

BIRMINGHAM CITY UNIVERSITY
FACULTY OF COMPUTING ENGINEERING AND THE BUILT ENVIRONMENT
COURSEWORK ASSIGNMENT BRIEF
DIG4166 Website Design and Development



Coursework Assignment Brief

Assessment – Undergraduate

Academic Year 2022-23

Module Title:	Website Design and Development	
Module Code:	DIG4166	
Assessment Title:	Design and Development of a Website	
Assessment Type:	CWRK	Weighting: 40 %
School:	School of Computing and Digital Technology	
Module Co-Ordinator:	Prakash Gautam, Bijay Rijal	
Hand in deadline date:	Design – 11:59 on Friday 20 th January 2023	
Return of Feedback date and format		
Re-assessment hand in deadline date:		
Support available for students required to submit a re-assessment:	Timetabled support sessions will be arranged for the period immediately preceding the hand-in date	
NOTE:	At the first assessment attempt, the full range of marks is available. At the re-assessment attempt the mark is capped and the maximum mark that can be achieved is 40%.	
Assessment Summary	<p>The assessment of this module is in two stages:</p> <p>The first part is the design of a website for a given topic and is assessed by in an online submission of site aims and objectives and the website design (40%).</p> <p>The second part is the development of a standards compliant website, based on the initial design (60%).</p>	

Website Design Brief

What is the aim of my website?

The main purpose of my website is to create a platform **to help connect service providers (individuals or ultimately companies) and clients online within Nepal**. Using this platform, service providers can advertise and sell their expertise.

Furthermore, I aim to help particularly those new to their field of expertise; beginners, and provide them with the opportunity to find work, and help them connect or create network with experienced professionals.

Why only Nepal?

Even though, this kind of platform is prevalent in other countries, it is not properly made use of in Nepal. My aim is to launch this site's services locally, then nationally.

Target Audience:

The target audience of my website is anyone interested in expanding their network and everyone with technical skills and individuals interested in learning or improving those skills.

Objectives:

1. Create a website platform to connect service providers and clients.
2. Have an easy to navigate structure.
3. Give freelancers a platform to create a profile and display their work portfolio.

Features and functionalities:

1. Have a log-in and sign-up portal in the site (Options for either service provider or client)
2. Provide a way to create a portfolio profile in the website for service providers
3. Provide a way for clients to submit work with requirements and pay of the work in the site.
4. Provide a way to rate and review the works of service provides in the website for clients.

Website Design Notes

Overall style:

The design's ultimate goal was to build a system that was as simple as it could get without compromising aesthetics; pleasing to look at, and at the same time not being challenging at all to navigate.

Font choice:

After lengthy consideration, skimming and experimenting with different online fonts, I eventually decided the fonts below made my site achieve the design goals of simple, attractive and easy to traverse.

1. **Anek Latin:** <https://fonts.google.com/specimen/Anek+Latin?query=Anek+Latin>
2. **Anek Devanagari:** <https://fonts.google.com/specimen/Anek+Devanagari?query=Anek+Dev>
3. **Alumni Sans:** <https://fonts.google.com/specimen/Alumni+Sans?query=Alum>
4. **Inter:** <https://fonts.google.com/specimen/Inter?query=Inter>
5. **Jost:** <https://fonts.google.com/specimen/Jost?query=Jost>
6. **Aoboshi One**





Color choice:




I chose a variety of colors that doesn't strain the eyes, and are the ideal complement to the typography and style of the site. I used linear gradient colors for some elements (mostly for buttons and some background).

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Student ID: 23140736

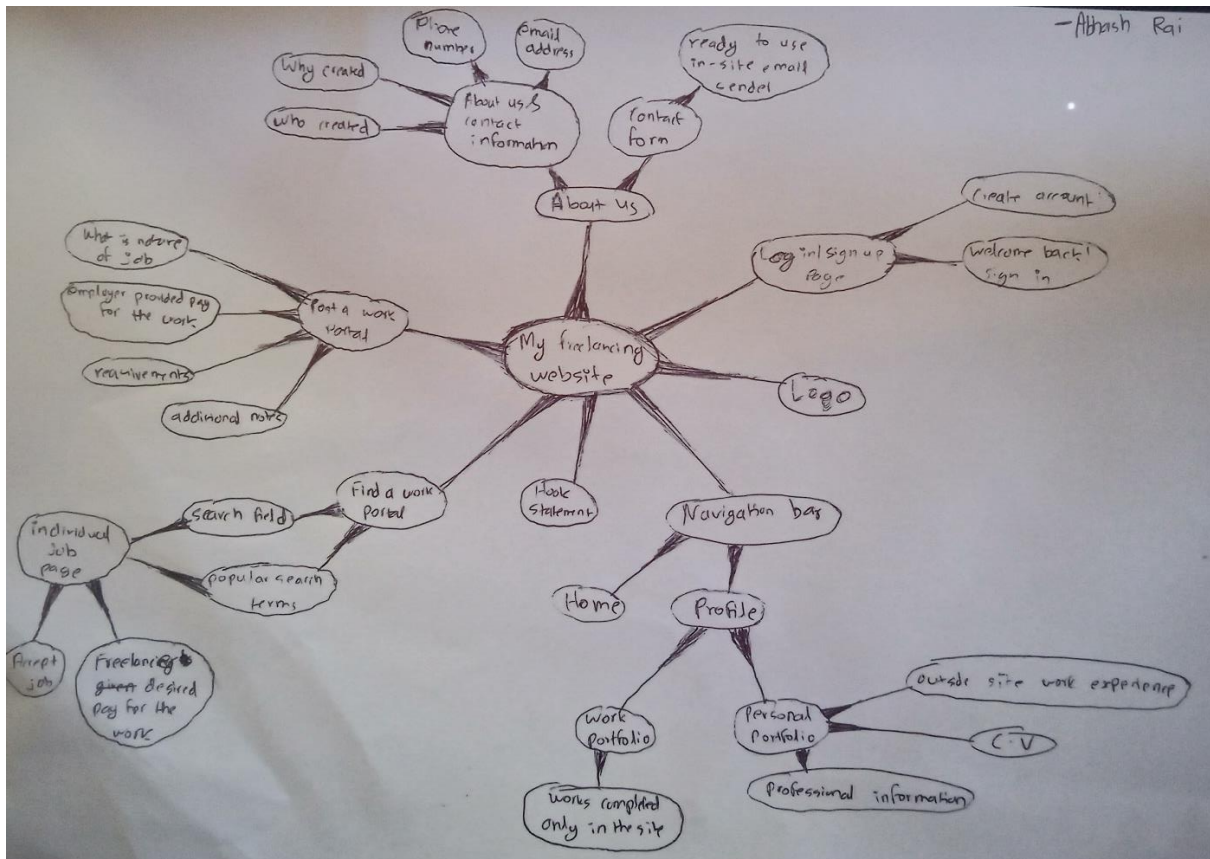
1.  → #2B314A
2.  → #121919
3.  → #000000
4.  → #ffffff
5.  → #33BA03

6.  → #9F4203
7.  → #368344
8.  → #105186
9.  → #307BB7

10.  → #9AB0D7
11.  → #327EBA
12.  → #324D76

Information Selection (mind mapping):

The structure and elements of the website was inspired greatly from the initial mind mapping.



Website Structure

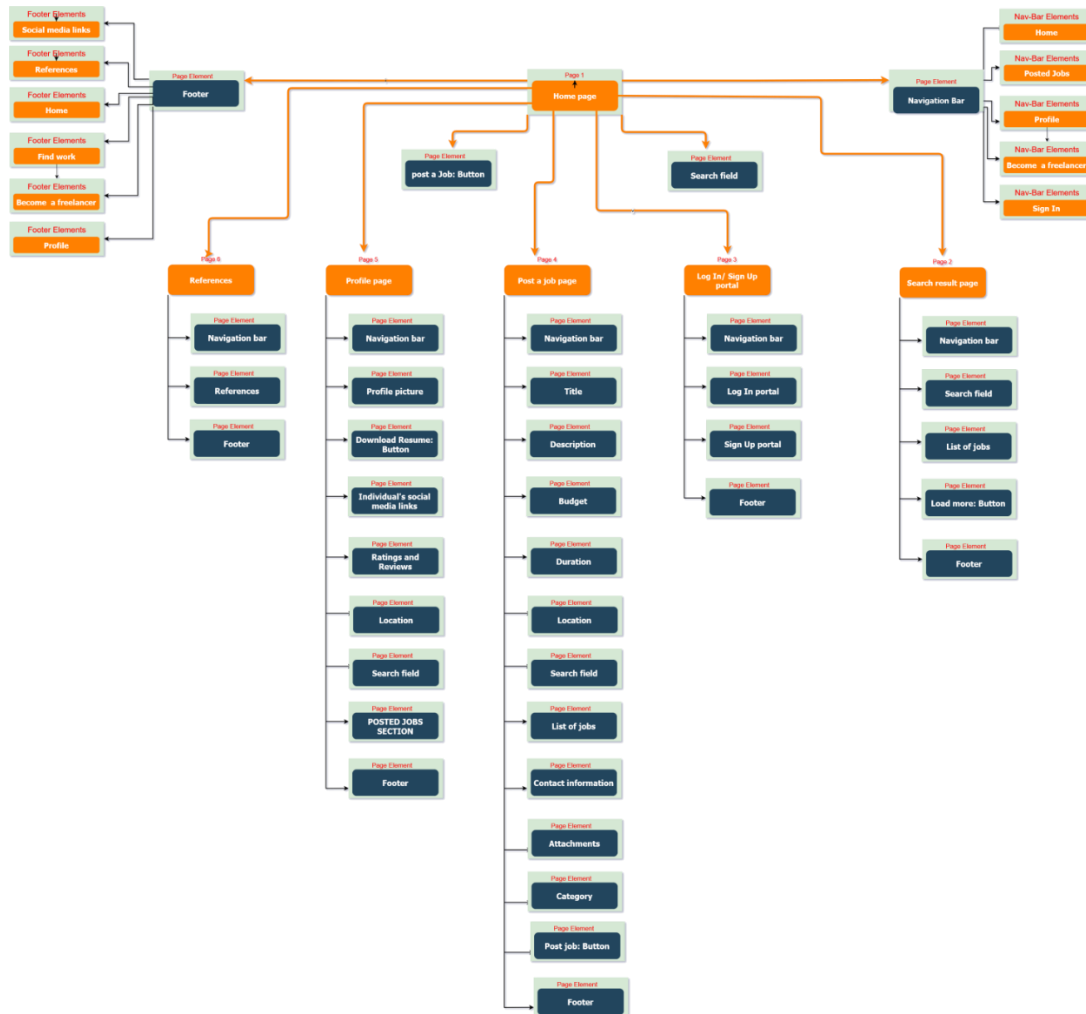
Interactions:

Nepaworks is designed with an intuitive homepage, featuring a navigation bar, a footer, a “post a job” button, a search field and a purpose section for easy access to different sections of the website. Throughout the website, users can easily navigate using the navigation bar and footer with a logical and clear layout for easy browsing. User can access the references page in the footer.

In mobile view, the right most icon (search icon) in the navigation bar, will change into a hamburger menu. User should be able to click on the menu icon to access the side drawer which will include links to every other page (references pages included).

Most buttons in the website will features some form of hover effect.

Site Map:



References

Christina @ wocintechchat.com (2019). *shallow focus photo of woman in gray jacket photo* – Free Director Image on Unsplash. [<https://unsplash.com/>] Available at: <https://unsplash.com/photos/OZx1bDv5BNY> [Accessed 17 December 2022].

LinkedIn Sales Solutions (2019). *man standing beside wall photo* – Free Worker Image on Unsplash. [<https://unsplash.com/>] Available at: https://unsplash.com/photos/pAtA8xe_iVM [Accessed 20 December 2022].

Martins, J. (2019). *orange, blue, and white artwork photo* – Free Art Image on Unsplash. [<https://unsplash.com/>] Available at: <https://unsplash.com/photos/nAsdr5DC2Ss> [Accessed 20 December 2022].

Osmanoglu, E. (2022). *a view of a circular window in a building photo* – Free Turkey Image on Unsplash. [<https://unsplash.com/>] Available at: <https://unsplash.com/photos/DK2xLHM8IRc> [Accessed 20 December 2022].

Spratt, A. (2017). *turned off flat screen monitors on top of beige desks photo* – Free Montréal Image on Unsplash. [<https://unsplash.com/>] Available at: <https://unsplash.com/photos/FSFfEQkd1sc> [Accessed 17 December 2022].

Yehia, O. (2018). *woman smiling wearing blazer with left hand in her pocket photo* – Free United arab emirates Image on Unsplash. [<https://unsplash.com/>] Available at: <https://unsplash.com/photos/toCKeKuQpL0> [Accessed 19 December 2022].

DIG4166 Assessment 1 2022-23 DESIGN SUBMISSION CHECKLIST

Have you checked your assignment submission covers all the requirements of the assessment brief – tick each box

Two Page Design Report	✓
Aim of site and topic clear	✓
Some indication of the target audience included and justification of this	✓
Objectives stated as a list	✓
Objectives cover functionality not style issues	✓
Site map as a block diagram covering all pages with brief page descriptions	✓
Design notes – comments on overall style approach	✓
Design notes – notes on choice of colours	✓
Design notes – comments on fonts chosen	✓
Design notes – notes on information selection, optionally with mind map	✓
Design notes - any additional information needed on interactions, menus or effects	✓
Report limited to two pages	✓
Report includes student name and number	✓
Report created as a PDF for submission	✓
	✓
Figma Design	✓
Single Figma design file with frames for all pages of the design	✓
Frame for Home page – desktop view	✓
Frame for Home page – mobile view	✓
Frame for second content page – desktop view	✓
Frame for second content page – mobile view	✓
Frame for third content page – desktop view	✓
Frame for third content page – mobile view	✓
Frame for Contact page – desktop view	✓
Frame for Contact page – mobile view	✓
Frame for References page – desktop view	✓
Frame for References page – mobile view	✓
Consider use of Figma prototype to link all navigation to appropriate pages in design	✓
Brand – clear awareness of topic	✓
Effective logo produced and positioned	✓
Have considered design and structure consistency across pages	✓
Pages have clear identification of their purpose	✓
Clear desktop navigation provided with any interactions noted in design notes	✓
Appropriate Mobile Navigation identified	✓
Use of colour carefully considered for all elements on pages	✓
Text Layout considered – appropriate use of headings, sub-headings, paragraphs and lists	✓
Text sizes appropriate	✓
Appropriate use of fonts for the subject	✓
Page structures allow content to be responsive for desktop and mobile devices	✓
	✓
Submission	✓
Upload to Moodle – two page pdf of design report	✓
Upload to Moodle – The .fig file for the mock-ups	✓