**COURSEWORK SUBMISSION FORM**

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| **STUDENT USE** | | **STAFF USE** | |
| Module Name | Web Technologies | First Marker’s  (acts as signature) |  |
| Module Code | 4BUIS011C | Second Marker’s  (acts as signature) |  |
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**SUBMISSION INSTRUCTIONS**

**COURSEWORKS *must* be submitted in *both* HARD COPY (to the Registrar’s Office) *and* ELECTRONIC unless instructed otherwise.**

For hardcopy submission instructions refer to: <http://intranet.wiut.uz/Shared%20Documents/Forms/AllItems.aspx> - Coursework hard copy submission instructions.doc

For online submission instructions refer to: <http://intranet.wiut.uz/Shared%20Documents/Forms/AllItems.aspx> - Coursework online submission instructions.doc

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Audience Profile

Portfolio website is intended to showcase abilities and expertise of a web developer or other related job professional and/or to earn on affiliate program. According to Arrington (2016), before designing the website its crucial to ‘start with the end in mind’, which means to have clear understanding of audience, their needs, interests and what functionality might be appropriate for them. Identifying right audience is important in order to get higher audience engagement, better reputation, decreased bounce rate and high return on initial design investment (Fomby, 2019). For the website, two target audience were identified:

* potential employees looking for branding, website design, web development and other creative and technical services. These include start-up companies looking for company website, packaging design or branding solution; software development companies looking for short-term or long term employees in web development and design fields; professionals wishing showcase their work (ex. Photographs or artists). People who has understanding of design principles and color schemes.
* prospective users, web development and design novices, wishing to get beneficial information on design and development and looking for needed web sources for work. This audience was meant to have basic knowledge of design principles and functionality.

Concluding from targeted audience, it is clear that website need to be fairly simple, as I assumed that people using the website will have moderate knowledge of design and development. Color scheme was chosen to match with overall portfolio elements (ex. Images). The concept of neumorphism was used to attract both audience, as it is up-to-date trend of 2020. Most of the pages are targeting potential employees, only Blog is intended for design and development novices with links to external sources (might be used for affiliate program). The design of home page was first created on figma and then code was written (image included in zip file). Some changes was made during coding and other pages were created in consistence with the home page.

Home Page

Home page is designed to serve as overview of the developer expertise, experience, partially review of works and some blog material. First section with flexbox display consists of three divs, two of which represents general information about the developer and on with round border holds image oh her. Buttons were created using shadows to give neumorphic form and when hovered inner shadow is applied. Services part, also flexbox display, consists of 4 divs with h1 text. The spacing behind flexbox usage is the ease of control of the element position, size and spacing relative to their parents elements and each other. The next section education & skills is also used with flexbox and divided into 2 divs, skill elements HTML, CSS, JAVASCRIPT and FIGMA are created and forward fill animation is applied with before and after pseudo elements in CSS. Next, for portfolio section grid display with three column was used and images are placed. Grid also allows flexibility of the section. Button with the same principle as first two was created. Blog section is also displayed flex and several divs serve as blog elements holder. On HTML onclick event is applied which redirect user to blog page when pressed.

Experience Page

For this page timeline is created. With after pseudo element vertical ruler and circles were created, with before arrows, that comes from content container and points to ruler, is created. To make timeline responsive media query for less than 600px screen was added. First, timeline was placed to the left, container was set for full width, all arrows were directed to the left and circles were placed accordingly. Styling was made too match overall design, specifically same neumorphic design was applied.

Services Page

The page consists of two parts: services cards and table for pricing. Services page was made using flexbox and within each div flex is used. Divs contain image and text that do not resize but restructure. For the table also flexbox is applied, which made it responsive for different screen sizes. After the table, two buttons with initial design were created, one of which redirects to portfolio page, the second to contacts page.

Portfolio Page

All portfolio page is displayed as flexbox and has some interactive elements. Firstly, onclick event is added to buttons: appear function is assigned to ‘more’ and disappear function to ‘less’. When ‘more’ is clicked div - text on project information is displayed, and when ‘less’ is clicked div display is hidden. Next, to each image swipe function is assigned with onclick event. When image is clicked, new window with full image is opened. Moreover, when image is pointed transformation of image happens, namely it scales to 1.05 and opacity is reduced with CSS.

Contacts page

For this page a simple flex form with two text input, option selector and text area was created. Validation of the form is done using validate function with onsubmit event. When user does not write anything to first name, last name or email placeholders alert message is displayed. Text area is left optional.

Blog page

Blog page consists of sticky sidebar containing three divs and several sections. To make page responsive, sidebar is kept up to 770px screen, for smaller screen it does not fit. Blog content is taken from Crello Team (2020). External website link added to ‘Eleanor Hardiman’, which redirects user to her personal web page. This might be taken as affiliate program. Blog itself consists of images, text, list.

Responsiveness

Responsiveness of the pages mostly ensured by usage of flexbox and grid. Additionally, media queries for screens less than 1500px, 770px, 430px were used.

Header consists of logo and navigation items which are styled with neumorphism. Hamburger menu is added for screens less than 1500px. JavaScript click event is used to block and cancel display of hamburger menu icon.

For footer part, logo, navigation items, social media icons and text at the end is used. Hover is used to trigger clicking. Social media icons redirect users to main page, except for github that directs to a github account.

Overall, pages are consistent, user-friendly and designed with the latest design trend guidelines. Several CSS files were used because too much code and having them separate for each page make code easier to read and modify.

Link to website: https://portfolio-10863.netlify.app/

Link to Github: https://github.com/00010863wiut/CW-Web-tech

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