

Portfolio

Flynn’s Website

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DESIGN BRIEF

Flynn’s Arcade has been slowly losing money as the trend for accessing video games has moved away from social ‘video game arcades’ to at home ‘video game consoles’ such as the Atari & Commadore 64. Flynn wants to reposition his business as a venue for selling new games and trading used games. Flynn wants you to design and create ‘alpha phase’ website that communicates his new business model.

CRITERIA

* Use HTML and CSS for coding the website
* Provide a detailed portfolio meeting the requirements of the design brief given above
* Produce a substantial amount of work
* Use a colour palette that doesn’t include any default colours (Hashtags only)

AREA OF INVESTIGATION

# What is Notepad++?

The website creation tool we used to create our website was notepad++. Notepad++ is a text editor and source code editor for use with Microsoft Windows; it supports tabbed editing, which allows working with multiple files open in a single window, it is fully customizable and doesn’t require payments unlike others.

# What is Wix?

Wix is a free and easy online website creation tool which was founded by a group of Israeli developers called Avishai Abrahami in 2006, Wix allows the user to create a professional looking website using drag and drop tools. Although Wix is free it has a premium feature; the premium plans offer several benefits such as removing the Wix ads, connecting a custom domain to the site, more efficient and more frequent responsive support (premium support), additional storage, bandwidth and more. Wix premium plans are divided into website, business and ecommerce plans. Wix is well known for its advertising during the Superbowl and in 2019 they ran their commercial a 5th time. Over the years they have used famous actors and movie characters like Kung Fu panda, Brett Favre and Gal Gadot in their commercials.

What is Weebly?

Weebly is a web hosting server specifically oriented for creating websites which include online shopping and use the drag and drop feature to ease the effort put into making a website. Weebly is head quartered in San Francisco with offices in New York, Scottsdale and Toronto. Weebly currently has more than 45 million customers worldwide and was founded by CEO (Chief Executive Officer) David Rusenko, CTO (Chief Technology Officer) Chris Fanini and former CPO (Chief Product Officer) Dan Veltri in 2006 originally intended to keep an internet portfolio required by their college (Penn State) but in January 2007, Weebly had been selected for Y Combinator’s winter startup program in Silicon Valley, California which represents when the founders David Rusenko, Dan Veltri and Chris Fanini had begun to work on Weebly full time.

# Comparison between the website creation tools

A close up of a logo

Description automatically generatedAs the companies I have chosen to speak about have been shown and explained, I believe that Notepad++ is more superior and reliable than both Wix, weebly and other website creation tools which are similar or use the drag and drop feature, the reason for this is because Notepad++ uses html which allows you to code the website and fully customize it the way you want, although it doesn’t have a tutorial on how to code and more effort is needed, there are repositories such as bootstrap where you can take code from and put together to create your website. Notepad++ is free to use and is accessible unlike the website makers, Notepad++ has no restrictions.

Kevin Flynn

Kevin Flynn was a talented developer working for a company named ENCOM; He developed successful games for ENCOM such as Space Paranoids, Vice Squad, Matrix Blaster and Light Cycles, as he wrote his code, it was being stolen by a fellow ENCOM programmer. Kevin Flynn than ended up creating a game known as TRON (an arcade game based on his experience inside the computer world) and as he was on the verge of discovery, he disappeared.

## Kevin Flynn’s Aesthetic desIgn

Kevin Flynn had added a lot of bright neon colors to add light to the dark world with a forever night sky and had a lot of influence from the 70s and 80s combined with futuristic technology an example of this would be the night club due to the fact that Kevin Flynn is a child from the past. The architecture was obviously based on microchips as he was a computer programmer and had been continuously exposed to technology. But because the whole universe had now been controlled by clu, everything had looked cold and concrete and washed down by rainfall for centuries.

# Data Communications

Data communication refers to the exchange or transport of data between a source and a receiver from one spot to another via forms of transmission media such as a wire cable. Data Communication is said to be local if communicating devices are in the same building or in a similarly restricted geographical area.

Verifying a source and a receiver are very simple. The device which transmits the data is known as source and the device that transmits the data is known as the receiver

# Design Sketches

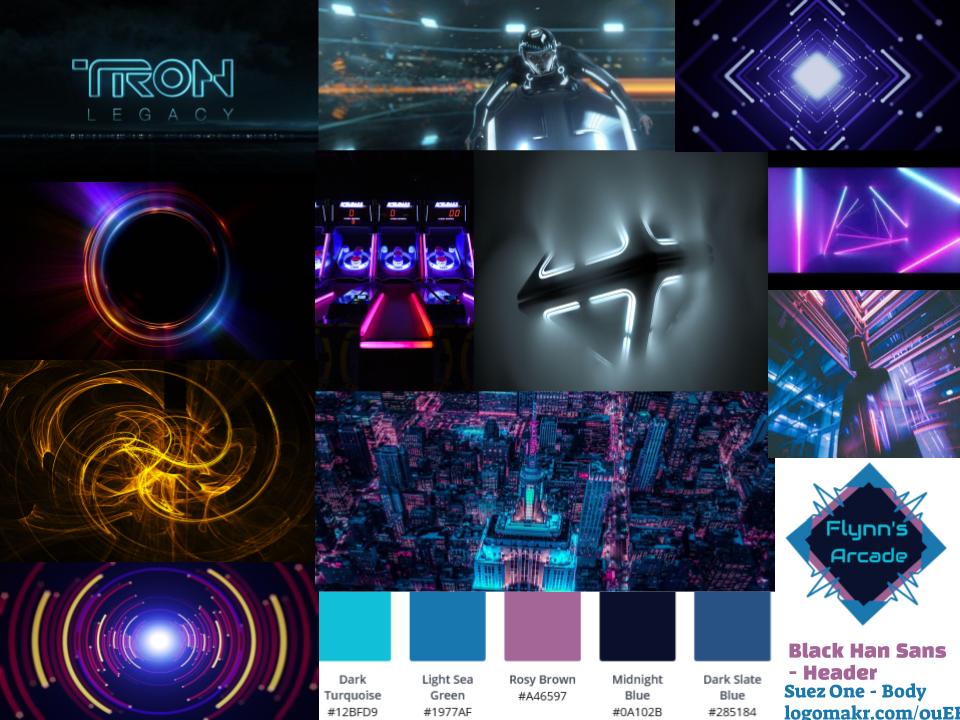
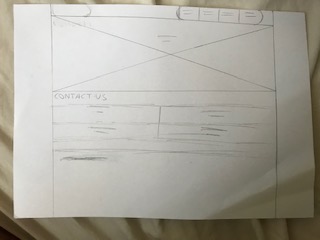
We sketched two design sketches one home page and a contact page, they taught us symbols which allowed us to label features on the website design sketch; for example straight lines indicate text and a rectangle with an X across it indicates an image.

On the contact page I decided to make space for a section which allows customers to review the website and features so Flynn is able to receive feedback from his customers, I also added a button where his customers can contact him directly via email or phone call. On the home page I wanted it to be a sort of place that has a overview of the website, so I added some icons which represents the types of payment methods Flynn accepts and a slider which gives the customer a basic idea of what flynn’s website is about and sells with separate games and information under the slider.

My first design sketch for my logo were pretty rough, I got feedback from my peers on each and the results were waged mostly on the top left one which I already knew needed a lot more improving I had decided to implement once we started to officially create the logo design. Some feedback I received for the logo sketches were:

* “Top left logo is good but needs more improvement”
* “Top right logo needs more detail and looks unfinished but it has a good base design same with the bottom right”
* “Bottom right one has a cool idea, it looks like the disc from the movie but the text needs more dimensions”
* “I like the multiple shapes used in the first one (top left) but needs more improvement”

Final Concept Design & Design Changes

For my final concept design for our logo and website, I chose multiple images which I felt like represented Tron’s environmental theme well, most of these images include bright neon colours on dark backgrounds the same way the city in Tron had been illuminated.

The image I took most inspiration from for both my website and logo colour scheme was the futuristic purple/blue city image, the reason I chose this is because it included a dark colour (midnight blue) which was a great replacement for black and balanced out the light on dark sort of theme I was going for.

The colours I used were:

* Midnight Blue (#0A102B)
* A close up of a sign

  Description automatically generatedDark Slate Blue (#285184)
* Rosy Brown (#A46597)
* Light Sea Green (1977AF)
* Dark Turquoise (#12BFD9)

The design changes for the logo were influenced by all the feedback I received during sketching listed above.

A close up of a sign

Description automatically generated I started off with some basic shapes, as sir said the logo had to be very simple and not so compressed as the logo must be visible even when it has been shrunken to increase its use e.g. putting the logo on CD cases, merch, website (supporting both bigger and smaller devices) etc.

For Flynn’s website, I wasn’t able to stick to the format I wanted/sketched out, because of this it didn’t end up looking as aesthetically pleasing as expected, my website is more practical if anything, I really want to improve upon this, but I still did better than expected as it was my first time.

Compared to my sketch my website is a disappointment, I intended to add more into the products container but wasn’t able to because of the time, I could have used the time more Wiseley/efficiently by moving on instead of sticking to one thing and fixing it, then coming back to the issue later on. Some features I really would like and intentionally wanted and was expecting to add to the products container were featured games shown at the bottom with a dropdown button right beside it which allows you to switch between consoles to purchase that specific game on a specific console ( Xbox, ps4 etc.). This feature would have made it easier for customers to purchase featured games on multiple consoles instead of clicking on the console button and finding it, especially if you aren’t experienced with websites or never do online shopping as it will ease the stress by reducing frustration

# Evaluation

My website is more, worse than good, I think the best part is the colour scheme, but I still figure I haven’t used them in a good enough way to improve the aesthetic look. While developing the website I had come across many issues which I tried to search up, for example in the sketch I intended to do a smaller box with featured games and a dropdown option which I could style in the CSS folder, but I couldn’t find a way to create the box I spent a lot of time attempting but in the end I scrapped it and continued. For the map I decided to put it in the middle with the contact information above it instead of creating a separate thread for contact, this way customers can always find out the contact information by just scrolling down, even though I had all these issues I still did better than expected for my first website.

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