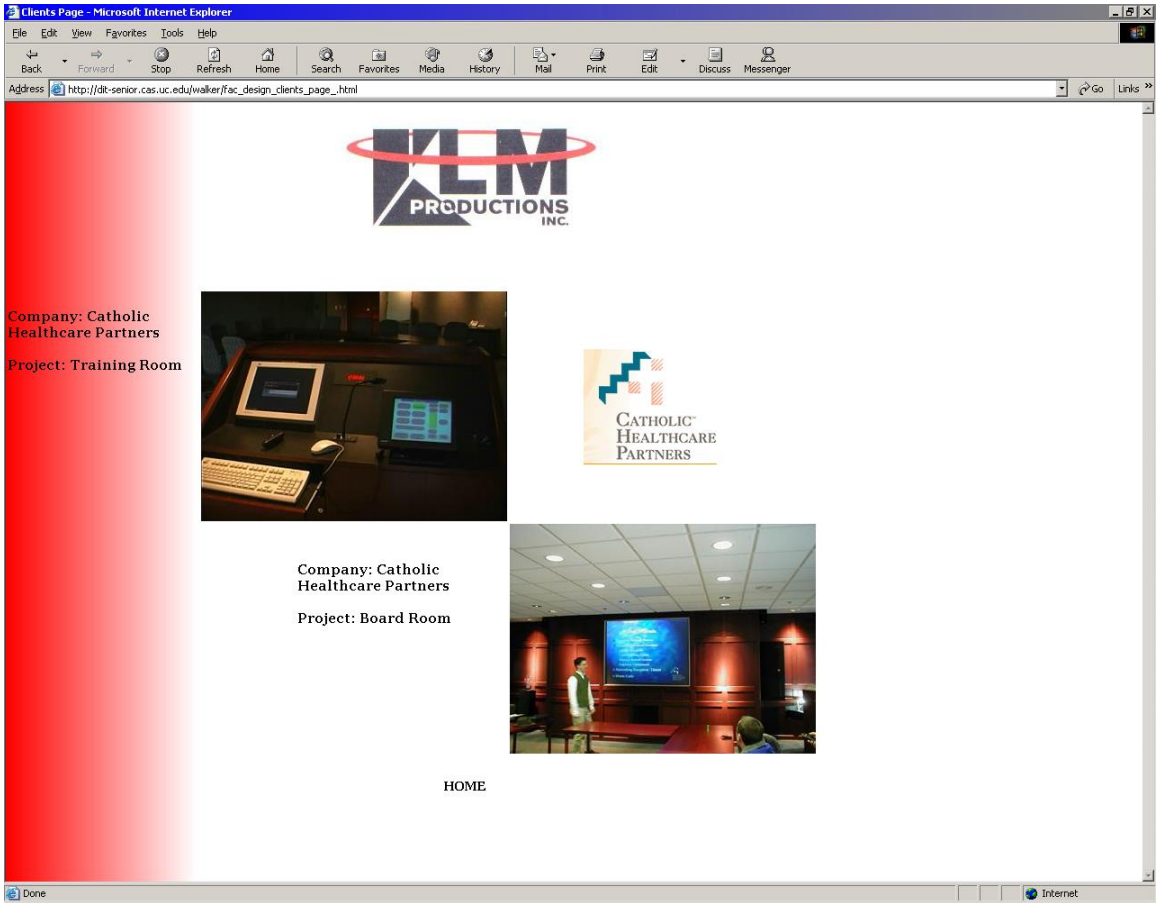
## **5.7 Facility Design**

This page explains designs aspects of the company and the vice president's expertise with installations. This page will also show sample facility design projects.

(See Figure 15& 16)



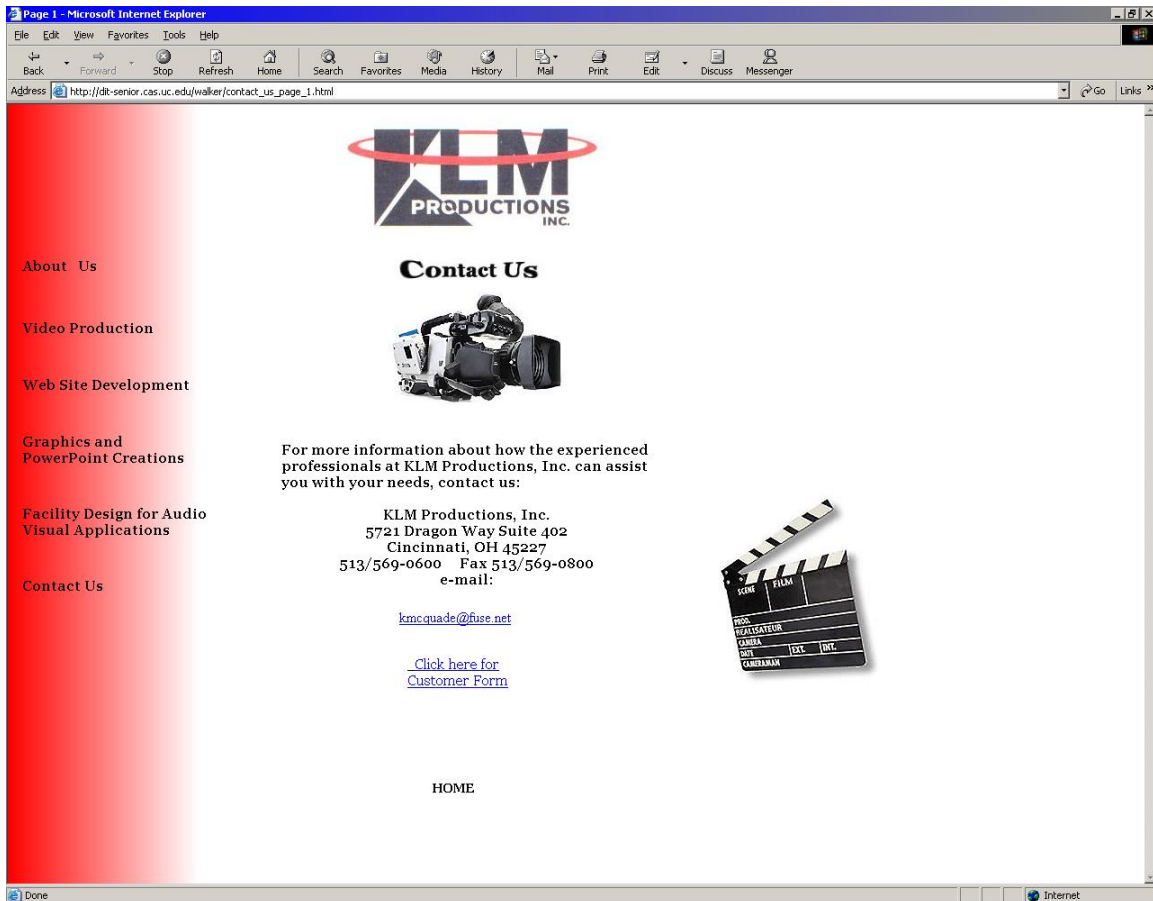
**Figure 15. Facility Design Page**



**Figure 16. Sample Design**

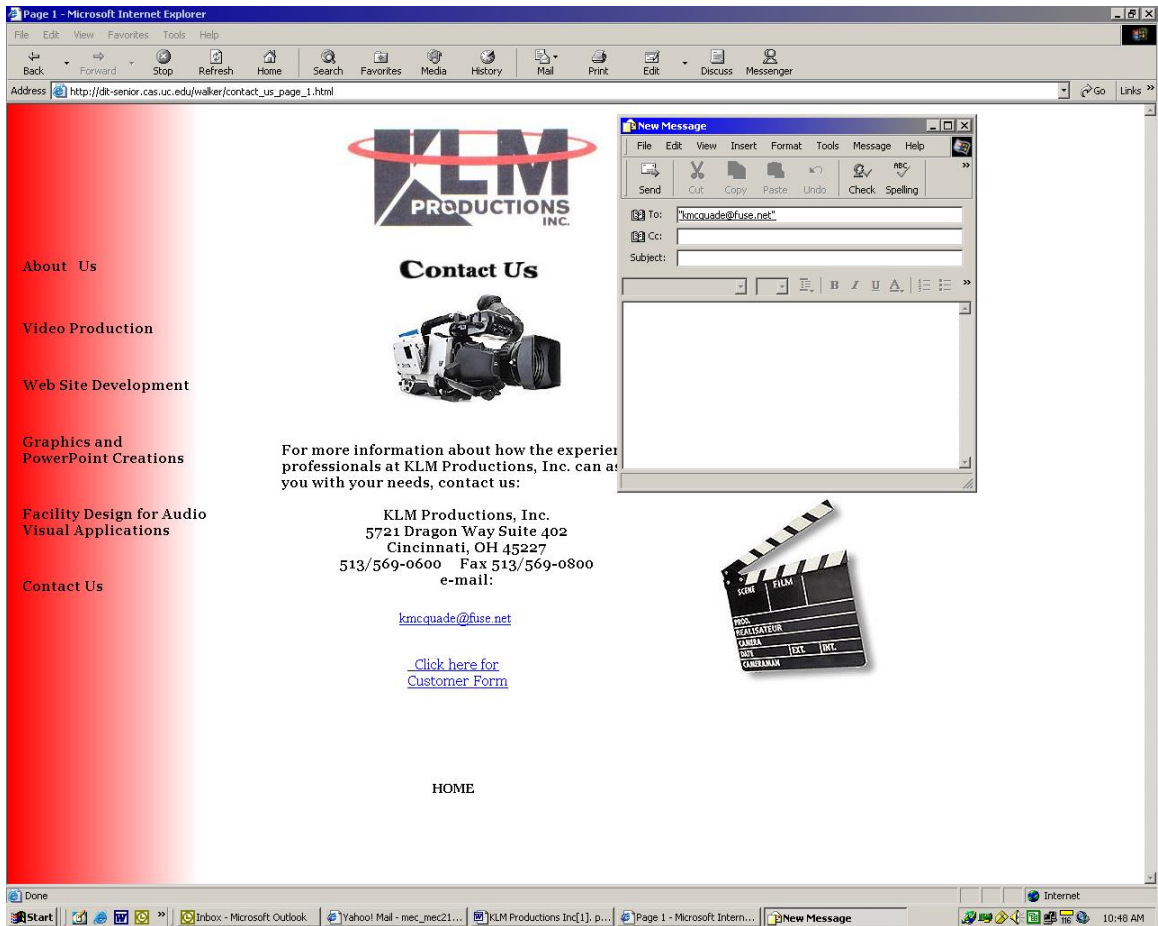
## 5.8 Contact KLM Page

The contact page is the last page and this page gives the customers several options. (See Figure 17)



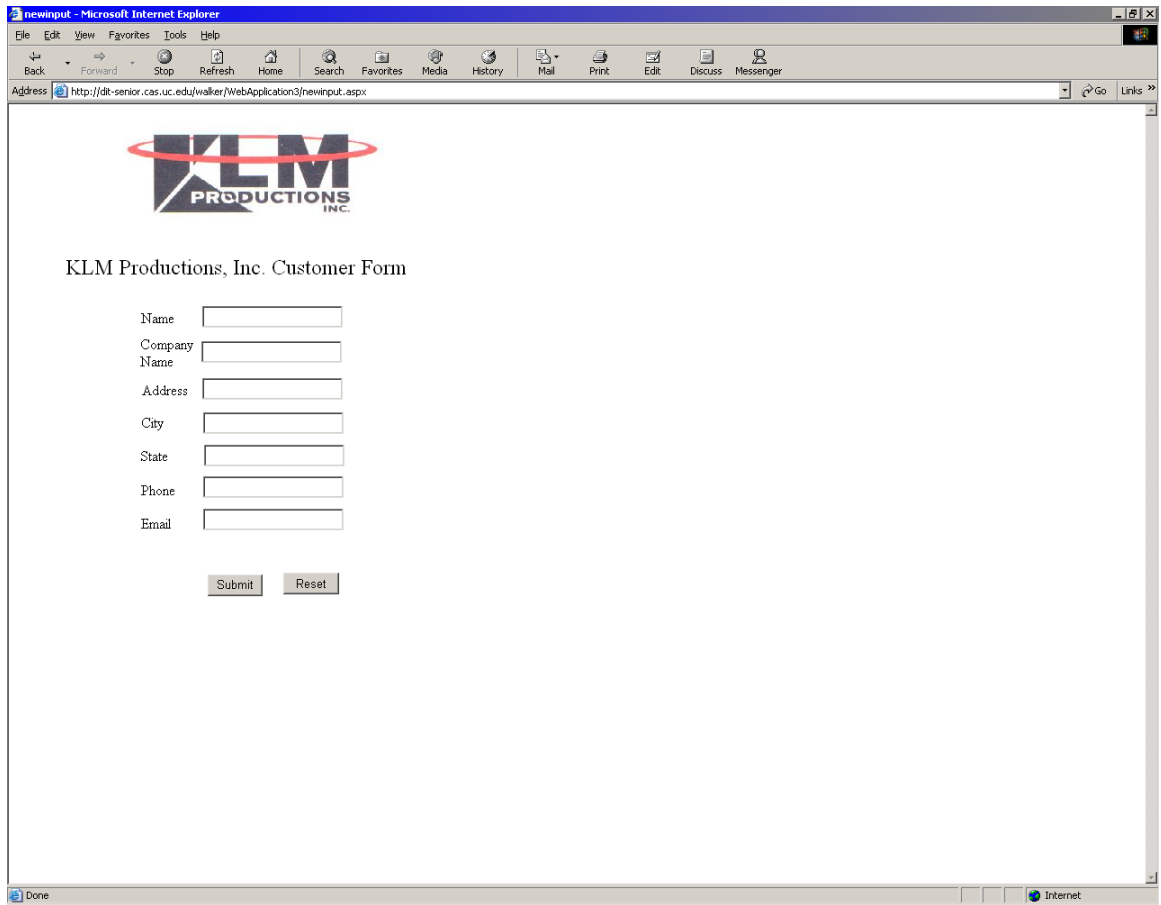
**Figure 17. Contact Page**

The contact page gives the customer information on how to locate the company. This page has an email link so the customer can email Kathi McQuade. (See Figure 18)



**Figure 18. Email Kathi McQuade**

This page also has a customer form that was created using ASP.NET and C# (C Sharp) programming language. The form colors are red and black like the web site. The customer clicks on the text to fill out the customer form. (See Figure 19)



**Figure 19. Customer Form**

After the customer fills out the form all the data is collected and placed into a database I created using SQL Server. (See Figure 20)

**Figure 20. Customer Information**

## 6. Testing Plan

I emailed my friends and family a questionnaire along with the link to KLM Productions, Inc. web site. They responded with great ideas and suggestions for the web site. This was a faster way to get feedback from everyone. I have posted the web site on the senior server which gives everyone access to the site. I have also tested the project on different computers. One recommendation was to place a QuickTime and a Flash link for customers who don't have the plug-in installed. When testing I learned that in different browser some images do not show. Most people chose the overall rating of the web site a # 5. Some people stated that they could not even get to the website. The design of the website met all the design features that are listed in the survey. The questionnaire was a great way to get feedback fast and make changes fast. (See Figure 21)

### KLM Productions, Inc. Web Site

**User Computer Literacy:** \_\_\_Low \_\_\_Moderate \_\_\_High

#### **Preparation to Use:**

\_\_\_ None \_\_\_ Needs subject matter knowledge \_\_\_ Needs workshop or training

#### **Ease of Use/Interface design**

**(rate each criterion on scale of 1 (poor) to 5 (excellent) or N/A (not applicable))**

1 2 3 4 5 \_\_\_ N/A - Follows protocols for platform in use (i.e., Windows Interface, Browser Interface)?

1 2 3 4 5 \_\_\_ N/A - Program organized?

1 2 3 4 5 \_\_\_ N/A - Navigation within page?

1 2 3 4 5 \_\_\_ N/A - Icons and graphical symbols?

1 2 3 4 5 \_\_\_ N/A - Help available?

1 2 3 4 5 \_\_\_ N/A - Overall ease of use: what's the learning curve?

1 2 3 4 5 \_\_\_ N/A - Does it enable the user to do what the program is apparently designed to do?

**Design Features**

1 2 3 4 5 Clear interface

1 2 3 4 5 Good level of interactivity

1 2 3 4 5 Clear help

1 2 3 4 5 Use of color, icons, etc.

1 2 3 4 5 Satisfies intended use

**Strengths:**

**Weaknesses:**

**Overall Rating:**

(Low) 1 2 3 4 5 (High)

**Figure 21. Testing Plan**

## **7. Conclusions and Recommendations**

### **7.1 Conclusions**

KLM Productions, Inc. web site was created and developed using Lectora, Swish, ASP.NET, Photoshop and SQL Server. The web site is informational and advertisement for new and existing customers. I have incorporated an interactive introduction for the customer using Swish. I created a customer and logon form using ASP.Net and C# programming(C Sharp). The interface and design was created using Lectora and Photoshop. This web site will help KLM Productions, Inc. expand their business and give great customer service.

### **7.2 Recommendations**

While working on this web site I had a few problems. The major problem that I had was working with .NET. I was using the 4th Floor computer lab because they had the software available to students. I created the form but when I tried to connect to the database is where I had the problems. I also did my project on the University College server and it worked fine. This quarter I did take my project off the University College server and moved it to the senior server. When I first started my project I was suppose to take an ASP.NET class but it was cancel. So when I started my project I did not know anything about ASP.NET. This project was a learning experience I recommend that students research not only on the project but research the software. Also make sure your resources are reliable and stable for your project.

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9. Swish web site. <http://www.swishzone.com>. May 2002.

## Appendix A

### Code Scripts

#### Customer Form

```
private void customerform_Click(object sender, System.EventArgs e)
{
    DataRow newrow= dsInfo1.Tables[0].NewRow();
    newrow["Name"]=txtName.Text;
    newrow["Company Name"]= txtComName.Text;
    newrow["Address"]=txtAddress.Text;
    newrow["City"]=txtCity.Text;
    newrow["State"]=txtState.Text;
    newrow["Phone"]=txtPhone.Text;
    newrow["Email"]=txtEmail.Text;

    dsInfo1.Tables[0].Rows.Add(newrow);
    sqlDataAdapter1.Update(dsInfo1);
    Response.Redirect("http://dit-senior.cas.uc.edu/walker/intro.html");
}
}
}
```

#### Logon Page

```
private void logonpage_Click(object sender, System.EventArgs e)
{
    sqlDataAdapter1.Fill(dataSet31);
    DataTable dt=dataSet31.Tables[0]; // logon with username and password
    for(int i=0;i< dt.Rows.Count;i++)
```

```

{
    if (dt.Rows[i]["Username"].ToString().Equals(txtusername.Text)
    &&dt.Rows[i]["password"].ToString().Equals(txtpassword.Text) )
    Session.Add("Login","true");
}

//after check

Object check = Session["Login"];
if(check==null)
{
    //no logged in
    //do stuff to keep out
}
else
{
    //let them in
    Response.Redirect("Webform1.aspx");
}

}

Submit Button

private void Button2_Click(object sender, System.EventArgs e)
{
    Response.Redirect("http://dit-senior.cas.uc.edu/walker/intro.html");
}

}

}

Webform for logon

private void Page_Load(object sender, System.EventArgs e)
{
    Object check = Session["Login"];
    if(check==null)
    {
        //checks user logon if not logged in
    }
}

```

```
//redirect to logon
Response.Redirect("login.aspx");
}
sqlDataAdapter1.Fill(dataSet11);
// Put user code to initialize the page here

}

Logoff button

private void logoff_Click(object sender, System.EventArgs e)
{
Session.Remove("Login");
Response.Redirect("login.aspx");
}
```