**Template for Web Authoring Brief 2**

1. **Planning and Preparation**

Target Audience:

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| * The target audience for my webpage is both for new fans of Liverpool football club looking for information on the team and older fans to reminisce about past players and moments in their club while also providing news about the goings on in the team, standings in the premier league and also their next match. |

Site Objectives:

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| Inform visitors about Liverpool football clubs identity, story, characters that make the team great and current news about the club  Honor the people that made Liverpool the club it is today  Let users know when the next match liverpool will play  Give users the chance to prove Liverpool knowledge with the quiz |

Design (Contrast, Repetition, Alignment, Proximity)

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| Contrast, Repetition, Alignment, and Perspective are all essential elements of successful website design. These guidelines may be used to design successful websites that captivate users and effectively convey information.   * Contrast is the use of colour, size, form, and other visual aspects. A user's attention may be drawn to crucial information or a clear hierarchy of information can be established with effective contrast utilisation. A call-to-action button, for instance, may be made to stand out from the rest of the page and catch the user's attention by utilising a strong, vibrant colour.   I factored this into my website by using the vibrant colours of Liverpool football club consistently through out the site(red, white green), on the I made the divs that link into other parts of the site bigger so the user is more inclined to look at them, in our navigation, once an option is hovered over it drastically changes colour to stand out.   * Repetition involves using consistent visual elements throughout a website. This makes it simpler for users to explore and understand the site and continue using it. Typography, colour, and layout consistency can contribute to a website's visual identity.   This was implemented into my site by having a photo/ video connected to every piece of information, Strong and legible fonts in bright colours and light paragraphs, not too word heavy with a consistent layout to everything else on the websi   * Alignment refers to the positioning of different elements on a web page. Users will find it easier to read and understand text if alignment is used effectively to give a sense of order and organisation. A feeling of balance and consistency may be created by aligning text, pictures, and other elements in accordance with a grid or other visual guide.   blah   * Perspective refers to the use of depth and dimensionality in web design. This may be accomplished by using shadows, gradients, and other visual effects that give the various items on a page a sense of depth and spatial connections. A website may become more visually interesting and dynamic by using perspective effectively.   blah |

Site Map:

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Wireframes (Copy and Paste in Wireframe designs or attach separate PDF document):

Graphical user interface, application

Description automatically generated

Shape, polygon

Description automatically generated

Tools used for design, development and uploading/hosting:

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| Design: css, w3 schools , google images, <https://htmlcolorcodes.com/>. Youtube , wireframe  Development:Html5, notepad++, w3 schools  Upload and hosting, GITHUB |

1. **Development of Website**

Please submit your project folder with all HTML and CSS files and associated images, audio and movie files to Google Classroom.

1. **Future Planning**

Maintenance Guidelines:

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| Regular backups: One of the most important elements of website management is backing up your website. In the event of any data loss or cyberattacks, regular backups assist in recovering the website. A sound backup plan should be implemented to guarantee that backups are made on a regular basis.  Updates on security: The digital world is full of security risks. To prevent security flaws that hackers may exploit, websites need to be updated often. Regular security upgrades help in fixing weaknesses and protecting the website from any security risks.  Content updates: Updates to the content of your website are a crucial component of website upkeep. To maintain the website's material current, interesting, and educational, it should be updated often. Regular content updates assist to increase website traffic and keep users interested.  Website performance must be improved through performance optimisation. The functionality of a website involves its speed, user friendliness, and search engine optimisation (SEO). Regular performance upgrades enhances user experience.  Analytical Monitoring: Understanding and utilising statistics on your website is essential for its success and spotting areas that need development. The website's traffic, user behaviour, and conversion rates may all be monitored regularly using analytics. The content, user experience, and marketing approach of the website may all be improved using this data.  When it comes to updating material on a website, website builders like WordPress and Wix have many advantages. Among the advantages are:   1. People without previous web design skills may easily utilise website builders because of their straightforward user interfaces. As a result, changing material is easy and simple to do. 2. The use of website builders does not need any coding expertise. This means no high computer knowledge is needed for anybody to edit information. 3. Quick and Effective: Content update is fast and efficient with website builders. There is no need to wait for a developer to make modifications; they may be changed immediately. 4. Website builders provide an extensive range of templates and themes that can be altered to meet specific needs. As there is no need to start from scratch when designing a website, this saves time and work. 5. Cost-Effective: Website builders are cheap since they do not require the services of a web developer for upgrades. Small enterprises and individuals who do not have the funds for a professional developer may benefit most from this. 6. Mobile-Friendly: Web design tools provide templates that work on phones, making updates to the users website much more accessible. |

Push Updates to Github (incl. Screengrabs):

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Domain Name and Hosting Options:

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