

Worksheet 39: Merchandising Website



Student name: _____

Teacher: _____ Class: _____

Imagine you were a web designer who had been commissioned by the **Lockie Leonard** TV series producers to create a website that is to market merchandise associated with the **Lockie Leonard** TV series.

Search the internet and view many different designs and information for marketing a product on the web. In particular, look at:

- Rip Curl: www.ripcurl.com.au
- ABC Shop online: <http://shop.abc.net.au/>
- **Lockie Leonard** TV series: <http://www.actf.com.au/distribution/lockieleonard.htm>

Select/create a style that you feel best suits the character and series **Lockie Leonard**. You may wish to complete this task individually or in a pair or small group.

1. Design the website template: noting the text style/size, images, headings, sections, menu.
2. Develop the text for the website. You may wish to cut and paste text and images from the **Lockie Leonard Press Kit** or **Lockie Leonard Stills Gallery**.
3. Design and create different products that you can sell to the public through the website that relate to **Lockie Leonard**, for example, water bottles, figurines, posters, stamps, postcards, map, board shorts, t-shirt, cap etc.
4. Design and create an advertising campaign for TV or the internet that draws your audience to the website and therefore the merchandise. Remember to include selected clips and music with the text.
5. Present your ideas in a folder with one example of the merchandise.

