1. Content

According to the requirement, I need to find out some information that fill up my website. Similar to what I did in CCT260, I decide to put some information related to Chinese traditional culture. As an international student, I am always happy to be an ambassador of Chinese traditional culture. The content I decided to use in the project is the culture of the Song dynasty. The Song dynasty has the highest artistic achievement in Chinese history. A special type of poetry called 'Songci' was my favorite, also, I like watching historical drama of the Song dynasty. Hence, I chose the content about the Song's culture. The Wikipedia website is https://en.wikipedia.org/wiki/Culture_of_the_Song_dynasty. The name of my website is 'Songral'.

2. Persona

Persona helps me to understand what content my audiences want. In this case, Aaron needs to learn something about poetry and painting, and Berry wants to learn something about clothing and eating. Their needs are differentiated by their jobs and experiences.

'The most regretful thing in my life is that I didn't learn the Chinese traditional culture when I was in China.'

I had a chance to take some courses about Chinese traditional culture when I was a foreign exchange student in China. However, I didn't do it because I chose to have a tour with my friends. After I got my position in the museum, especially when I enjoy the beautiful Chinese artifacts, I realize that I know nothing about the Chinese traditional culture. I don't know how to understand those beautiful Chinese painting or poetry. Meanwhile, I want to learn it started from the Song dynasty.

Aaron Kim

Background

36
Museum councillor
46k/year
Master's

Content Preferences

Painting   Poetry

Personality

Sensation — Intuition
Feeling — Thinking
Introversion — Extraversion

Needs

What is the history of Song's Shanshui painting?
What is the history of Song's court painting?
What is the history of Songci?
Why people in the Song dynasty like magpies?
How do poets in the Song dynasty express their feelings by poem?

Motivation

To become a poet of Songci.
To be able to answer some questions of Song's culture to visitors.

Goals

To understand how 'Songci' works.
To understand why artists, use 'Leaving a blank' in their paintings.
To be able to appraise different types of Song's poems.

'Imaging as a Chinese, I can say nothing about Chinese traditional culture, what a shame! , .'

I am Chinese-Canadian and I was born in Canada. When I was a child, my parents wanted me to learn how to speak Mandarin. However, I rejected to learn it because I thought Mandarin that is too hard for a child. After I became a student in university, I met my boyfriend. He is an international student who comes from China. He is trying to let me know how beautiful the Chinese culture is, especially the clothing and eating in the Song dynasty. They attract me when I was watching a Chinese historical drama.

Berry Chen

Background

21
Student
0
High school

Content Preferences

Clothing   Eating

Personality

Sensation — Intuition
Feeling — Thinking
Introversion — Extraversion

Needs

What is the history of clothing in the Song dynasty?
What is the history of eating in the Song dynasty?
What is the history of drink in the Song dynasty?
What is the connotation behind an Emperor's clothing?
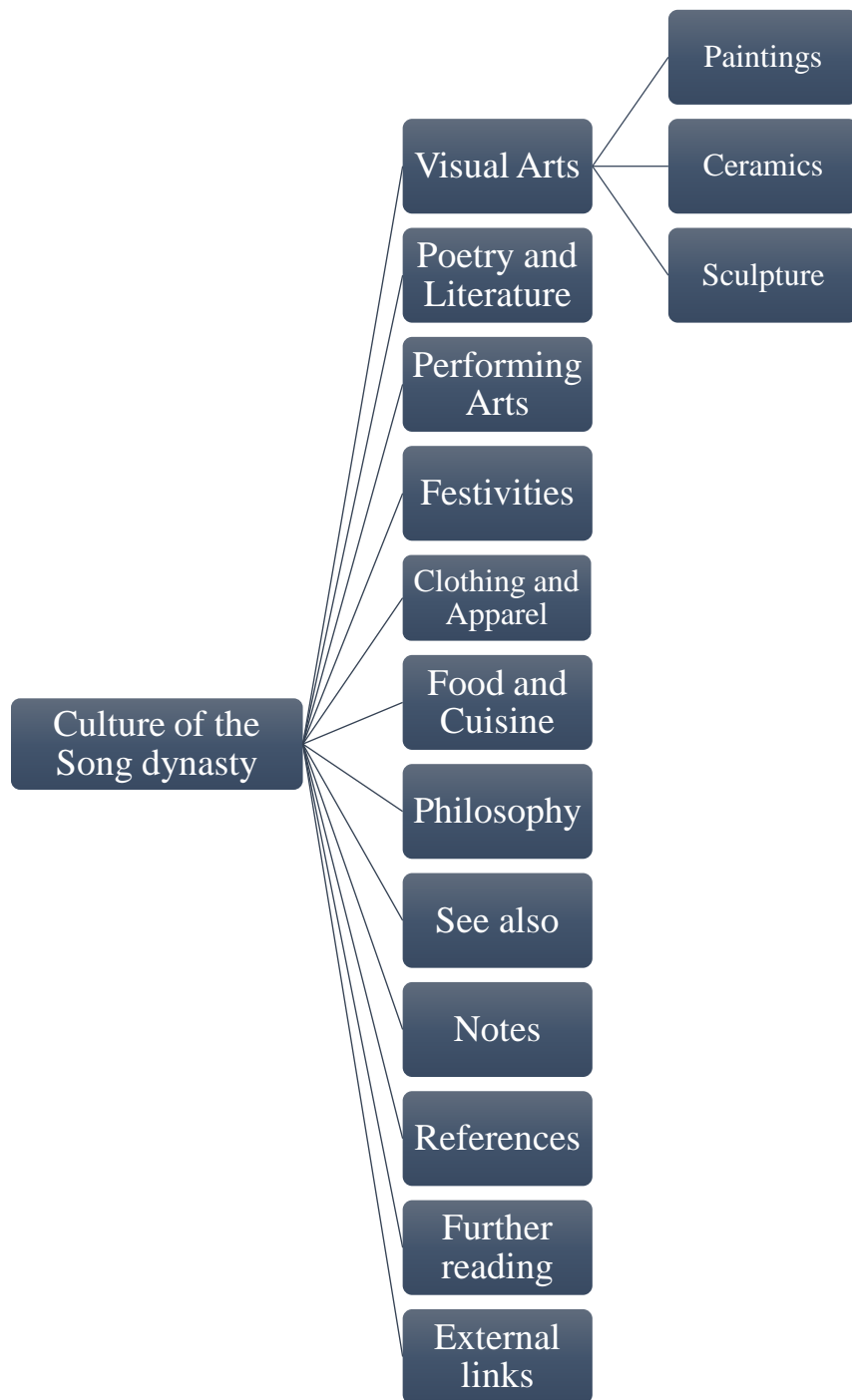
Motivation

To show off her knowledge of Chinese traditional culture to her boyfriend.

Goals

To understand how 'Longpao' represents emperor's authority.
To be able to appraise some types of clothing in the Song dynasty.
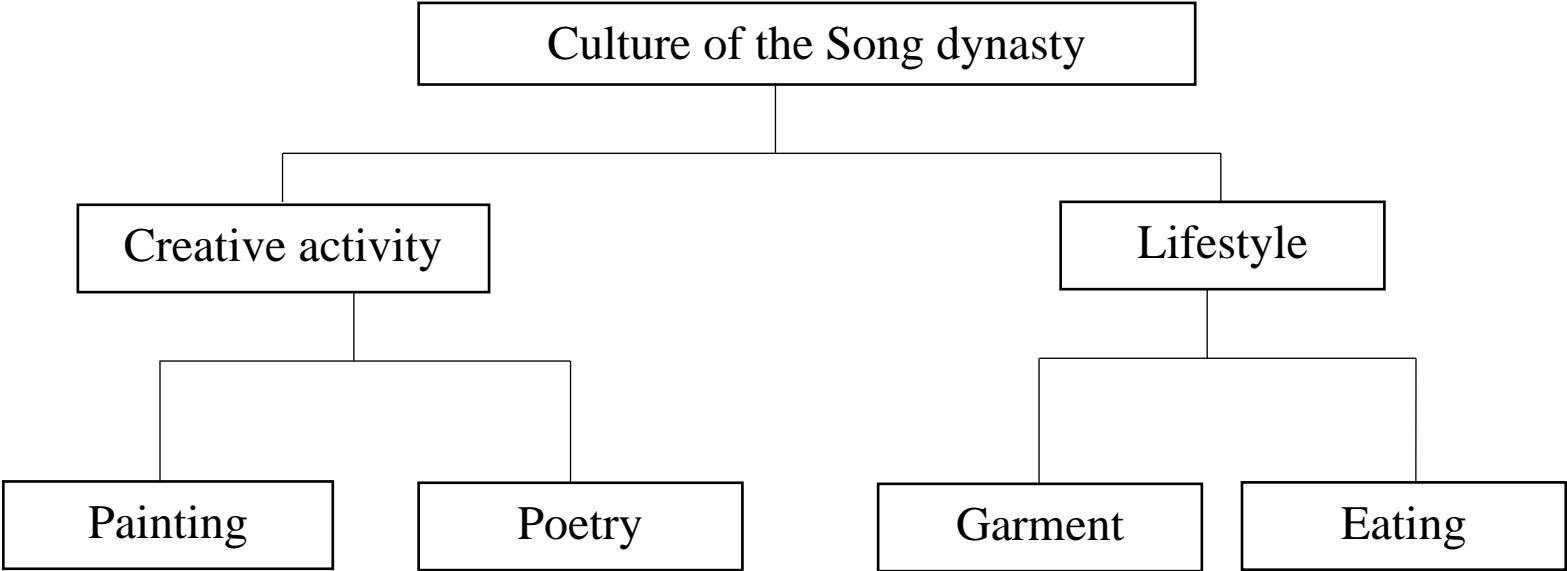To be able to image the night market in the Song dynasty.

3. IA

The IA part is important for me to understand the structure of my content. It is good that Wikipedia has classified the content for me. I only need to consider what content that I need to put in my website based on my audience's needs, and then I will re-classify the needed content for my website. According to my personas, I decided to put 'poetry', 'painting', 'garment', and 'eating' in my website. The reasons why I classified garment and eating into 'lifestyle' and painting and poetry into 'creative activity' are that: Firstly, they are different social activities. Secondly, eating and garment are showing people's ways of life in the Song dynasty. Lastly, poetry and painting can be considered creative art.

Culture of the Song dynasty

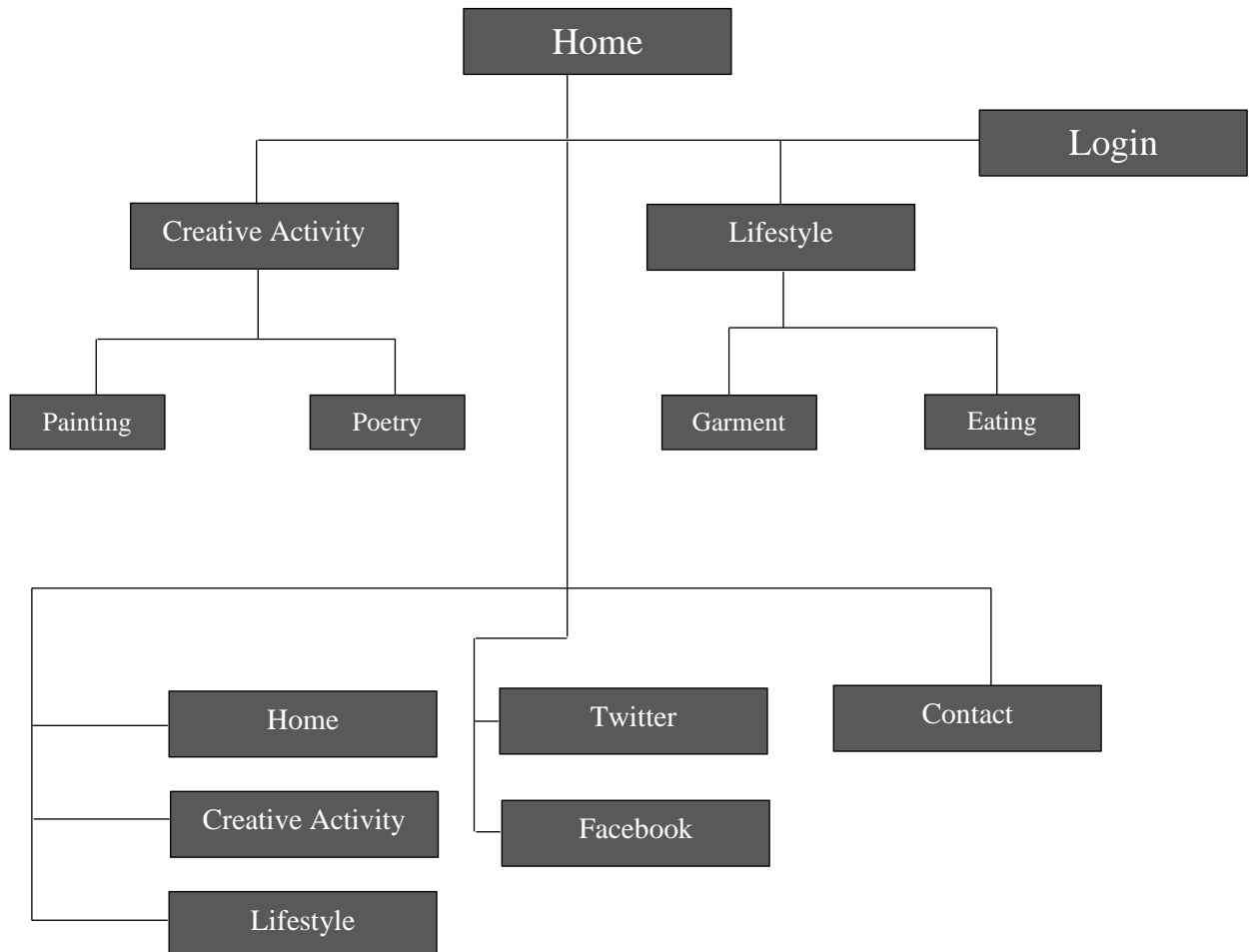- Visual Arts
  - Paintings
  - Ceramics
  - Sculpture
- Poetry and Literature
- Performing Arts
- Festivities
- Clothing and Apparel
- Food and Cuisine
- Philosophy
- See also
- Notes
- References
- Further reading
- External links

Contents [hide]

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                    ┌─────────────────────────────┐
                    │   Culture of the Song dynasty │
                    └─────────────────────────────┘
                 ┌───────────────┴───────────────┐
        ┌─────────────────┐               ┌─────────────┐
        │ Creative activity │               │  Lifestyle  │
        └─────────────────┘               └─────────────┘
        ┌───────┴───────┐               ┌───────┴───────┐
   ┌──────────┐   ┌──────────┐     ┌──────────┐   ┌──────────┐
   │ Painting │   │  Poetry  │     │ Garment  │   │  Eating  │
   └──────────┘   └──────────┘     └──────────┘   └──────────┘
```

4. Navigation

Navigations are useful to audiences to know where they need to go and what do I have in my website. They are playing the role of guide in my website.

```
                          ┌──────────┐
                          │   Home   │
                          └────┬─────┘
          ┌────────────────────┼────────────────────┐  ┌──────────┐
          │                    │                     │  │  Login   │
    ┌───────────────┐    ┌───────────┐               └──└──────────┘
    │Creative Activity│    │ Lifestyle │
    └──────┬────────┘    └─────┬─────┘
      ┌────┴────┐          ┌────┴────┐
  ┌────────┐ ┌────────┐ ┌─────────┐ ┌────────┐
  │Painting│ │ Poetry │ │ Garment │ │ Eating │
  └────────┘ └────────┘ └─────────┘ └────────┘
```

Home	Twitter	Contact
Creative Activity	Facebook	
Lifestyle		

5. Website

At the beginning, I've chosen two websites as my 'learning objects'. I tried to replicate its

structure and visual designs in my way, however, I was failed because the codes of the website

(https://www.zillow.com/) are too complicated to me. So, I found another website

(https://nakashimawoodworkers.com/). The website is very clean and beautiful, everything of the

website is perfect. However, I was failed again because I could not replicate the 'slick-slide' in

my way. I have to appreciate the two websites, they taught me a lot in coding.
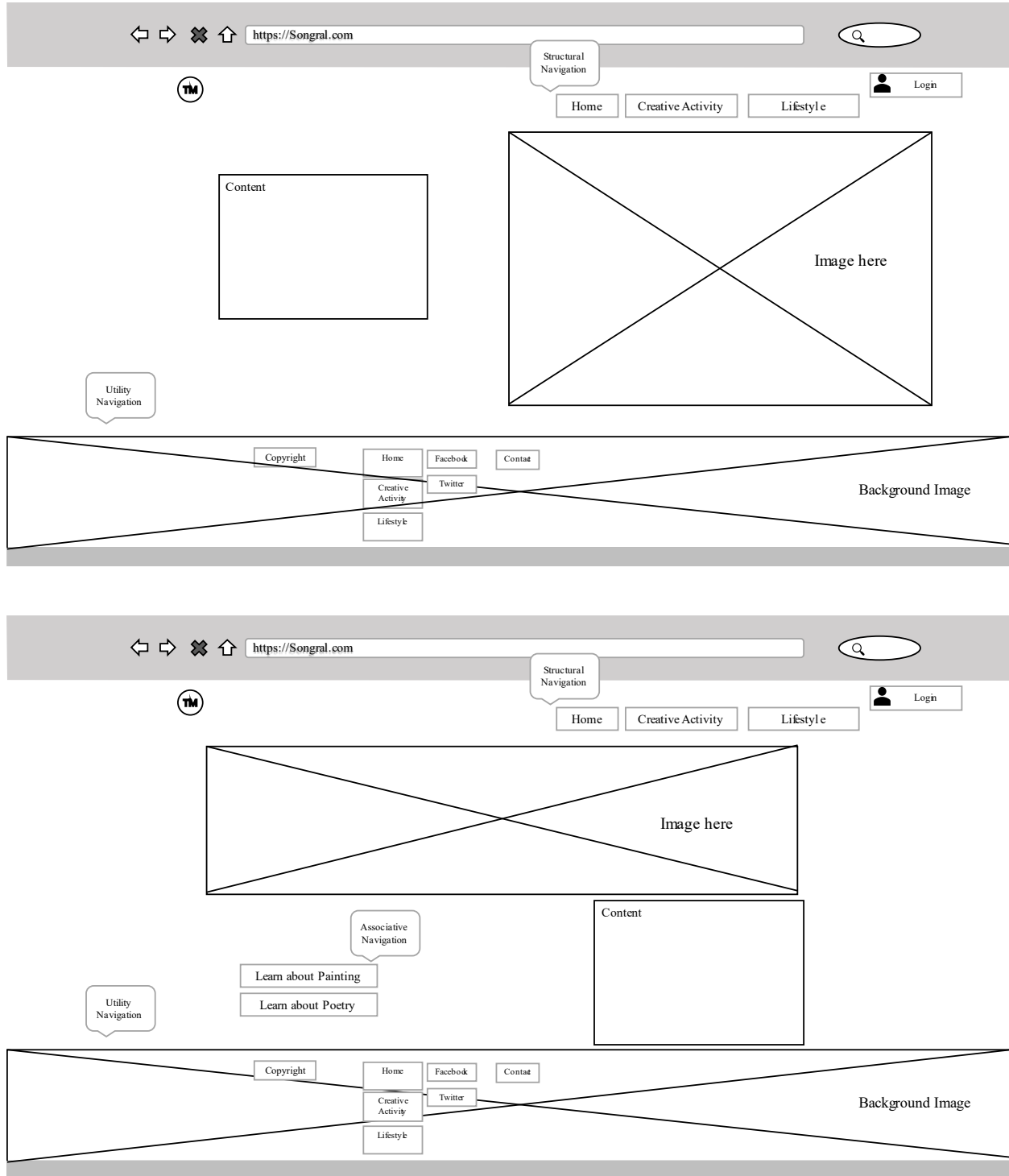
```
::before
▶<div class="slick-slide" data-slick-index="0" aria-hidden="true" tabindex="-1" role="option" aria-describedby="slick-slide00" style='
idth: 400px; position: relative; left: 0px; top: 0px; z-index: 998; opacity: 0; transition: opacity 1600ms ease-out 0s;">…</div>
▼<div class="slick-slide" data-slick-index="1" aria-hidden="true" tabindex="-1" role="option" aria-describedby="slick-slide01" style='
idth: 400px; position: relative; left: -400px; top: 0px; z-index: 998; opacity: 0; transition: opacity 1600ms ease-out 0s;">
  ▶<div class="img-wrapper-proportion no-padding">…</div>
```

Finally, I found my last learning object (http://thesum.ca/index.html). The codes of the website

are suitable to me, and of course, its design and layout are also perfect. I like the designs of its

footer and inner page.

6. Wireframe

According to http://thesum.ca/index.html, I made a wireframe for my website.

7. Logo

I build a logo of my website by using AI. It consists of two parts. The top part is the word of 'Song' in Chinese. The bottom part is the name of my website. The Chinese word represents the Song dynasty, and the English word not only represents my website, but also means that the content of the website is in English.

Reference

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    https://www.58pic.com/newpic/37529649.html.

千图网. (2020). *woman in cartoon* . 女人卡通头像.
    https://www.58pic.com/newpic/37350803.html.

Wikipedia. (2021, May 24). *Song dynasty*. Wikipedia.
    https://en.wikipedia.org/wiki/Song_dynasty.

TH=SUM. (2021). TH= SUM. http://thesum.ca/index.html.

Credit

1. http://thesum.ca/index.html

2. https://en.wikipedia.org/wiki/Song_dynasty

3. https://nakashimawoodworkers.com/

4. https://www.zillow.com/