

Educational Level:

Higher Education / Postgraduate

Subject Area(s):

Human Resource Management

Time required:

13 hours

Adobe Skill Level:

Beginner



Develop a HR Consultancy Webpage

Overview

In this project, students work in small consultancy teams throughout the semester with an industry partner on a real-life HR consultancy project. Part of the assessment requires students to design a credible and effective website for their HR Consultancy company which is shared with the industry partner. Through this task, students learn how to communicate the value of using their consultancy services, develop client-focused content, and provide a brief profile of each of the Consultants (i.e. students).

Students use Adobe Express to develop their webpage. Adobe Express enables students with varying digital literacy skill levels to work together and develop a professional, authentic and interactive webpage by providing them access to photos, icons, logos, personalised fonts, and other customisable elements. Through this project, students develop their technical literacy skills specifically in using digital tools to develop innovative content and image options which create a 'look' for their Consultancy company. This project also introduces students to information literacy in terms of considering how information can be used and presented in a digital world, as well as critical literacy in terms of how digital artefacts such as logos can be part of a company's image.

Students should be made aware that they will need to 'publish' their webpage in order to share the link with teacher and/or peers, which means that the hyperlink will be accessible and visible to anyone with the link.

Supporting tools and resources

- Real life company website examples
- [Adobe Creative Cloud Tutorials](#)

Outline

	Step	Time	Description
1	Learn & Explore	3 hrs	<ul style="list-style-type: none"> • Provide students with instructions about the project requirements and organise students into small groups. • During class, provide examples of different real life HR Consulting Company websites to give students a sense of the type of information that should be captured in their webpage. (e.g. https://www.employmentinnovations.com/). • Encourage students to explore the internet for other examples and to share these on a discussion form.
2	Synthesise	3-4 hrs	<ul style="list-style-type: none"> • Allow time for student groups to work together in their consultancy teams to research and gather information for their webpage. • Encourage students to develop storyboards so that they can communicate their progress and visualise their webpage before creating it. This will allow students to communicate and justify their design plan, and receive feedback for their teacher and/or peers.
3	Learn	1-2 hrs	<ul style="list-style-type: none"> • Conduct a live workshop covering the basics of Adobe Express Webpages and also providing instruction around how best to structure their webpage. • Following the workshop, share additional relevant online resources and tutorials from the Adobe Express site with the student groups. Provide opportunities for students to ask questions.
4	Create	3-4 hrs	<ul style="list-style-type: none"> • In groups, students will need to work together and develop their HR Consulting webpage.
4	Share	n/a	<ul style="list-style-type: none"> • <i>[Optional]</i> Students to submit their work as per the teacher's instructions.

This work is licensed under Creative Commons Attribution [CC-BY-NC](#) [Professor Anne Bardoel, Management & Marketing, Swinburne University of Technology]