

ASSESSMENT BRIEF

Component title and code: Web Authoring 5N1910

Teacher: Pascale Wolfe

Course Code: SD5

Assessment Technique: Project Part 1

Weighting: 20%

Learning Outcome(s):

3

4

5

6

7

Brief Guidelines: Planning and preparation of your website (5 pages minimum)

Assessment Criteria:

- Identify target market: what is your audience? (1 mark)
- List site objectives (1 mark)
- Create site map (2 marks)
- Navigation (3 marks)
- Sketching of initial design concepts (5 marks)
- Justify your choice of design (colours, fonts, layout...) for your target audience in terms of
 1. Contrast
 2. Repetition
 3. Alignment
 4. Proximity
 (4 marks)
- Identify tools for creation and maintenance of website including
 1. HTML and CSS
 2. Graphics
 3. Site uploading

Explore different tools available for generating HTML and CSS. Pick 2, one WYSIWYG such as Dreamweaver and one text editor such as Notepad++. Give advantages/disadvantages of each and justify your own choice of tools for your project. (4 marks)

This briefing document must be uploaded with the element of assessment

Student name: REMY ZAHIGA

Date of issue: 23/10/2023

Deadline date & time: 04/12/2023, 5.30pm

Authorship Statement

Initial each
section

I confirm that I have read and understood all policies and procedures regarding project and assignment submission, plagiarism etc as described in the Student Handbook.

I confirm that I have retained a copy of this project/assignment for my own personal use and in the event of an additional copy being requested by my teacher.

I hereby declare that all work included in this project/assignment except where referenced is entirely my own. All sources of information have been acknowledged by means of reference as required.

Signed: REMY ZAHIGA

Date: 3 Dec 2023

✓ **Identify target market: what is the audience?**

Firstly, my target audience comprises business owners seeking to adopt sustainable practices for their businesses and transform them into environmentally friendly entities. Secondly, I cater to organizations and individuals in need of my services in web and graphics design, seeking inputs, or ideas for their research or articles in the areas of climate change, global citizenship, and conflicts. My website is designed to serve as a hub, connecting these customers with the right experts who can assist them in achieving their goals for successful and impactful projects.

My personal website helps customers to easily reach out to me for assistance. The platform aims to provide a seamless experience, allowing clients to connect with my services effortlessly. As a freelance web and graphics designer and a storyteller specializing in peace building and climate change, I am excited about the opportunities this platform will create for smooth communication and collaboration.

✓ **List site objectives:**

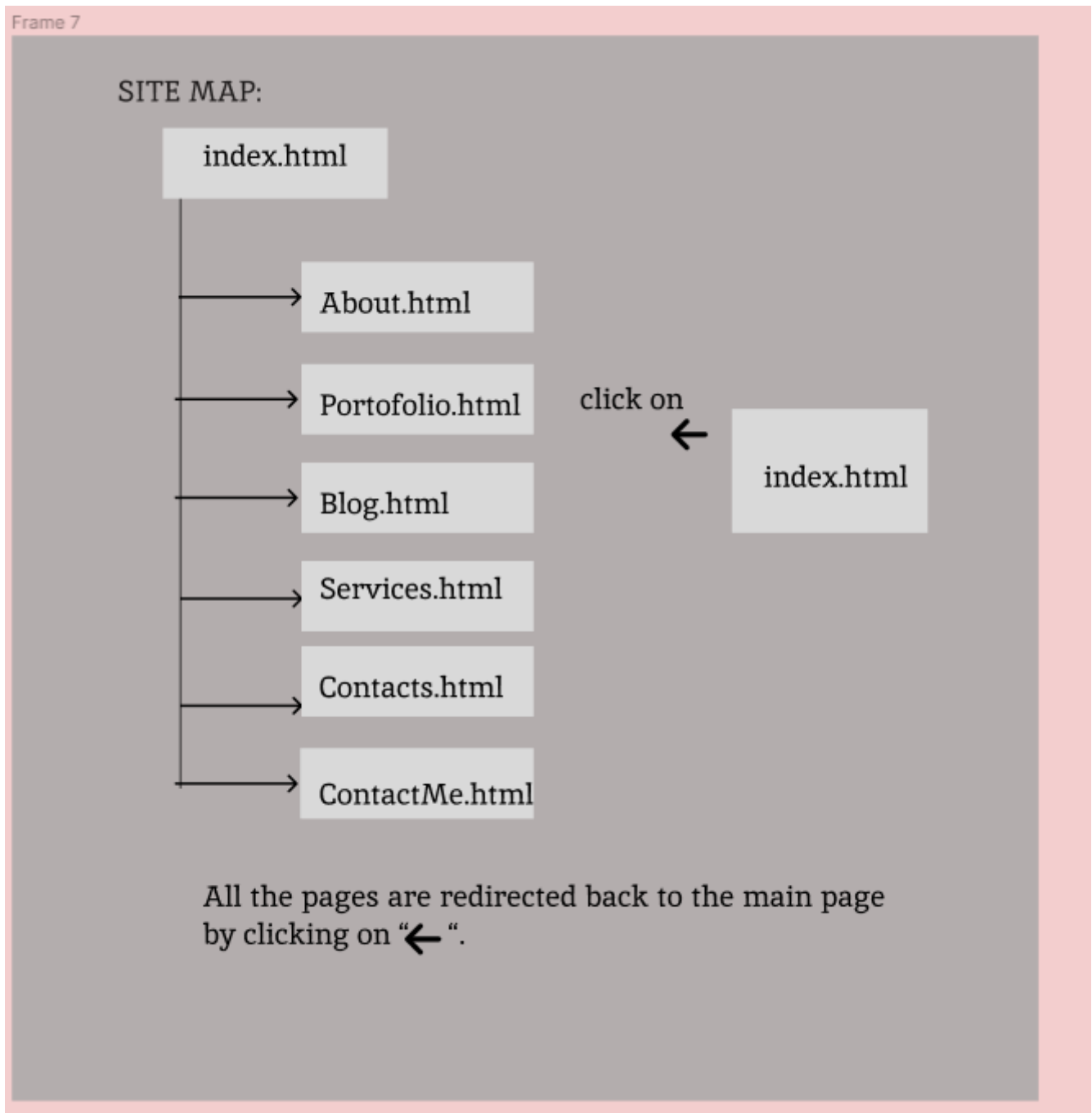
- ❖ Highlight storytelling abilities through examples of narratives, articles, or content creation related to peace building, graphics and web design and climate change;
- ❖ Connecting potential customers to my services by sharing knowledge and engaging with them through informative content;
- ❖ Educating the public about the impacts of climate change as well as sharing tips to help beginners in software engineering through my blog.

These objectives aim to establish a strong online presence, attract potential clients, and effectively communicate the unique skills and services I offered as a freelance web designer and storyteller.

Here is the link to the full design in Figma:

<https://www.figma.com/file/WZsxK0YbypHlhUYTYgKmy6/My-Web-site?type=design&node-id=0%3A1&mode=design&t=2lyzWYARDYyfgbLg-1>

✓ **Site map:**



✓ Navigation:

Home: This is considered as the main page (by clicking on index). All the pages are redirected back to the main page by clicking on the “back button”.



The hyperlinks are as follow as:

About:

Welcome to my personal website! I am passionate about storytelling and web design, with a focus on addressing the critical issue of our time. As a storyteller, I aim to convey the impact of climate change through compelling narratives that inspire action. As a web designer, I use my skills to create engaging and user-friendly online experiences.

At the heart of my work is a profound belief in the power of storytelling to drive change.

Storytelling is more than just words; it's a transformative force that has the ability to shape perspectives, evoke emotions, and inspire action. As a storyteller, I leverage this power to illuminate the urgent issue of climate change. Through compelling narratives, I strive to connect individuals to the human side of environmental challenges, fostering empathy and understanding. I will as well sharing stories from the Congo rain forest which considered as the world's second lungs which is currently under threats of destruction.

But I don't stop there. As a web designer, I recognize the synergy between storytelling and technology. I use my design skills to create immersive online experiences that amplify the impact of these stories. I believe that the combination of a compelling narrative and thoughtful design can break down barriers, spark conversations, and ultimately drive positive change. Join me on this journey of storytelling and design, where we explore the profound influence narratives can have in shaping a sustainable and compassionate future. (click on “back button” to be redirected to the main page).

More About Me:

Remy Zahiga, I am, a young Congolese Geoscientist, Forest defender, and a peaceful advocate of Climate Community leadership. I bring the voice of the Congo rainforest and its' indigenous people to global stages by working as a UN Youth representative.

In 2018, I faced the degradation of my homeplace in the Congo rainforest (which is the world's second lungs) and started an environmental movement to save the Congo basin forest and urgently protect the human rights of the indigenous people, (including the Baka pygmy tribespeople).

I am a Member of The Treaty on the Prohibition of the Nuclear Weapons youth advocates and attends Meeting of States Parties on nuclear weapons annually. I am featured in Hiba Noor Khan's book as "1 of 18 most Inspiring Young Activists from Around the Globe." In 2021, I was named by Green Peace as 1 of the Top 10 African youth activists.

Active in youth groups, I take action to raise awareness and aspire for a world without nukes and advocating for climate justice globally.

With my software development skills, I will support you to design tools that help your business to grow as well as managing your web site and creating content. Get in touch to get started. (click on "back button" to be redirected to the main page).

Portfolio:

Check out some of my projects that blend storytelling and web design to raise awareness about climate change. (I will put all my projects). (click on "back button" to be redirected to the main page).

Blog: I have contributed to articles and projects such as. (I will put all the articles).

Services:

Web designer: through my web and software designer skills, I will support you to create online tools to boost your online presence as well as managing and maintaining your website and social media to boost your business.

Storyteller: I share my thoughts about the global citizenship and how we can better take urgent actions to save our planet and bring our support to the least privileged communities in need.

Panelist and Conference Speaker: I am able to share my work with a large audience, inspiring them in taking action for a world where no one is left behind. I have been a speaker at the Nuclear Ban Summit in Vienna where I shared my thoughts and highlighted the consequences of the nuclear weapons; as well as at the African climate week in Gabon where I shared the urgent need to take climate action because the time is running out and our planet is being destroyed. (click on "back button" to be redirected to the main page).

Contact Me:

Let's connect! Feel free to reach out to me through this message box:



CONTACT ME

Names

Phone

Email

Describe your message

Send Message

My social media: Twitter (X) and LinkedIn as Remy Zahiga

As Featured On: I have been featured on different platform such as BBC, UNDP and NHJ Japan to mention few as part of my freelance work in climate change and global issues (I will put all the links).

✓ Sketching of initial design concepts

Here is the link to the design in Figma:

<https://www.figma.com/file/WZsxK0YbypHlhUYTYgKmy6/My-Web-site?type=design&node-id=0%3A1&mode=design&t=21yzWYARDYyfgbLg-1>

Justify your choice of design (colours, fonts, layout...) for your target audience:

High contrast is essential for readability and accessibility, especially for websites targeting a broad audience. It helps distinguish different elements and improves the overall user experience. For example, using a dark text on a light background or vice versa ensures content is easily readable. Consistency in design elements, such as colours, fonts, and layout, helps create a cohesive and recognizable brand identity. This is crucial for maintaining a professional and trustworthy image, which is important for any audience. Proper alignment enhances visual appeal and makes the website content easier to consume. It also contributes to a sense of order and professionalism. Centred or left-

aligned text, as well as consistent spacing, can create a clean and organized look. Grouping related elements together through proximity helps users quickly understand the relationships between different pieces of content. For example, placing navigation links close to each other or grouping related information in sections improves user navigation and comprehension.

Identify tools for creation and maintenance of website including:

Tools for Creation and Maintenance:

1. **HTML and CSS:** HTML (Hypertext Markup Language) is used for structuring the content of the website, while CSS (Cascading Style Sheets) is used for styling and layout. These are fundamental technologies for web development, providing the structure and design of the site.
2. **Graphics:** Graphics tools such as Adobe Photoshop, Figma, Illustrator, or free alternatives like GIMP and Inkscape are essential for creating and editing images, logos, icons, and other visual elements. These tools ensure that graphics are optimized for the web and adhere to the overall design theme.
3. **Site Uploading:** File Transfer Protocol (FTP) clients like FileZilla, WordPress or integrated solutions provided by web hosting services are commonly used for uploading website files to the server. These tools facilitate the seamless transfer of HTML, CSS, and graphic files to make the website accessible on the internet.

A well-designed website for a broad audience should prioritize high contrast for readability, consistency through repetition, proper alignment for visual appeal, and effective proximity for content organization. The use of HTML and CSS is fundamental, while graphics tools aid in creating and maintaining a visually appealing and functional website.

Here is the link to the full design in Figma:

<https://www.figma.com/file/WZsxK0YbypHlhUYTYgKmy6/My-Web-site?type=design&node-id=0%3A1&mode=design&t=21yzWYARDYyfgbLg-1>