

Compliance

To begin, I setup an AWS Learner Lab account and EC2 instance and added an elastic IP. The elastic IP was linked to the domain benmurray.tk on Freenom.com, but as noted by other students, there have been issues with this service. I was able to create an account and acquire the correct domain, but I’ve found that often when I use it to access my page, I get a 504 Gateway Timeout error, while accessing the page directly by IP does not present any problems unless something has to be addressed on the server side(reboot etc).

Following on from that I created text files with the titles outlined in the brief – History, Market Statistics, Unique Features and Pros & Cons. I began gathering resources and information on each of these aspects of Ubuntu and assigning them to each relevant page, creating a guide for referencing later. As I came to understand Ubuntu better, I would build the skeleton of each page. Themes and patterns related to market and user sentiment would emerge, and I would work this into my text, finding corroborating references as I went. This process was ongoing while I built the WordPress website to house my project.

The first problem to tackle was the theme. While WordPress has a vast variety of themes to choose from, I couldn’t find any that really related to Ubuntu in a meaningful way. As a result, I decided to find a way to theme my page to my own specifications. To that end, I settled on Elementor as my first plugin and a compatible, but minimal, theme for a base to work from. I used global settings in Elementor, alongside liberal use of Canonical’s own styling guidelines (found here: <https://design.ubuntu.com/brand/colour-palette/>) to style the website, with a gradient of Ubuntu’s signature orange and aubergine colours forming a consistent background. I added a second plugin, Google Fonts, which adds a massive quantity of customisable fonts to WordPress, and globally applied Ubuntu’s own fonts to my pages. Elementor is a powerful plugin, but it’s built in widget menu locks a lot of functionality behind a paywall, so I added two further plugins, Sina and Essential extensions for Elementor, which provide extra widgets and styling. I also knew that I would want to embed video content from Youtube, so I added the EmbedPress plugin to allow this, which has widget integration with Elementor. In addition, I included the Social Media Widgets plugin to provide links to external pages related to the topic of Ubuntu. Finally, I included the required Matomo analytics integration and plugin and also included the All-in-One WP Migration plugin for packaging and submitting my page.

For widgets, my theme comes stock with a search function widget and page menu widget built into the sidebar. I added extra widgets to the front page, an RSS feed to the DistroWatch page for Ubuntu and a Social Media Widgets link to r/Ubuntu, where visitors can get a sense of what using Ubuntu is like. As mentioned, the Market Statistics page has a widget for embedding a Youtube video which observes popularity trends among Linux distributions over time, with data acquired from DistroWatch.com. I used an image carousel widget included in the Sina Elementor extension on the History page to display a collection of historical desktop wallpapers used by Ubuntu,

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Home

Ubuntu – History

Ubuntu – Market Statistics

Ubuntu – Pros & Cons

Ubuntu – Unique Features

References

Conclusion

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Theme: Dolpa By ThemeInWP.

Powered by WordPress.

including the first example included with the 2004 release, codenamed “Warty Warthog”. Also in the History page, I used a Sina widget to display the dollar value of the Thawte acquisition, adjusted for inflation, to highlight the resources available to Shuttleworth and Canonical. I used Elementor’s built in icon widget to source icons for Ubuntu, MacOS and Windows for use across the site, and specifically on the Unique Features Page, where the features of Ubuntu are compared to it’s main rivals. On the Pros & Cons page, I added a widget with a scrolling list of links to other pages on the site.

For some extra styling, I included the Ubuntu logo as the favicon for my site, which appears on the browser tab when the site is open. I also prepared a feature image for the home page in Affinity Designer. The image is the Ubuntu logo, superimposed over a now famous image of the Pillars of Creation captured using the James Webb telescope. For a little extra flair, I added an Elementor Motion Effect widget to rotate the logo as the page renders.

