Web Technology Project Documentation

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## Purpose of website

* To promote the 2023 GIAF
* To provide relevant and succinct information through an intuitive web layout
* Specifically catered towards tourists, providing information such as travel and nearby accommodation

## Target Audience

* Tourists
  + Persona A: A is looking to book tickets, booking from their own home country. Also looking for events and details of the festival to find out dates and when to travel to Ireland (Event Details). They are assumed to know nothing about Ireland, but wants to visit to attend the GIAF. Key content would be events and travel info.
  + Persona B: B is already in Ireland and noticed advertisements for the event and is now interested in finding out more (About). They were already on holiday in Ireland but is completely unaware of the GIAF. Key content would include the Home and About pages.
  + Persona C: C has already booked tickets from the official GIAF website and wants to obtain travel info i.e. how to get to the venue (Public Transport, Car Rentals). Rather than having to find out what options there are on their own, our Travel Info page consolidates all info pertaining to travel and accommodation in 1 page, with links to their respective websites for easy searching.

\*The audience is assumed to have decent website manoeuvring ability, and of age range 30 - 50, as that would be the most appropriate age where they would be well established and wish to travel to experience the Arts, which is a more sophisticated interest (which would not interest the younger age group as much, as well as not having the funds to travel overseas). This age group would also be parents, hence they may be bringing family to visit the GIAF, and are in charge of looking for information and booking tickets.

## Reason for target audience

* While the arts festival also receives much attention from the locals, we feel that they are already well aware of and have the relevant information for the GIAF. We wish to target tourists who would be unfamiliar with the GIAF and Ireland, creating a tailor made experience for them to address FAQs.
* There is insufficient compiled information for tourists, where they would have to navigate between websites to check details such as flights, tickets, travel and accommodation. While we are unable to provide flight services, we are able to point them in the right direction for travel and accommodation, while providing links to these resources as well.

## Competitors

* Galway Arts Festivals
  + Take place in each July in Galway
  + A major cultural organisation which produces one of Europe’s top international art festivals
  + Create and produces new works
  + Presents a significant discussion platform First Thought Talks
* Galway Christmas Market
  + From November, Eyre Square is festooned with twinkling garlands and chalets.
  + Take the edge off your shopping hunger with international treats.
  + Walk through the enchanted light gardens, pausing to enjoy live music performances.
* Galway Early Music Festival
  + Galway Early Music Festival promotes the best of medieval, Renaissance and Baroque music from around the world and it runs in May.
  + Recent interactive offerings included trying your hand at a traditional Irish harp, and a musical walk at St Nicholas’ Collegiate Church of Ireland.

Direct competitors - Galway Arts Festivals

Similar companies - Galway Christmas Market, Galway Early Music Festival

## Types of sites TA would visit

* Blogs
* Info sites
* Travel sites
  + Tripadvisor
* Official GIAF website

## Website promotion and launch

* Social Media (Facebook, Instagram, Reddit, Twitter)
  + Sharing information about performers, upload some video contents and create an event hashtag to encourage other people to share it.
  + Short form video content
  + Campaigns are required to link back to the website
* Set up competitions and give promotional items
  + Run a campaign to like, share and subscribe / register their details on the website. 1 randomly selected applicant will receive free tickets to an event of their choosing (Free flight tickets for 2? All expenses paid trip? Will require sponsor, possibly contact GIAF, Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media or airline)
* Invite international performers / artists involved in the GIAF to promote the website on their own social media, as tourists are more likely to follow artists from their own countries (Possibly even those who are not involved as the Arts industry is supportive of each other and would want to promote the Arts and make it accessible to as wide an audience as possible)

## Colour Scheme

* Bright colours to represent liveliness and creativity, captivating website viewers by suggesting that the GIAF is fun and colourful
* This colour palette was a template for the types of colours that the website would use. F1B017 is the primary colour as it is the colour of the logo of the GIAF.

## Content

* Home page (index.html)
  + Contains all general info and quick links
* About
  + Contains more detailed information on the GIAF (history, artists, previous events)
* Events
  + Shows all events in the art festivals, including time, date, location & price
* Travel Info
  + Info on how to reach Galway from the airport, available accommodations etc
  + Purely informational, no booking services

## Navigation System

We decided to make a navigation system that is similar to the GIAF website’s one, but also using bootstrap such that it is responsive to smaller screens such as on mobile devices. The entire webpage should also be responsive.

We laid out Home, About, Events and Travel Info as the 4 pages, with home featuring common links and call to actions to encourage viewers to explore the site and perhaps attend the GIAF. The About page aims to provide more in depth details about the GIAF, as tourists are unlikely to know much about the festival. The Events page is condensed with all the necessary details such as date, time and price, as well as an embedded google map such that viewers are able to check where the event is and plan their trip accordingly. The Travel Info page aims to provide viewers with info on travel options, mostly focusing on travel from Dublin Airport to Galway as they will most likely be coming to Ireland from overseas and landing at Dublin Airport.

## Design

The Arts Festival website will be based on the Galway International Arts Festival (https://www.giaf.ie/)

With the target audience as explained above, the website will be fun and colourful to pull viewers in and maintain interest. There is extensive use of buttons and hover interactions as a call-to-action, to encourage viewers of the page to explore the rest of the website and plan a trip to the GIAF.

Most elements in the website are attached to or are an image itself. Images are more engaging and are able to show more with less words. Having an excess of words is also likely to put off viewers as they will not be as interested in heavy reading. Instead, the images create interest and invite clicking, with many of them either being links or having hover effects.

On the homepage, there are links to the rest of the pages based on what the viewer is looking for, which makes it easier to navigate through the site as viewers don’t have to scroll back up to use the navigation bar. The extensive use of signposting would also encourage viewers to continue looking through the site and maybe try something new.

Responsive design was created using bootstrap, with the entire website using bootstrap elements such as containers and cards. This allows the website to be functional on any device, and adjust itself accordingly.

A significant factor of the GIAF is that all the events are held in different areas across Galway, with some not even being in Galway City itself. Hence, we integrated maps into each event such that viewers are able to easily see where the event is being held and to see if it matches their itinerary. This helps to avoid scenarios where they book tickets for an event, only to realise that they are unable to reach the location.

Social media links can be found in the footer, which would link to associated social media with the website where the promotional events are being held. This also allows for user-created content, where viewers can share the page and events on their own social media to further promote the website.

Quick links were also added to the footer which links to relevant pages such as the official GIAF website and their FAQ page. This allows for easy navigation for viewers who might want to find out more which might not be covered on our website.

## Work Breakdown

|  |  |
| --- | --- |
| Item | Member(s) |
| Brainstorming | All |
| Document Writing | All |
| Dreamweaver: Header & Footer | All |
| Dreamweaver: index.html | Johan |
| Dreamweaver: about.html | Guan Xian |
| Dreamweaver: events.html | Johan |
| Dreamweaver: travel.html | Guan Xian |
| Dreamweaver: CSS | All (See styles.css for further breakdown), but in general we did the CSS for our pages separately, other than common ones such as the header, footer and font |

### CSS

#### 11.1.1 Johan

|  |  |
| --- | --- |
| Element(s) | Description |
| div.circle | I made use of divs reshaped into circles with various background colours. This allowed me to create fun pages with a pop of colour. This can be seen in index.html and events.html. |
| .google-maps | This css was used to ensure that the google maps embed would take up the whole width of the card and scale its height accordingly with the image in events.html. |
| :hover | I made use of the hover pseudo-class often as a response to user inputs, being able to see the elements react when they are being hovered over. Transition-duration was also used to make the animations smoother. |
| position:absolute | Many of my shape elements are placed absolute to their parent which has relative positioning. This allows me to freely move elements around outside of their parents’ div / box model. |
| Opacity layers | I made use of separate divs with an opacity of 0 that are placed on top of images using absolute positioning, such that when hovered over, they are set to opacity 0.75 and cover the image and text can be seen more clearly. |
| .d-\_\_\_ | This class is a function of bootstrap, which allows me to control when elements are displayed on the screen based on the screen size. I made use of .d-none and .d-lg-block to set the display of some text to none when the screen is smaller than lg. |
| collapse | I used the bootstrap collapse element to embed maps under each event, such that the user can alternate between the image and the map. The map being a google map embed also allows the user to click into it and open a map on a separate page for easier browsing. This method also allowed for button functions without the use of javascript. |
| Travel Info Banner | I made use of mix-blend-mode: screen to make the text transparent such that it is filled with the background image. This was taken from w3schools. |

#### 11.1.2 Guan Xian

|  |  |
| --- | --- |
| Element(s) | Description |
| Text swapping link hover | Hover over the text, and linked text slides in. Using data-attribute to define the text that slides in and calling it with the content property of the link’s ::after pseudo-element. |
| ::before, ::after | I’ll make sure they are set to the full width with a zero offset in the left position, setting them up for some sliding action. |
| transform: translate3d() | I move the ::after pseudo-element 200% to the right and I move it back to the :hover position. I also gave this a zero offset in the top direction. |
| transition | I used the cubic-bezier() function for this. It was defined by four points P0, P1, P2, P3. P3 represents the final time and final state. I got this from the w3schools. |
| travel-info | I included some links to their own website pages. I tried to make those images get focused when you point at them, but I failed to make it work. So I just made the words change their colors. |

### Document Breakdown

Chart

Description automatically generated