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THE REQUIREMENT REPORT

The Problem/Need

The growing amount and variety of clubs at Ruse; co-curricular and extra-curricular never ceases to amaze me. There are activities to cater for the 'nerdy' like a refresing Friday afternoon at Chess Club or for the musically talented it might be a solid 2 hours a week at Band practice. The point is, James Ruse strives to cater for the needs and interests of our population. However, we fail to provide students with access to a large variety of activities in the 'Creative Arts.' There are barely any clubs that allow a student to consistently express creativity. Of course, there are instances where promotional material (i.e. posters and banners) must be made for certain clubs, but this is an inconsistent method through which to vent and nurture artistic temperament.

Through this new club I plan to form, I wanted to cater for the needs of students at all levels in their artistic growth. Hence, keeping this in mind, I began my search to form a club that catered for the more artistic and experimental side of students. It needed to be a group whose activities didn't strictly require a very high ability or skill in art, as not everyone is capable of painting and drawing well. The group should be appealing to everyone without placing restraints on their execution from limited ability. These thoughts led to the idea of forming a scrapbooking club...

The Purpose

The primary purpose of this club is to provide students with a fun, enjoyable and creative outlet from normal school work where their various ability levels will not affect their performance and commitment in the group. The group also aims to benefit the community of James Ruse. I plan to achieve this by creating archives of scrapbooks that the club will create over the years, featuring major school activities and fun days such as carnivals, SRC week, Valentine's Day and Daffodil Day. (Widely school-related functions will be scrapbooked for "free" in the sense that no one in the school will pay a fee for the production of a scrapbook. However, we will also be "selling" scrapbooks. Certain clubs within the school (such as Amnesty, Rural Youth and Knit Wits) can pay a certain fee to obtain a scrapbook of a special day they hold or even a scrapbook of their achievements and practices throughout the year.) My club will be called The Scrapbooking Alley and I believe it has great potential in extending the school's creative arts industry and helping to preserve and document our fun-filled days at Ruse.

The Group's Objectives

In order for any club or organisation to run smoothly and deliver high-quality results, it must have goals to strive and work towards. The Scrapbooking Alley will be no different. I have developed several goals that will both maintain a productive and enjoyable environment, and efficiently and consistently achieve the stated purpose. These are the goals that I have formulated:

- ❖ Create a happy and enjoyable environment to work in by realising people's potential and allowing them to use it to the best of their ability
- ❖ Provide adequate resources and tools to use that are hazard-free and do not pose a great danger (i.e. children-friendly tools) to our members' wellbeing and safety.
- ❖ Educate people on specific scrapbooking methods (through workshops and regular demonstrations that will help to build new skills)
- ❖ Buy resources and tools without seriously affecting the club's budget; members need to be conservative to a certain degree and refrain from wasting materials.

Boundaries and Constraints

As with any other group activity, there are also certain limitations the Scrapbooking Alley must take into consideration whilst running the club. The most pressing ones, we must deal with are:

❖ Space/Location – The school has limited space to offer for the Scrapbooking Alley. An area to store the resources and tools must also be taken into account when choosing an area appropriate for holding the club. The new 'Alan Best' block is I believe the most suitable for use in our case, as the room is yet to be seized by another club and a sufficiently spacious and airy room in which to work. The Scrapbooking Alley would use some of the initial funding provided by the school to purchase a large cupboard in which to store everything.

❖ Tools and Resources – There is a concern on the amount of tools and resources we will be able to purchase initially as well as maintaining general 'well-being' of tools. The best way to combat this issue is to buy good-quality tools in bulk and keep the tools in stock and not use everything at once.

❖ Time – Probably the most pressing factor as there is a very limited amount of time available at recess and lunch. Working on scrapbooks and such must also take place outside club hours to complete any significant work. To combat the time issue, the club members can form small groups within themselves. This means maybe 4 or 5 tasks can be taking place at once.

❖ Income – We must find a way to maintain a steady income to buy resources and such. This will require fundraising events to ensure that the club can continue to exist.

Methods of Investigation

To find ways of combating the issues stated above and gaining knowledge on what exactly the Scrapbooking Alley will need to function and execute its given purpose, I had to do extensive research. I acquired most of my knowledge through the following methods of Investigation:

❖ *Internet Research and Attending a Scrapbooking Session* – This did not supply me with a great degree of information in running the Scrapbooking Alley as all the Scrapbooking clubs that are discussed on the internet are either a) not run in schools or b) do not provide any information for tasks to be completed in a small time-frame. I also do not prefer to buy resources and tools from small businesses that advertise over the internet as the quality of their equipment is not certain and I was able to get much better deals by actually talking to people over the phone. Some equipment is cheaper to buy over the internet, especially tweezers and Stanley knives, with Tweezers costing a mere $1.50 and small art Stanley knives costing $2.50. However, as I will mention later on, I was offered a much better deal than this from LinCraft. The Internet did, however, prove useful to me in finding workshops and classes that my members could attend. Libraries run many free scrapbooking sessions (although these are actually meant for mothers to bond and have fun whilst their children take part in a library playgroup; the websites of Eastwood, Castle Hill and Pennant Hills library clearly say "ALL ARE WELCOME"). We will however, need to bring our own tools - they recommend we bring a basic scrapbooking kit (purchased from LinCraft). Paper and material needed for the specific activities in each session will be provided. These sessions are a Council run service and that is the primary reason they are run free of charge. I have decided that instead of everyone going to these sessions, anyone who wants to go (preferably a group of 4 or 5) should go learn the skill and come back to teach the rest of the club the newly acquired skill. In fact, out of mere curiosity I asked my aunt to attend one of

these sessions for me, as I personally could not go. This brought my awareness to two issues. The most dominant issue was, I realised that my members would not be able to attend the majority of sessions throughout the term as sessions run at school hours. After ringing up both Pennant Hills and Eastwood Library (I couldn't get in contact with Castle Hill), I found that scrapbooking sessions are held specifically during school holidays for children. The friendly librarian at Pennant Hills also informed me of various workshops held on weekends, however these are very rare unless the workshop being held is "special" (i.e. a guest scrap booker is coming) My aunt who enjoys art, and was the person I asked to attend a session said they are taught three new skills in the one and half hour sessions. Demonstrations and activity-time was apparently quite fast-moving as all the attendants were adults and therefore picked up much faster. She also told me that it was best if the people in my club learnt a few basic skills before attending these sessions as they will have to know how to manipulate the basic equipment of cutters, tweezers and knives. The lesson she attended was devoted to colour scheming (learning about contrasts and harmonies to create specific effects), arrangement and layouts of busy pages and also a basic pop-up effect demonstration. I am quite happy with the workshops the libraries provide although it is unfortunate that they cannot hold these workshops at school. The best thing about this resource is that it is free and teaches members good scrapbooking skills.

The findings from this investigation helps to satisfy one of my main objective: Educate people on specific scrapbooking methods (through workshops and regular demonstrations that will help to build new skills)

❖ *Calling various art stores for materials, tools and basic resources* – I called up the two biggest art stores I know, LinCraft and Spotlight. Spotlight was not extremely helpful in providing resources at lower prices. However I have found one very good use for Spotlight. Being a VIP member at Spotlight means you get discounts on nearly every item store wide whilst also gaining points for every cent you spend. When you spend $250 thus gaining 25000 points, you are given a free $25 gift card and if you save up 50000 points you receive a $40 gift card. 100000 points will earn you a $100 gift card. I have decided to use my own personal cards for kick-starting my club. My aunt has saved up more than 150000 points over the years whilst I have 70459 points on my card. I plan on 'cashing out' my VIP card to obtain a $40 gift card and my aunt has generously agreed to cash out hers to obtain a $100 gift card. These will be used as prizes in a fundraiser. LinCraft was more helpful in providing resources and tools. Buying 125 "Crayola Scrappy Starter Packs" in bulk, reduced the price of each pack from $14.99 to approximately $7.34. This, I see as a great bargain and investment for three reasons. Firstly, each person will benefit from having their own basic pack of tools to use and any other "complex" equipment can be bought separately and used by everyone. Secondly, by selling the equipment to each person for $12 we gain about $5 from each pack as profit. Thirdly, the products by Crayola are "children-friendly" and therefore very safe to use. (LinCraft were also willing to supply up to $400 worth of tools and materials free as a donation towards the school).

The findings from this investigation help to satisfy another two of my objectives: Buy resources and tools without seriously affecting the club's budget AND *Provide adequate resources and tools to use that are hazard-free and do not pose a great danger (i.e. children -friendly tools) to our members' wellbeing and safety.*

❖ *Surveying* – My final successful investigation method was to conduct a very short survey in Week 8. I did this to collect data on what the students expect and what they would be keen

to join. 57 positive responses were returned to me out of 80. People are willing to pay an average of $6-10 as a membership fee every semester. Nearly everyone agreed that the best place to hold the club was in the Alan Best block, one person suggested we hold it in the Loft above the PE storage rooms – I think this is a reasonable suggestion. People generally prefer meetings to be on a Friday recess and Tuesday lunch every week. (45 people said they would prefer two meetings a week). 48 people said they would be happy to attend workshops although many expressed concern that they knew nearly nothing about scrapbooking and everyone who returned a positive response agreed with and liked the group goals and objectives.

This research helped me to figure out whether or not I was on the right track with the way I was approaching matters.

Possible Solutions

There are a variety of ways in which group goals can be achieved. However, all goals depend upon money to primarily buy resources for use. Whilst the school may provide a certain degree of funding, fundraising is a factor that the Scrapbooking Alley must take into account. Money will also be obtained from a membership fee of $6 that each person must pay at the beginning of each semester I expect that we will start with 60 or so members. Therefore, $500 will be obtained every semester. There are many, many fundraising options that the Scrapbooking Alley can use to gain funds. However, I consider it best if the fundraising options worked not just to raise money to help provide for the club, but also raise awareness of what the club does, consequently drawing in more members and hopefully donations. The following fundraising options I believe meet my goal:

❖ ***Scrapbooking Alley's Open Day (Held once a year)*** – This day will be held about a month after the club is first introduced. It involves literally an "open day" where people will give a $2 gold coin donation at the entrance. Once they enter the room, there will be four or five different 'stalls' set up that feature a different part of scrapbooking; one may involve card-making, another making 'leather-thong-'n'-jewel' bookmarks, general scrapbooking and instant-photos that can be used to centre a scrapbooking page around or use in a bookmark. The resources for this will be solely used from the donations of LinCraft to help us start off our club. Jenny at LinCraft (Castle Towers) told me that what they can donate to kick off our club is enough to cater for an average of 250 scrapbook pages. Therefore the resources will be more than enough to cater for this session and still have some left over. A camera will have to be loaned from the Art Faculty for this occasion. Mrs. McMillan has agreed to loan us the camera however we will either have to pay her for the photo paper used or buy some ourselves. My father has a whole stack of very old photo paper from our old instant photo camera. The paper is not particularly glossy and pretty, but will allow us to provide them with instant photos and that is the main aim. Starter packs will also be sold here and a $5 profit made from each as we will be selling them for $12. I expect at least 60 packs to be sold to present members and maybe another 10 sold to other people wanting to purchase it for whatever other reason. Altogether, we can expect approximately $350 to be made from selling packs alone and another $140 from the entrance fee. If people want to take home the things they make at the open day, a further cost of $1 per item is included. The instant-photo item is inclusive in the entrance fee of $2. I expect that everyone will want to take at least one item home from open day therefore raking in a further $70. Any items not sold at this event will be utilised in the next fundraiser. All in all, a grand total of $530 is anticipated to be raised give or take $50. The funds will be used to buy several artistic hole-punches

(costing $3 each at LinCraft, buying in a bulk pack of 25 reduces the cost slightly to $2.56) and to by a photo-printer which I believe I can get for $437.98 at Officeworks.

❖ ***'Buy a Scrap' Program (Held every semester)*** – The items people made at the Scrapbooking Alley Open Day will be sold to the wider community; at bus stops, train stations, malls and to neighbours. To make this event possible no expenditure is needed. Items will be carried in light-weight cardboard display trays easily obtained from the front office who are always throwing them out. From the 70 people I expect to attend, as stated previously I believe each person will only take one item home, therefore, we still have 3 × 70 (210) items left to sell. We will be selling the leather-thong-'n'-jewel bookmarks for $2 and the scrapbook pages for $1 and the cards will be $2.50. All in all, funds obtained from selling will be $385 if every item is sold. However, anticipating that every item will be bought is unrealistic. I expect that this part of the fundraiser brings in $300 max. Part of the 'Buy a Scrap' Program is letting the wider community know of our endeavours to start-up a club and I hope to have some money donated as this will greatly ease our financial stress. I am certain that at least $200 can be raised this way. Approximately $500 is sure to be raised from the Buy a Scrap Program and will be saved up to buy more resources when we are faced with dwindling materials.

❖ ***Scrapbooking Alley Logo Competition*** – This competition is held at the very beginning of the club's beginning. It is as the title suggests generating a logo for the Scrapbooking Alley club. It brings together people in a competitive and fun activity and will greatly help kick-start our club. People will want to participate in this competition because of the great prizes it offers. The first prize is a $100 gift card to Spotlight, the second prize is $40 gift card and third prize is a free starter pack. For every entry submitted the person will be given a cute scrapbooking sticker that can be bought in packs of 50 from Eastwood's "Pacific Ocean Dollar" for $5. There is an entrance fee of $1 that everyone must pay. I have seen Mrs. Treskin and asked for permission to hold a "Wear something wacky or scrappy to school" Day on the day of the Scrapbooking Alley Logo Competition Winner announcement. An article of clothing or accessory may been worn by each person - let it be huge sunnies, rainbow laces or toe-socks. To wear a wacky item of clothing, people must give a gold coin donation. Students will give their donation to the roll call teachers who will then send the money back to the accounts office. The amount of money expected from each student is either one or two dollars and seeing that there are approximately 850 people in the school, around $900-1000 can be expected. I expect every member that expresses interest in the Scrapbooking Alley to submit an entry; therefore, $50 will be raised from entries alone. Overall, $1000 can easily be raised and although this is my simplest fundraiser, it is the one forking in the most money☺. The money will be kept in savings until we need it to replenish supplies. However, $100 will be used to buy 6 medium-sized scrapbooks to start our projects within the club.

Recommendation of a Solution

Each one of fundraisers addresses both the raising money and educating people of the club's existence very well. Some raise awareness more than others, especially the first option of a Scrapbooking Alley's Open Day. The money brought in through this fundraiser is equal to that raked in from my second idea of a Buy a Scrap Program. The Buy a Scrap Program is effective in raising awareness in the outer community but does little in the school environment. I feel that the real toss-up of which initial fundraiser to implement lies between option one and option three. Option three is the most easily planned and I surprised at how much money I can make out of it. I've decided to

go with option three because the amount of money brought in is double that of option 1. It may not be as hands-on and scrapbooking based as option one but it provides a good balance between the two objectives that I proposed for my fundraising options. The variable factors of option 1 are not as great when compared to the other two. People at our school are considerably generous and always take part in days such as Shades for Aids; the outcome of this solution is excellent and is without doubt the most reliable.

FEASIBILITY STUDY

A feasibility study needs to be conducted to that I can see whether or not my club can operate under economic and technical pressures as well as running smoothly and accomplishing set targets under the given time restraint.

Economic Feasibility
The economic feasibility is especially important to take note of. The economic feasibility compares the expected costs to the projected benefits. For a financially successful club, the benefits must exceed the expected costs. In the case of the Scrapbooking Alley, the costs are:

- ❖ Buying tools and materials to use within the group. These costs can be covered by the fundraising events held every semester. Most materials are very cheap when bought in bulk and I have established a fairly good relationship with LinCraft; the store which will be our main provider of resources.
- ❖ Buying a photo printer and camera. These are both long-term investments and if we buy good quality products, then there will be little or no need to replace them for at least 10 or so years. The printer will the first investment made and will be bought using one of our fundraisers "The Scrapbooking Alley's Open Day." The camera can then be bought later on; for the moment we can simply use my digital camera. This is not a major issue.
- ❖ A computer is not needed for the club exclusively. The various rosters can simply be created using a Yr 9 or 10's laptop. I see it as a waste to buy a computer specifically for this club, the computer will not be constantly needed at every session. It may be worthwhile later on to invest in a couple of USBs for the club. So that photos can be taken home and manipulated by members for whatever reason. The USBs will be 2GB and currently cost $17 at Officeworks. The club can purchase these if needed and it is most likely we will purchase 3 USBs.

As a result, the projected benefits are:

- ❖ Materials and tools are essential in the running of the club and having these resources is a given for the members of the Scrapbooking Alley who will without doubt benefit from the purchase of these tools.
- ❖ A printer will ease the readiness with which photos may be obtained in a physical sense. It is hassling to have to go up to the library or get a member to print at home. Printing should not be something the club relies upon for members to do.
- ❖ A camera is not a necessary resource as I can quite easily use my own digital camera. I technically do not use any personal resource of mine as the camera's memory card can be deleted of its content whenever needed. There is little benefit that I can currently see from

the club owning a camera. In most cases, photos used in scrapbooking will be collaborated from many, many exterior sources (i.e Mr. Woo's camera)

❖ As mentioned above, buying a computer is a waste of money at this present stage. USBs owned by the club on the other hand will increase the flexibility of accessing photos and transmitting data.

Economically, the Scrapbooking Alley has proven itself a very feasible club, with the major money investments made in 'long-life' products and an acceptable on-going money output.

Technical Feasibility

Any information technology that will be required in the successful running of the club are allocated under this heading: technical feasibility. The Scrapbooking Alley will require the following technologies:

❖ A printer as mentioned above to print our photos and also it will be required to print out rosters and any pamphlets or handouts for competitions.

❖ A camera is needed at times to take photos of the events to document in a scrapbook.

❖ These two technological equipments do not need to be owned by the club but are still required to effectively run the club. A computer is needed to use the word processing and database software like Microsoft Office, especially Word and Excel. Any similar word processing and database software can also be used in organising information collected into spreadsheets to track ongoing costs as well as typing up pamphlets and fliers. We also require a phone to communicate with the art and craft shop owners from who we will purchase the products for use.

The amount of information technology required to ensure the smooth running of this project is very little and easy to obtain. Thus, the Scrapbooking Alley can be considered technically feasible.

Schedule Feasibility

The schedule feasibility study refers to the time available to achieve all stated goals. To get the club fully up and running will I believe require 5-6 weeks. The first week, I must draw members into the club and prepare my initial fundraiser, "The Scrapbooking Alley Logo Competition." I will allow two weeks for people to complete and submit their entries. In the meanwhile, I will be organising the purchasing of materials and tools that are necessary for the first 10 weeks of the Scrapbooking Alley's existence. Posters will be stuck up around the school advertising the "Wear something wacky or scrappy to school" Day. At the end of three weeks, the goods should be purchased with the money raised from the fundraiser. As mentioned before hand, we will already have some scrapbooking materials donated generously by LinCraft. In the week that follows, the entries must be judged and the winner decided. The winner and runner-up will be presented with their prizes at an official meeting. In week 4, I must also prepare the first 'project' of the Scrapbooking Alley, holding an Open Day. The basic outline of what we will be completing for that term will also be presented at the meeting announcing the competition winners. The providing of workshops cannot be addressed immediately after the club has formed. Basic scrapbooking methods will be taught by Mrs. McKenzie and me. In week 5, members will be divided into groups and plan their stalls for the open day. Come week 6 marks the Open Day. Money from this event will be saved up towards buying a printer. If everything goes according to plan then there will be sufficient time to achieve the stated goals.

GANTT CHART

TASK	1	5	10	15	20	25	30	35
Get approval to begin Project	■	■						
Requirement Report		■	■	■	■			
Problem Purpose		■						
Formulate group goals		■						
Methods of Investigation		■	■	■				
Fundraisers and solutions				■	■			
Feasibility Study					■	■		
Economic						■		
Techinical and Schedule					■			
Process Analysis						■	■	■
Register	■	■	■	■	■	■	■	■
Gantt Chart	■	■			■	■		
Speech								■
Promotional Material						■	■	■
Title Page Contents	■	■					■	■

PROCESS ANALYSIS

The seven information processes are based around transforming data into information that we can use. The execution of the seven processes is explored below.

Collecting

Collecting is the gathering of data from the environment into the information system. There are three parts to the process of collecting:

a. Defining required data
b. Indentifying data source
c. Determining how to gather the data needed

During the completion of my project, the three parts of collecting were addressed as follows:

a. ***Define required data*** – price of resources: tools and materials, availability and affordability of resources required, costs of the above mentioned fundraising options, finding an appropriate area to marks as club base, phone numbers, contact details and data on workshops that can be attended.
b. ***Identify Data Source*** – People that run workshops, owners of craft shops (LinCraft and Spotlight), companies that sell items needed for fundraising like stickers and starter packs and other items.
c. ***Determine how to gather the data needed*** – through extensive use of the internet, phone, face-to-face discussion and outings to the shops to gather the data.

Organising

Organising is determining the format of data to prepare it so that future processes can be completed with maximum efficiency. The two parts of organising are:

a. How is the data arranged?
b. How is the data represented?

During completion of my project, the two parts of organising were addressed as follows:

a. The data is arranged into a charter about my club: The Scrapbooking Alley. It is arranged into sections such as the Requirement Report, Feasibility Study and Process Analysis. This allows it to be used by other processes such as analysing, which converts this data into useful information for others to interpret and understand
b. The data is primarily represented through the using of MS Word, which aids me in organising it into various headings and sections. (The process of displaying is then used to show (display) the word document on the monitor.)

Analysing

Analysing is the process that transforms data into information. It is methodically examining data to study its content and relationship.

During the completion of my project, the process analysing occurred when:

❖ Data was written down from my surfing on the Internet for resources and general prices of equipment, calling up Jenny at LinCraft to discuss prices and quality of products and calling up the library to discuss workshop times were transformed into findings that were the represented in the Methods of Investigation.
❖ Data about the fundraising methods' costs and profits were transformed into a comparison of which one was the best solution to run feasibly.

- ❖ Data about anticipated costs were transformed into information about the projected profits through calculations.

Storing and Retrieving

Storing and Retrieving is a symmetrical process that varies depending on the medium. The other forms of storing and retrieving are save and load, input and output and writing and reading.

During the completion of my project the process storing and retrieving occurred when:

- ❖ The project was saved onto my laptop and loaded again when I chose to carry on with it
- ❖ There were times as school when I saved random photos to use on my title page and poster onto my USB then accessed it back on my computer at home.
- ❖ Many, many times I did not complete my register whilst working at school. I would merely save it as a draft and then load it again to edit or revise.

Processing

Processing is the process that actually alters the data. The two ways of data being altered are updating (from old to new), and editing/manipulating (compressing images).

During completion of my project, processing occurred when:

- ❖ Image compression ocurred when I took my camera around the shopping centre taking pictures of prices and information Jenny wrote down for me.
- ❖ The CPU processed binary digits received from the keyboard into letters and words using the ASCII code.
- ❖ On the title page, the colours and fonts of the words were manipulated into different colours and fonts. This is an example of centralised processing.

Transmitting and Receiving

Transmitting and Receiving is the flow of data between two information systems. The four types of Transmitting and Receiving are Direction, Protocol, Error detection and correction and Security.

During completion of my project transmitting and receiving occurred when:

- ❖ I made phone calls to the librarians, shop keepers and Jenny. These were the main form of transmitting and receiving. This was duplex; a reply was needed from the other end for the conversation to take place.
- ❖ I usually emailed myself the ideas I jotted down in class. This was duplex, as I replied to the emails to myself several times adding more information as time progressed
- ❖ I type on the keyboard, it transmits binary digits to the computer's CPU which receives and displays them on the monitor as letters. This is simplex, as the keyboard does not require a reply from the CPU to continue.
- ❖ A signal is transmitted from the Internet provider and the modem receives it. Another round of transmitting and receiving then again occurred between the modem and CPU.

Displaying

Displaying is the process that outputs information for end users. Displaying as a process puts data or information in such a form that you can utilise even if you are not a participant. The other processes are only presented to us through this process.

During completion of my project, displaying occurred when:

- ❖ Printer prints out assignment on sheet of paper displaying its content.
- ❖ Monitor displays the entire desktop on the screen. It also displays the Internet browser so I can see what I'm navigating through and displays the word processing document.