Kieran Baird

Level Two Web Design
Creative Tech 2018

AS91252: Media Studies 2.5 (4 Credits)
Produce a design and plan for a developed media product using a range of conventions.

AS91355: Generic Technology 2.2 (4 Credits)
Select and use planning tools to manage the development of an outcome.

Due Date:
Tuesday 5th June 2018

Research

the history of web design

Web Design began in 1989 when design consisted of only symbols. In 1665 browsers that could display more than just symbols meant a new development thus, the uses of tables to structure info was used. In 1995 JavaScript was invented and that meant that the limited designs from HTML was expanded. In 1996 Flash was invented and that meant the designers could start to use a multiple shapes fonts and layouts in one tool. This meant that splash pages animations and many more interactive effects were created. Web design has had many more breakthrough in more recent times as technology has advanced. Web design is important as it is one of the main ways that information is shared especially in 2018. A user-friendly and visually appealing is much more exciting than a basic white page with yellow Comic Sans font created in 2 minutes on google sites.

Web design is important as it captures the audience's attention. A visually appealing website means that the reader will stay on the page and take in the information. You only have a few seconds to capture the reader's attention before they leave the page. The use of the basic design principals such as colour, space and size ensures that the website will look slick and visually appealing which means that the reader will stay and take in all information on the website.

what i hope to achieve in my website

What I hope to achieve is a modern easy to use website, that highlights SPCBots and all the amazing things that the club gets upto. It is important to make a website that is easy to use so that anyone, no matter their age or ability can access it and use it to its full potential. I think that it is important to make a modern website so that it doesn't become easily outdated and will positively reflect on the club. I also want to make the website easy to edit and update when necessary.
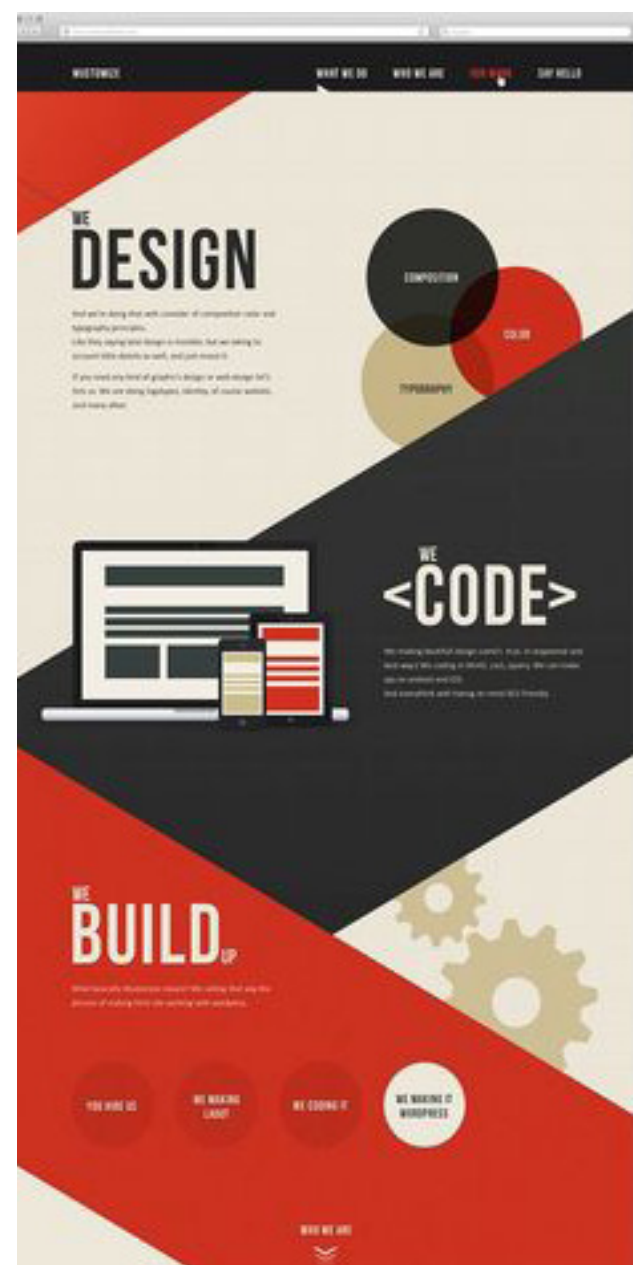
Pinterest Research

Through looking on pinterest using key words such as 'web design', 'modern' etc. I was able to identify two main styles that I particularity like. I have dubbed the Illustrative and Photographic. Illustrative websites include clip art like graphics as oppose to photographs and photographic websites tend to include hero pictures throughout mixed with cleaver use of typography. For My website, I hope to include both elements, hero pictures as well as appropriate accompanying graphics. Here is some of the examples and what I like about them.

All my pins are on the following page or can be found on my Pinterest Board 'CRTD 2."

https://www.pinterest.nz/baird0893/crtd2/

- Minimal Text
- Blue and white Hughes
- Mountains fade in etc.
- If feels generous with the space creating a relaxed vibe to it

- Colour Blocks
- Simplicity
- The use of graphics like computers and gears etc generous space
- 'Inverted Text Layout' - Left Align, Right Align, Left Align

Design Specifications

Design Element	How it will enhance your website. Give detailed description. Explain WHY you are doing this.	Where in your website will this occur? E.g. Home page.
Fonts	The Fonts will enhance the website as it will add to the usability and readability of the website. I have chosen 3 fonts, One for the Text Body, One for Headings and one decorative font that will be used for page headings and call to action points. My heading and Body fonts are both Modern, Sans Serif fonts. As they are modern, they also work well with the theme of the Website, being robotics – which is a very modern concept.	Everywhere that there will be type including Headings, Text Body, Page headers and footers, Quotations, testimonials and Navigation.
Colour Pallet	The colour pallet is important as it adds to user Experience and can also impact first impressions. A tacky or outdated colour scheme will evoke negative impressions. The Colour Scheme I have chosen includes a neutral gray with bright playful accents that will highlight key points. The reason that I am only using colour for accents is as I want to make a website that feels professional modern. I am using the colourful accents as they are colours that are almost playful and imaginative and can encourage creativity and innovation, something rather important for people participating in robotics.	The Neutrals will be the main page colour and the accents will be used for things like page breaks or specific elements like shapes etc. The accents will also be used in quotations and testimonials.
Logo	The Logo is important for the website as it will help with creating the online identity. This is how the club is seen online including website, videos, articles, social media and photos. The website will also draw elements from the logo to make the website and online presence cohesive. These elements may include fonts, symbolism and colours and textures.	On the page navigation at the top of each page. There will also be a smaller possibly inverted of black and white logo in the page footer. On the page navigation at the top of each page. There will also be a smaller possibly inverted of black and white logo in the page footer.
Look and Feel	The Look and feel of the website is important as it helps create a positive or negative user impression of the your clients service. By creating a website with a modern and positive feel, the user will feel a lot better. The look is also important as it is what the user sees in front of them. If they see something that has and illegible typeface of colours or sees grainy images, the feel of the website will be tacky and will less likely appeal to the user.	The look and feel of the website will be everywhere on the website. From the landing page, the logo, to the use of photos and even what the text says. The look and feel is rather important in creating a successful website.
Experience	User Experience is probably the most important part of a website. If the user has a bad experience, then they will gain negative feeling towards the service, and that can greatly impact the success of the service. In Creating a positive User Experience, I will make website that looks nice, is easy to navigate through, is responsive, and has quality up to date content.	The user Experience is going to be used everywhere. I will test the usability regularly once I have a working product and assess the response to improve it and make the best experience for the user.
Layout	The Layout of the site is very important in creating a visually appealing website. Layout is choosing where to put specific content so that your message will be conveyed in the best way for example, placing relevant photos next to type body is better than having random pictures at the top or bottom. I will use layout to enhance my website as a good layout is important when trying to get across a message. A responsive layout (compatible across different sized devices is also important in sharing the message far and wide.	The layout will dictate where everything will go in the website. Every decision will be made taking in to account the user and functionality at all stages. The layout will be modern and generous in space, allowing the user space to 'breath.'
Scale	Scale is important when working with hierarchy and what the user will look at first. By having more important text or images larger, the user will see it first and retain that information over information that is all the same size. I will use scale to help convey important information and also use it to determine hierarchy within the page. The scale is important when placing images so it doesn't become warped or pixelated if enlarged beyond original size.	I will use scale when determining placement of text and images so that all images look good, aren't pixelated and aren't warped or disproportionate. Scale will also be important when deciding on the different size text as a large title that doesn't fit on one line will also look bad.
Composition	Composition is important as it will decide how the user will see the website and where their eyes go to and also has a role in deciding the hierarchy (order of importance) of the page content. Composition will also be used when taking photos and is important in taking a great photos that could have blurred backgrounds, specific focus points and also is not to distracting from the main content, but adds to the over all look of the page.	Composition will be used when using different elements. It will decide on how a picture is used and taken and how it looks e.g. foreground, blurred, focused points etc. the composition will also be important in placement and will use different composition such as rule of thirds, Single image, 'Z' layout etc.
Positive and Negative Space	Positive and negative space is important as it can create the impression of luxury and also can be modern. By enhancing both positive and negative space, we will make a website that looks visually appealing and professional. By including both positive and negative spaces, the website will feel generous with its space, which will create positive user experiences.	Positive and negative space will be used on every page when deciding on placement. It will also be used and considered when taking and using photos.

Production Planning Timeline

	Week 6: 5th June - 8th June
Tasks Planned	• Begin Learning Adobe Dreamweaver. This will be done by watching videos from Mrs Purdas Youtube Library and also adobe Tutorials with practice files • Start gathering content such as photographs and body text. I will also need to start collecting signed model release forums and file these either in the classroom or scan them into a google drive.
Resources required	• Laptop with Adobe Suite • Headphones to watch Videos With • Paper to write down notes • Model Release forums
Problems That May arise	There may be issues with the wifi that will stop me from using the wifi. If this occurs I will work on drafting text etc
Client Consultation/ Feedback	Not at this stage as I am sill learning the software but if I begin writing content, then this will need to be checked for accuracy and also proofread before it is published. I think that these would only be first drafts as this is early on in the production

	Week 7: 11th June - 15th June
Tasks Planned	(The same as last week) • Learn Adobe Dreamweaver. In particular how to include a login portal. Potentially need to talk to IT Technician regarding this • Gather content such as photographs and body text. I will also need to start collecting signed model release forums and file these either in the classroom or scan them into a google drive.
Resources required	• Laptop with Adobe Suite • Headphones to watch Videos With • Paper to write down notes • Model Release forums
Problems That May arise	There may be issues with the wifi that will stop me from using the wifi. If this occurs I will work on drafting text etc
Client Consultation/ Feedback	Not at this stage as I am sill learning the software but if I begin writing content, then this will need to be checked for accuracy and also proofread before it is published. I think that these would only be first drafts as this is early on in the production

	Week 8: 18th June - 22nd June
Tasks Planned	• Learn Adobe Dreamweaver. Focus for this week, catching up of those things identified to learn in week 6 and 7. • Gather content such as photographs and body text. I will also need to start collecting signed model release forums and file these either in the classroom or scan them into a google drive. • Begin Layouts on Photoshop using content, These will then be used as Prototypes in Adobe XD
Resources required	• Laptop with Adobe Suite • Headphones to watch Videos With • Paper to write down notes • Model Release forums
Problems That May arise	There may be issues with the wifi that will stop me from using the wifi. If this occurs I will work on drafting text etc
Client Consultation/ Feedback	Hold a meeting to share what content I have already collected, and give an update with how things are going with the website.

Production Planning Timeline

	Week 9: 25th June - 29th June
Tasks Planned	(The same as last week) • Learn Adobe Dreamweaver, filling in any gapes I come across. • Gather content such as photographs and body text. I will also need to start collecting signed model release forums and file these either in the classroom or scan them into a google drive. • Layouts on Photoshop using content, These will then be used as Prototypes in Adobe XD
Resources required	• Laptop with Adobe Suite • Headphones to watch Videos With • Paper to write down notes • Model Release forums
Problems That May arise	The production is this week so I will be missing some classes
Client Consultation/ Feedback	Briefly with completed layouts to share the layouts and get feedback to see if the client likes the direction I am taking.

	Week 10: 2nd July - 6th July
Tasks Planned	• Learn Adobe Dreamweaver. If I feel confident enough, begin working on the basic on the home page. • Gather content such as photographs and body text. I will also need to start collecting signed model release forums and file these either in the classroom or scan them into a google drive. • Refresher in Adobe XD in preparation for next term
Resources required	• Laptop with Adobe Suite • Headphones to watch Videos With • Paper to write down notes • Model Release forums
Problems That May arise	There may be issues with the wifi that will stop me from using the wifi. If this occurs I will work on drafting text etc
Client Consultation/ Feedback	Yes, so I can debrief after at the end of this term, and make a plan, and check availability for the next term when I have planned meetings.

	Week School Holidays: 9th July - 20th July
Tasks Planned	• Catch up on any work so I can begin the new term on track and ready to get stuck into it!
Resources required	• Laptop with Adobe Suite • Headphones to watch Videos With • Paper to write down notes
Problems That may arise	May struggle to keep focused, so will need to take steps to not get distracted e.g. turn off phone, go to library etc,
Client Consultation/ Feedback	Not during the Holidays

	Week 1: 23rd July - 27th July
Tasks Planned	• Begin Prototypes in Adobe XD using the Photoshop Files. This will give me a good idea as to how the website will look and work and decide if I need to alter my designs slightly. • Begin working on Actual website in Adobe Dreamweaver, getting into the habit of regular saving and backing up more often. Start coding the homepage.
Resources required	• Laptop with Adobe Suite • Paper to write down notes • Completed Photoshop Pages • Internet to google any questions/ gaps
Problems That May arise	There could be issues with how the Photoshop pages work, when prototyped. This will be fixed ASAP. It may take longer than anticipated to code.
Client Consultation/ Feedback	Probably not this week as I would have only just begun working with prototypes.

Production Planning Timeline

	Week 2: 30th July - 3rd August
Tasks Planned	• Prototypes in Adobe XD using the Photoshop Files. This will give me a good idea as to how the website will look and work and decide if I need to alter my designs slightly. • Working on Actual website in Adobe Dreamweaver, getting into the habit of regular saving and backing up more often. Hopefully this week I will have completed my Home Page
Resources required	• Laptop with Adobe Suite • Paper to write down notes • Completed Photoshop Pages • Internet to google any questions/ gaps
Problems That May arise	There May be issues with the prototypes in Adobe XD. If so I will need to sort these ASAP. It may take longer than anticipated to code.
Client Consultation/ Feedback	Possibly nearer the end of the week as I should have some working prototypes

	Week 3: 6th August - 10th August
Tasks Planned	• Prototypes in Adobe XD using the Photoshop Files. This will give me a good idea as to how the website will look and work and decide if I need to alter my designs slightly. • Actual website in Adobe Dreamweaver, getting into the habit of regular saving and backing up more often. This week I will be working on the Parents Information • Back up work onto Google Drive
Resources required	• Laptop with Adobe Suite • Paper to write down notes • Completed Photoshop Pages • Google Drive and Internet connection
Problems That May arise	There May be issues with the prototypes in Adobe XD. If so I will need to sort these ASAP. It may take longer than anticipated to code.
Client Consultation/ Feedback	Yes with the working prototypes, would be brief just to show.

	Week 4: 13th August - 17th August
Tasks Planned	• Prototypes in Adobe XD using the Photoshop Files. This will give me a good idea as to how the website will look and work and decide if I need to alter my designs slightly. • Actual website in Adobe Dreamweaver, getting into the habit of regular saving and backing up more often. Complete Parents information including the email contact forum • Back up work onto Google Drive • User experience Testing. See appendix A
Resources required	• Laptop with Adobe Suite • Paper to write down notes • Completed Photoshop Pages • User to do testing on • Internet to google any questions/ gaps • Appendix A
Problems That May arise	User Experience Testing may not be favourable and require immediate action. It may take longer than anticipated to code.
Client Consultation/ Feedback	Depending how user experience testing goes, but probably not.

	Week 5: 20th August - 24th August
Tasks Planned	• Actual website in Adobe Dreamweaver, getting into the habit of regular saving and backing up more often. This week I will begin working on the Members portal as I anticipate this may require some time. • Back up work onto Google Drive
Resources required	• Laptop with Adobe Suite • Paper to write down notes • Internet to google any questions/ gaps
Problems That May arise	It may take longer than anticipated to code.
Client Consultation/ Feedback	Yes. This is Derived Grade Exams at school so will be a good opportunity to have a good discussion and share what I already have

Production Planning Timeline

	Week 6: 27th August - 31st August
Tasks Planned	• Actual website in Adobe Dreamweaver, with regular saving using 'command + s'. This week I will continue working on the members portal • Back up work onto Google Drive
Resources required	• Laptop with Adobe Suite • Paper to write down notes • Internet to google any Questions/ gaps
Problems That May arise	It may take longer than anticipated to code. Could come across issues regarding some of the code. Will need to address this ASAP
Client Consultation/ Feedback	Just quickly to update on how the actual coding is going. Possible show HTML Webpage.

	Week 7: 3rd September - 7th September
Tasks Planned	• Actual website in Adobe Dreamweaver with regular saving using 'command + s'..This week I will continue and hopefully finish working on the members portal • Back up work onto Google Drive
Resources required	• Laptop with Adobe Suite • Paper to write down notes • Internet to google any Questions/ gaps
Problems That May arise	It may take longer than anticipated to code. Could come across issues regarding some of the code. Will need to address this ASAP
Client Consultation/ Feedback	If I have completed the Members portal then yes, otherwise I will continue working on it.

	Week 8:10th September - 14th September
Tasks Planned	• Actual website in Adobe Dreamweaver, with regular saving using 'command + s'. This week I will begin working on the about page and embedding the You-tube Videos into the page. • Back up work onto Google Drive • User experience Testing. See Appendix A
Resources required	• Laptop with Adobe Suite • Paper to write down notes • User to do testing on • Internet to google any questions/ gaps • Appendix A
Problems That May arise	User Experience Testing may not be favourable and require immediate action. There may be issues with the Coding so will fix this ASAP
Client Consultation/ Feedback	Yes, briefly to share what I have completed, as nearing the end of production and also with 3 - 4 finished pages

	Week 9: 17th September - 21st September
Tasks Planned	• Actual website in Adobe Dreamweaver, with regular saving using 'command + s'. This week I will continue working on the about page and embedding the You-tube Videos into the page. • Back up work onto Google Drive
Resources required	• Laptop with Adobe Suite • Paper to write down notes • Internet to google any questions/ gaps
Problems That May arise	I may have issues with the code so will deal with this ASAP
Client Consultation/ Feedback	Yes with completed pages and also to answer any question/concerns that they might have.

Production Planning Timeline

	Week 10: 24th September - 28th September
Tasks Planned	• Actual website in Adobe Dreamweaver, with regular saving using 'command + s'. This week I will begin working on the photos page • Back up work onto Google Drive
Resources required	• Laptop with Adobe Suite • Paper to write down notes • Internet to google any questions/ gaps
Problems That May arise	I may have issues with the code so will deal with this ASAP
Client Consultation/ Feedback	Yes with completed pages and also to answer any question/concerns that they might have.

	Week 10: 24th September - 28th September
Tasks Planned	• Actual website in Adobe Dreamweaver, with regular saving using 'command + s'. I will finish off any pages and use this time to catch up on the work. • Back up work onto Google Drive
Resources required	• Laptop with Adobe Suite • Paper to write down notes • Internet to google any questions/ gaps
Problems That May arise	I may have issues with the code so will deal with this ASAP
Client Consultation/ Feedback	I may have some emails, but as it is holidays, there will be no face to face meeting.

	Week 1: 15th October - 19th October
Tasks Planned	• User Experience Testing. See Appendix A. • DEADLINE
Resources required	• Laptop with Adobe Suite • Paper to write down notes • User to test with • Appendix A
Problems That May arise	Hopefully none, but could be some small issues with final user experience testing which I will fix up.
Client Consultation/ Feedback	Final Meeting with finished Product. I will then discuss entering the website for the REC Foundations online challenges, which could qualify us to attend the Worlds Robotics Champs.

	Beyond Week one (After website has been handed in for marking)
Tasks Planned	• Meet with client and discuss where and how the website will be hosted e.g. what web address and using what hosting platform.

SWOT ANALYSIS

A SWOT Analysis is used to help identify Your strengths, weaknesses, The opportunities you have, and also what threats you may face. If is important to be able to identify and acknowledge these to be able to create a successful production.

KIERAN BAIRD SWOT FOR WEB PRODUCTION

STRENGTHS

- Prior Knowledge Using Photoshop, Illustrator and InDesign
- Good understanding of the Fundamentals of Design
- Knowledge of VEX/IQ and SPCBots
- Good understanding Fundamentals of design
- Previous years of design experiences
- Access to resources through google classroom, pinterest, Adobe website
- Support from Mrs Purda, Mrs Moss and Mr van Haren who all have experience in design/ web design.

WEAKNESSES

- Spelling
- Doing what the client wants and likes, not just what I want or like
- Would require a proofreader.
- Working within the confines of a brief and sticking to it
- No Prior Experience Coding

OPPORTUNITIES

- Online Adobe Tutorials and you-tube Library gives opportunities to learn short cuts and basic understanding of New Adobe Software (Muse, Dreamweaver etc.)
- Scrimmages and robotics events throughout the year will provide chances to get photos of the events in action.
- Online Challenges have hundreds of other robotics websites that can be used for inspiration.

THREATS

- Deadlines may threaten later down the track, but will work hard to manage this staying on top of workload and also working after school and weekends where required.
- Not backing up files
- Camera equipment not working.
- Not being able to attend events to get efficient amount of photographs