IMC Assessment

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HND Web Design and Development

*Devices, Screen Size and Platforms - Relative to the BBC*

The BBC's website uses a design that emphasises accessibility for all and for a seamless user experience. By using a responsive fluid grid system, the website adjusts content proportionally across varying screen sizes. This responsive design is complemented by adaptive images that scale and alter resolution based on the device, ensuring efficient bandwidth usage. Interactive elements are optimised for both touch and click inputs, with enough spacing to prevent navigation errors on touch devices.

* **Examples of the layout as displayed at a width of 1080px and at 552px.**

A screenshot of a police car

Description automatically generatedA screenshot of a website

Description automatically generated

Prioritising cross-browser compatibility, the BBC uses techniques like CSS normalisation and feature detection to provide a consistent look and functional fallbacks across many different browsers. they adopt a progressive enhancement approach where basic functionalities form the core, with advanced features and aesthetics building upon them based on browser capabilities. Regular testing on various browsers ensures consistent delivery.

Additionally, the BBC addresses platform-specific issues, such as different scroll behaviours across varied operating systems. They also occasionally utilise platform-native functionalities, like mobile OS sharing options to enrich user interaction. Despite their global audience, the BBC's design prioritises a 'local feel,' ensuring technical, cultural, and linguistic compatibility. Above all, a cornerstone of their design is ensuring accessibility for all ,including those with disabilities, evident in features like screen reader compatibility and keyboard navigation.

*Methods Of Interaction – Relative to the SQA*

The SQA uses a range of techniques to create a user-friendly experience. The availability of several routes to complete the same work ensures consumers can navigate based on their desire or familiarity, which is a value that modern web pages requirem to provide their users with the best experience. Users might use a direct search tool, go through a structured menu system, or click on prominently displayed quick links from the homepage, for example, to reach specific qualification details, past papers and much more. In Addition, on the specific qualifying sites, information is frequently available as printable PDFs or can be seen directly on the website. Clear navigation pathways are provided by interactive elements like drop-down menus, clickable tabs, and breadcrumb trails. These design decisions give users freedom and consider different levels of digital literacy, ensuring that all users can access the information, whether they are educators with little experience with digital interfaces or tech-savvy students.

* **Examples of several different ways to access the same information on the SQA website.**

A screenshot of a computer

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A screenshot of a computer

Description automatically generatedA grey rectangular object with white text

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*Visual – Relative to W3Schools*

Visual Hierarchy: W3Schools has a clear visual hierarchy with main topics prominently displayed, as well as subtopics displayed either underneath or within the page. They effectively use bold headings followed by subheading to guide the users’ eyes through the page naturally. However, while the links on the index page may be neatly ordered and easy to read, on sub-pages such as “HTML Tutorials”, the depth of the tutorials results in the use of nested lists and an increased number of links on the page at one time which can be slightly overwhelming. Developing a clearer segregation between content or groupings may enhance scannability.

* A screenshot of a computer

  Description automatically generated**Example of visual hierarchy on the W3Schools website**

Consistency: Throughout the site, there’s a consistent use of colours, fonts and layout. For example, the left sidebar remains constant throughout each tutorial page for each programming language that is on W3Schools.

* A screenshot of a computer

  Description automatically generatedA screenshot of a computer

  Description automatically generatedA screenshot of a web page

  Description automatically generated**Examples of the consistency used throughout the website.**

Balance: In order to create a seamless and predictable user experience, W3Schools uses a primarily symmetrical design that is distinguished by a constant left-hand navigation sidebar combined with a main content area. Occasionally, this symmetry is contrasted with asymmetrical features, such as highlighted notes or interactive parts, which are balanced with adjacent material or white space. The website maintains a harmonious balance between lengthy code examples and abundant white space, providing clarity without tiring the user despite the sometimes overwhelming nav-bar. Additionally, their restricted use of bright, vibrant colours—most often kept for functional emphasis—contributes to this harmony, improving readability of the content without being distracting.

* A screenshot of a computer

  Description automatically generated**Example of effective use of symmetry and asymmetry to create a smooth UE.**

Emphasis: W3Schools conveys important and noteworthy ideas in a green box, which draws the users attention, as well as the “Test Yourself With Exercises” section which is also encapsulated inside a box to help standout from the rest of the page. This is done to encourage users to interact with them as they are the most used aspects of the page and often lead directly to what the user came there for. Despite their efficiency, these coloured boxes commonly go overused which can lead to decreased efficiency, as users may become accustomed to them.

* **Example of the boxes found plentifully on the W3Schools website.**

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White Space: W3Schools effectively uses white space, especially around blocks of code as these blocks can often cause users to feel overwhelmed with the amount of text they are seeing, giving the user this white space can provide clarity and reduce the visual clutter on the page. At the same time, they could learn from themselves when it comes to their paragraphs, as some pages have several long paragraphs that have little spacing which could be improved for better readability.

* A screenshot of a computer

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  Description automatically generated**Example of the effective white space**

Unity: The design elements are harmoniously integrated throughout the website. Theres’s unity between colours, typography and spacing throughout all the tutorials which gives the website a cohesive feel to the users. This harmony allows users to feel familiar with all the pages even if they haven’t been to certain ones yet. However, while, they do a great job with unity on their newer pages, some of the sites older pages seem slightly disjointed from the more recent pages, meaning W3Schools should invest in occasional design changes or updates to their content.

* **Example of Unity and older pages**
* A screenshot of a computer

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*Composition – Relative to the BBC*

The BBC website skilfully makes use of multiple types of visual layouts to create a good page composition. The F-pattern can be seen in news sections, which corresponds with common scanning practises. The E-pattern is repeated in the horizontal navigation, ensuring easy access. The Z-pattern is demonstrated by mixed content sections, which methodically direct the viewer's sight. A prominent single graphic in important stories may draw the audience's attention right away. The Rule of 3 is evident with content displayed in trios, and the design frequently follows the visually appealing Golden Ratio. This facilitates consumption and retention. While the BBC skilfully integrates these patterns throughout its wide range of material, frequent updates during significant events can occasionally cause this seamless experience to break down. Overall, the website expertly combines aesthetic appeal with usability.

* A police car on the road

  Description automatically generatedA screenshot of a news page

  Description automatically generated**Example of the website’s composition and use of many visual layouts**

A person holding an object

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*Colour – Relative to the SQA*

The SQA uses colour throughout their website, often highlighting useful information while staying true to the brands logo colours. One highlighting colour is used on the page, that colour being blue. Blue is associated with being one of the most easily recognisable colours as well as comforting, this is a brilliant way to create a great user experience. However, there can be a few drawbacks with their design, for example on the home page, opening it a user is met with a cluttered website with coloured boxes throughout which can suppress a user’s ability to scan the text they are reading. While this is a negative they have contrasted the highlight effectively with white to regain readability.

* A screenshot of a web page

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  Description automatically generated**Example of colour used on the website.**

*Typography – Relative to W3Schools*

W3Schools uses clear and understandable font, which is essential for students who are diving into coding samples and explanations. The sans-serif "Arial" font, noted for its simple screen readability, is used most frequently on the website. Arial's clarity makes it possible for users to distinguish between distinct characters with ease, which is essential in the context of coding. W3Schools occasionally uses distinct font weights or slightly different font styles for key highlights or headers to enhance contrast and content hierarchy. This combination of clarity and subtly different elements increases content absorption by users, which is necessary for the website's educational goal.

* **Example of the typography on W3Schools**

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*Digital Images and Effects – Relative to the BBC*

Images are essential for telling stories and enhancing information on the BBC website. The images are painstakingly selected to be contextually appropriate, frequently encapsulating the narative of articles or news items. While the occasional use of overlays or colour grading highlights mood and tone, high-resolution photographs guarantee clarity. Slideshows or galleries that are aesthetically rich often have interactive elements that offer deeper information. The BBC chooses authenticity above overt stylisation when it comes to imagery, frequently reflecting real-world situations. There is a clear visual coherence between the text and the visuals, with the use of images to enhance the story, provide understanding, and improve user experience.

* A screenshot of a video

  Description automatically generatedA collage of images of people and cars

  Description automatically generated**Example of different images and how they’re used on the BBCs website.**