



: GRIFFITH COLLEGE DUBLIN

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Signed: William, Alessandro**Date: 07/05/17**

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1. Site Design

1.1 Design Process - Introduction

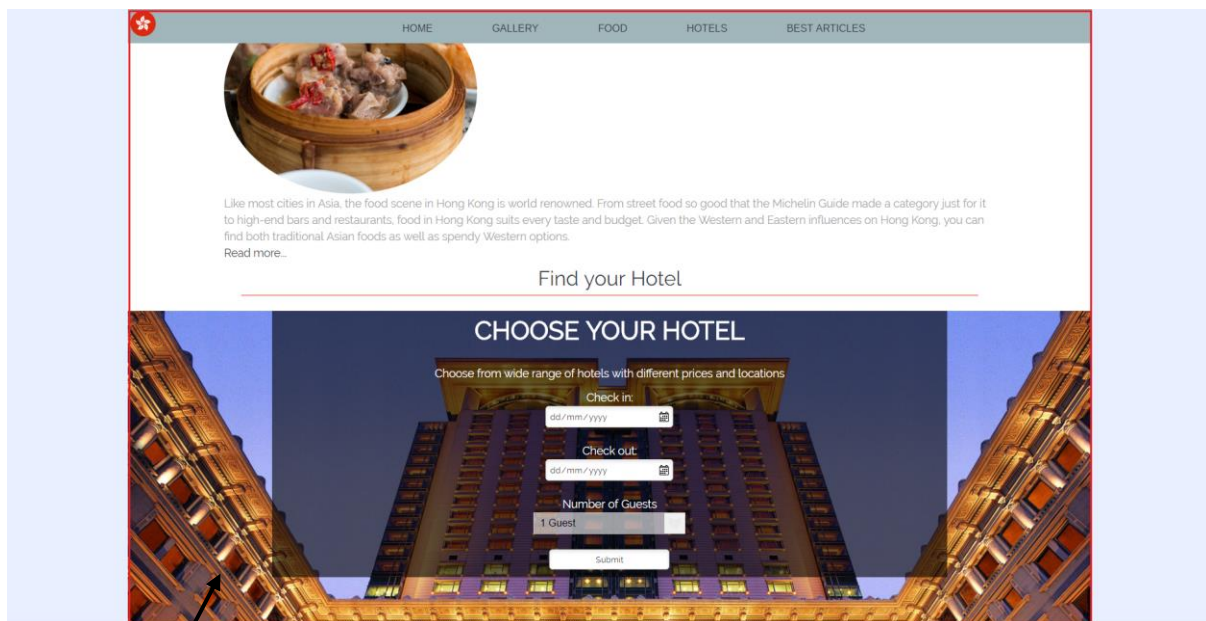
When issued with the task of designing and building a rich and immersive website, various considerations had to be taken into place. This was a group assignment and as such we recognised that the design process could perhaps be an area of conflict given the subjectivity that exists in the matter. However, it was important for us as a group that we adhered to an agreed systematic approach for the planning of the website, something we had each individually practiced in our previous assignments. During the initial planning phase, we found it helpful to focus on design structure first rather than focus on specifics such as colours or imagery. We built up in our minds and on paper a rough image of how the website should be laid out. This was achieved by employing a variety of software tools and diagrammatic techniques such as wireframes and site-map drawings. Having laid the foundation of our website, it was then possible to build upon it with design. The following section is a review of the finished website. It covers the decisions we made regarding design and most importantly, our reasoning behind our implementations and why we believe they are suitable for our chosen subject matter.

1.2 Choices & Considerations

Our website's goal was to promote the region of Hong Kong as a desirable destination for vacationists. This was to be achieved fostering interest from those who visit the site with a clean design and appealing content. The overriding influencer to the design choices we made proved to be Hong Kong itself as we sought to keep the site reflective of the city. We hoped to maintain a consistency not only between our site and what it represents but also within the individual pages themselves.

1.2.1 Structure

The first major consideration was the overall structure of the website – that is how we would populate the page with content.



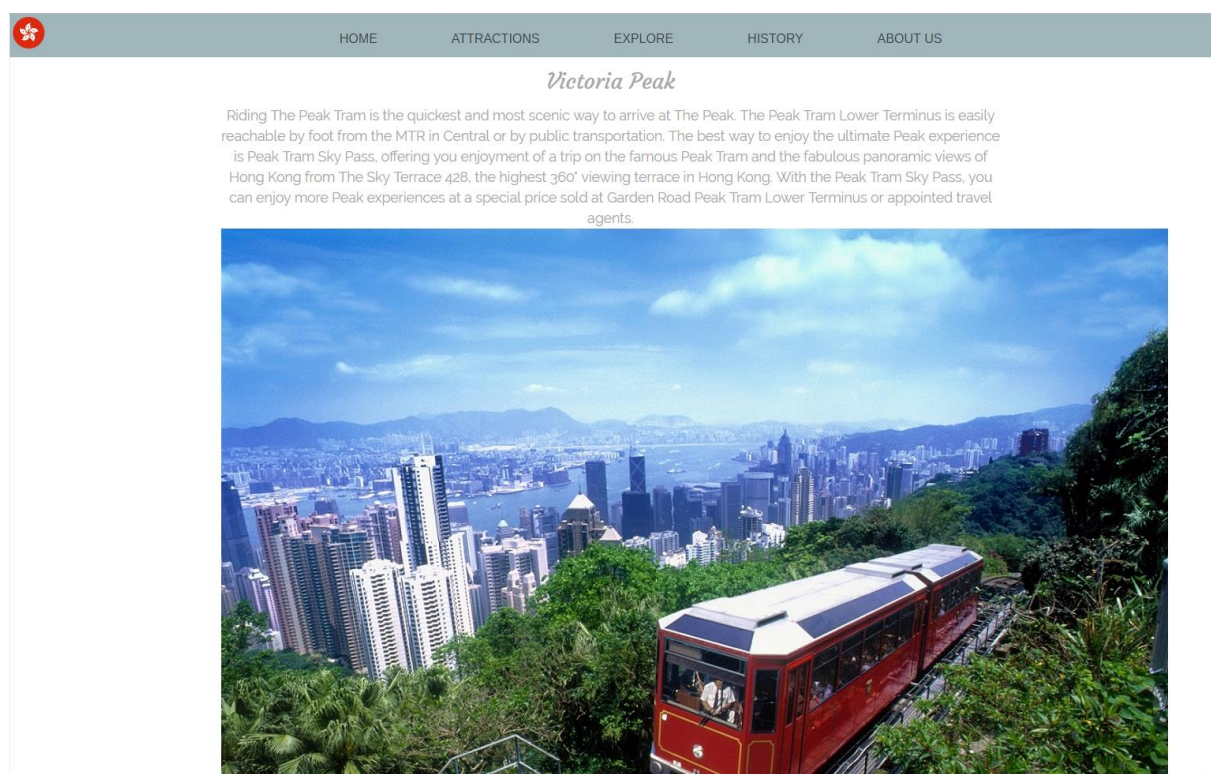
Content Region

- We opted to use a wide content page as utilising a majority of the available screen real-estate would aid in website's goal.
- A large content page allowed for the use of larger images which were more considerably more captivating
- Text and images could also be meshed well more easily without making the page feel cramped or cluttered.

- This website was primarily about showing people why they should visit Hong Kong and it was important to use the best asset for doing so to full effect.

1.2.2 Typeface

As aforementioned, the prime focus of this website was on imagery and presentation as it was our belief that these were the requisite tools for achieving the set objective. Despite the gravitas that was placed on photography, the fonts employed were an important design application.

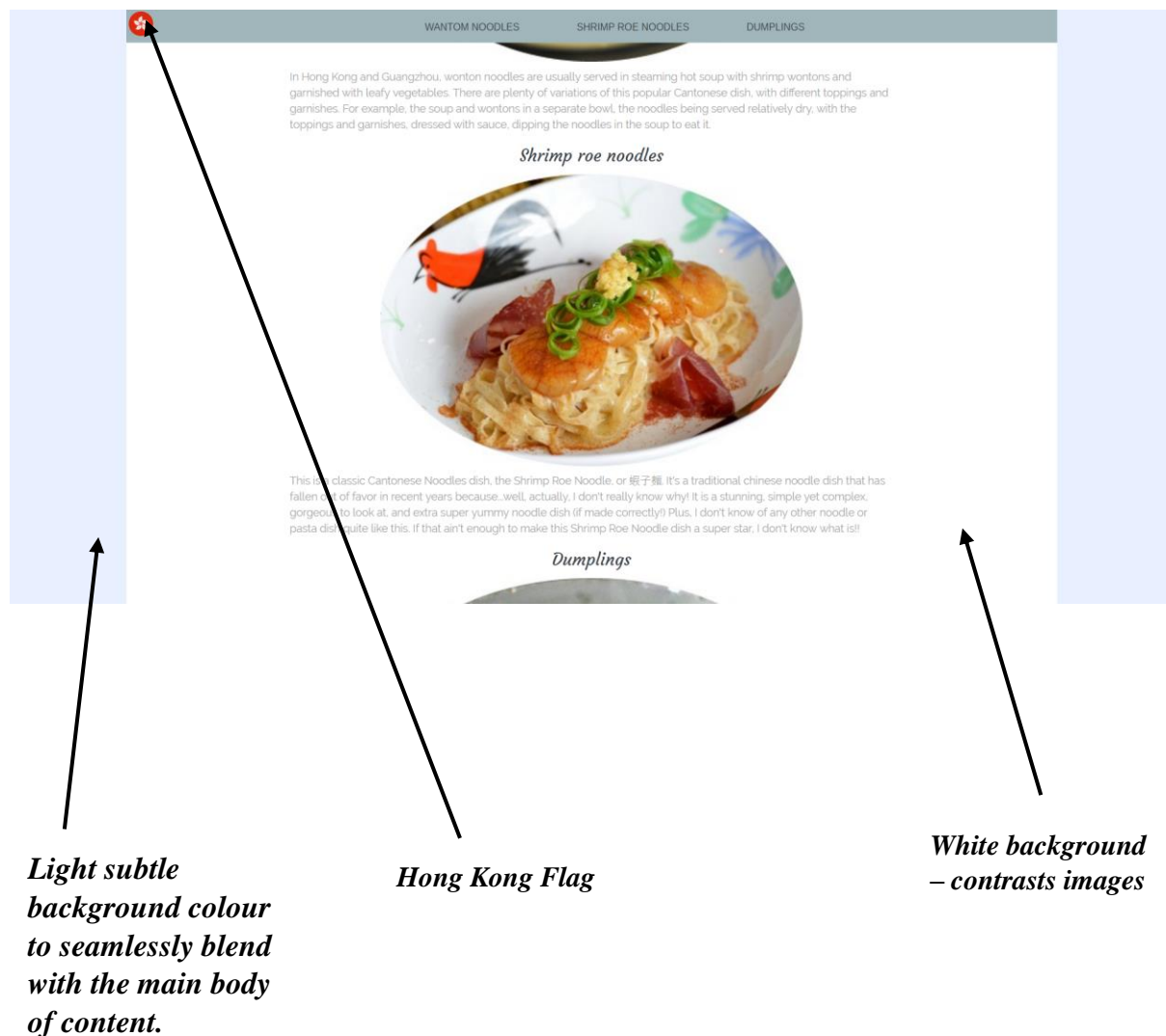


- The chosen typeface for the main text was one 'Raleway' which was gotten from Google Fonts.
- We saw this font to be suitable as it sported a simplistic design which managed to not excessively stand out nor did it appear archaic in design. It was a clean modern font which was adequate for our intentions.
- Changing to a grey font colour was perhaps more impactful than the typefaces selected. The reason behind this was that it administered greater importance to the pictures of the website. The text was now supplementary to the images and not vice versa. By reversing this notion of importance, we felt that we were able

to achieve balance we had previously defined during the planning stage of the website.

1.2.3 Colour Palette

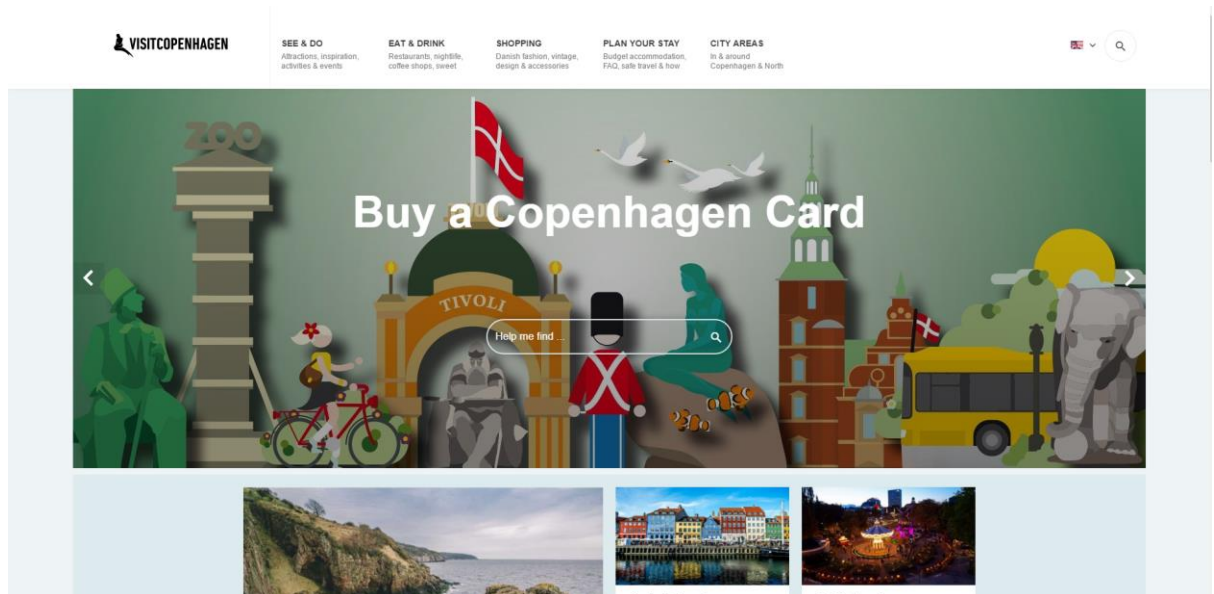
Given that the website was concerned with the promotion of a city, we were able to adopt a greater degree design freedom in the area of colour design. As opposed to a sports team or videogame, they are no official colours of Hong Kong and this allowed for increased flexibility.



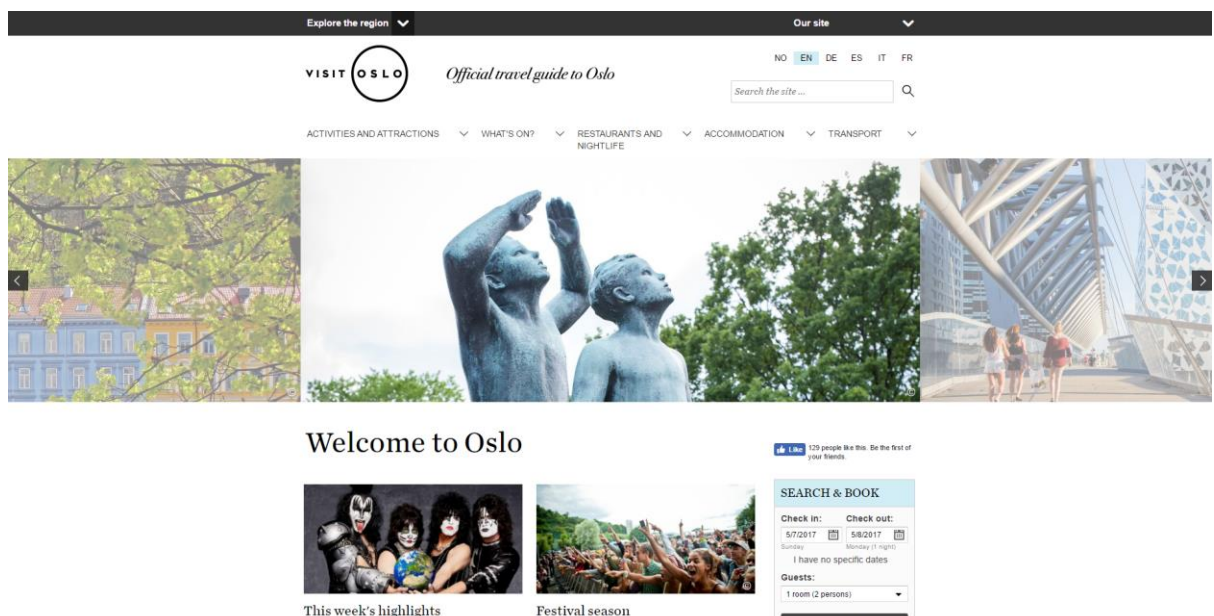
2. Research

In web design, inspiration can play a vital role in the quality of what is produced. We found it important to study the websites which we shared a mutual admiration for. The design of these sites served as the foundation for this project, one which we were able to build on with our collective effort.

1. VisitCopenhagen



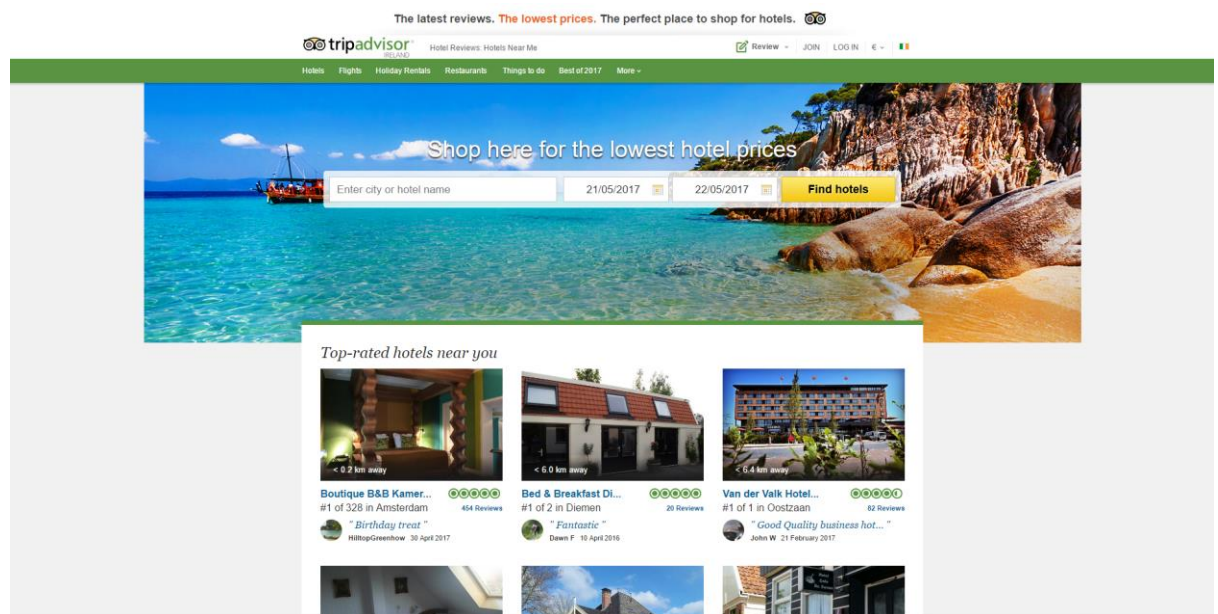
2. VisitOslo



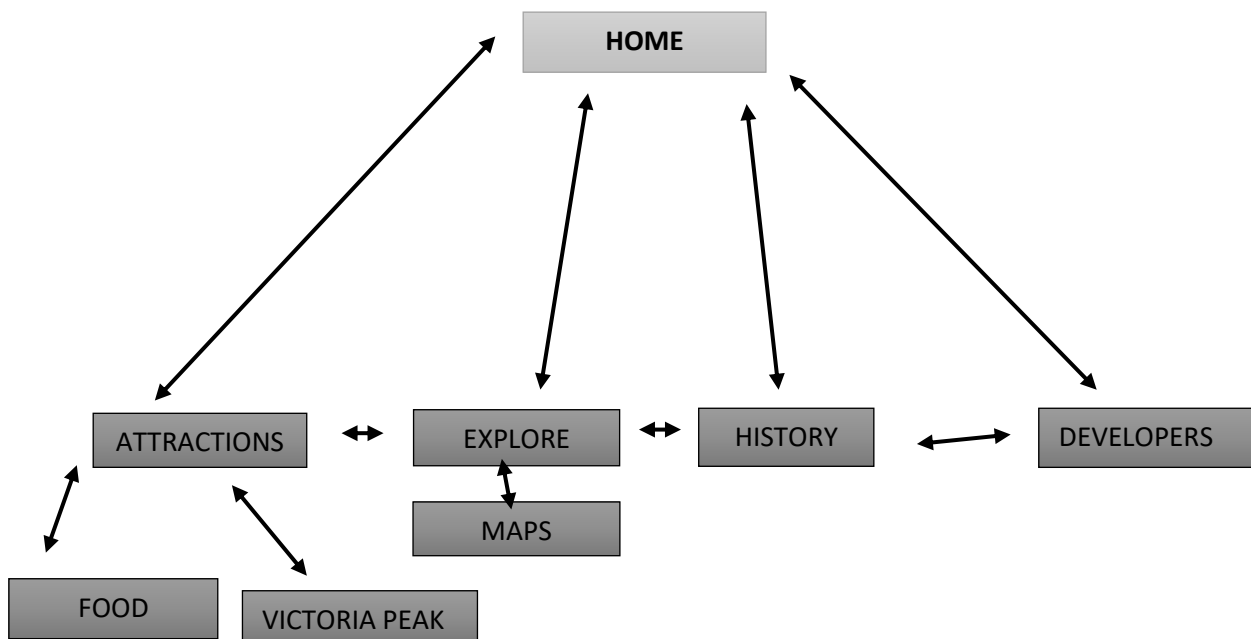
3. Lonely Planet – Hong Kong



4. TripAdvisor

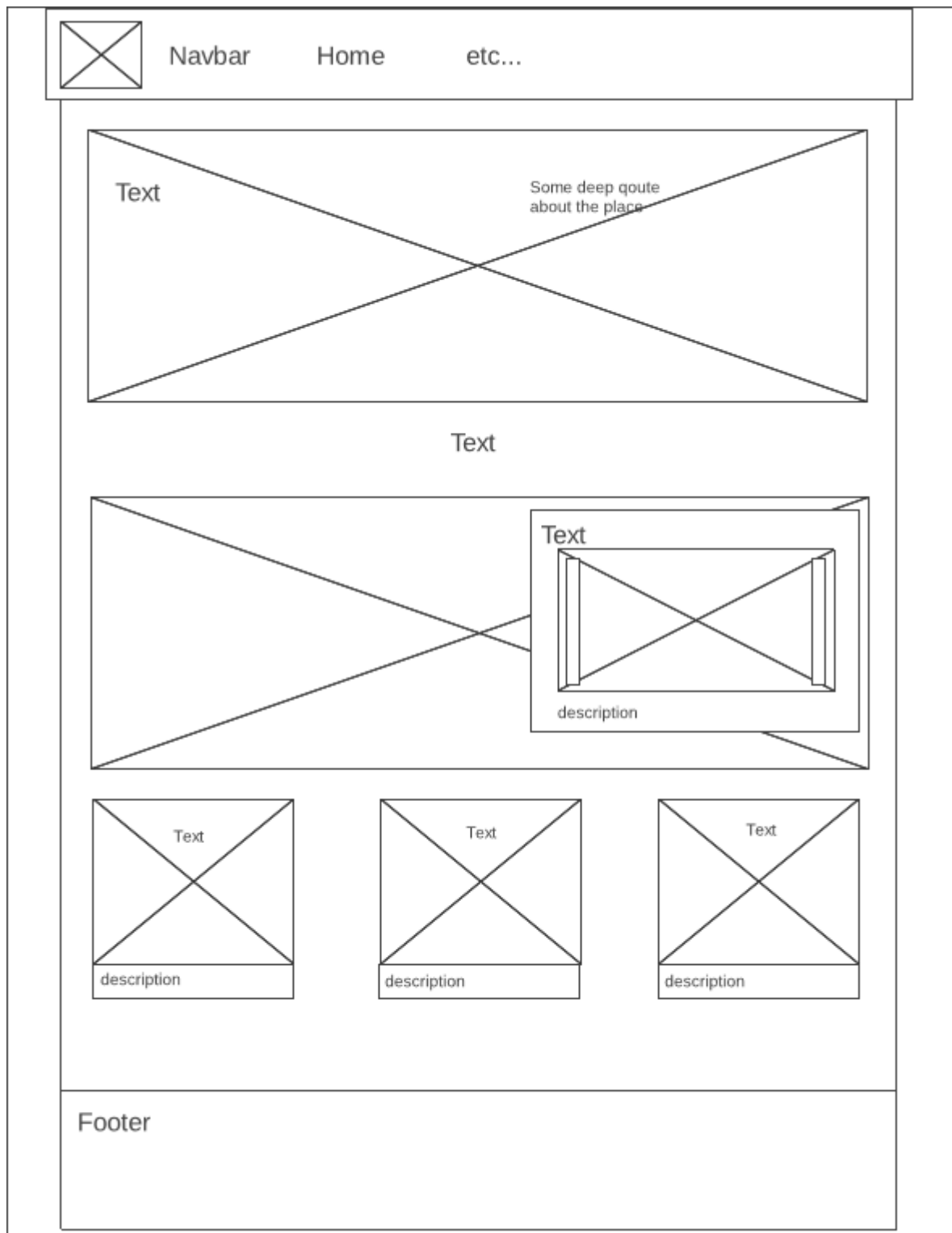


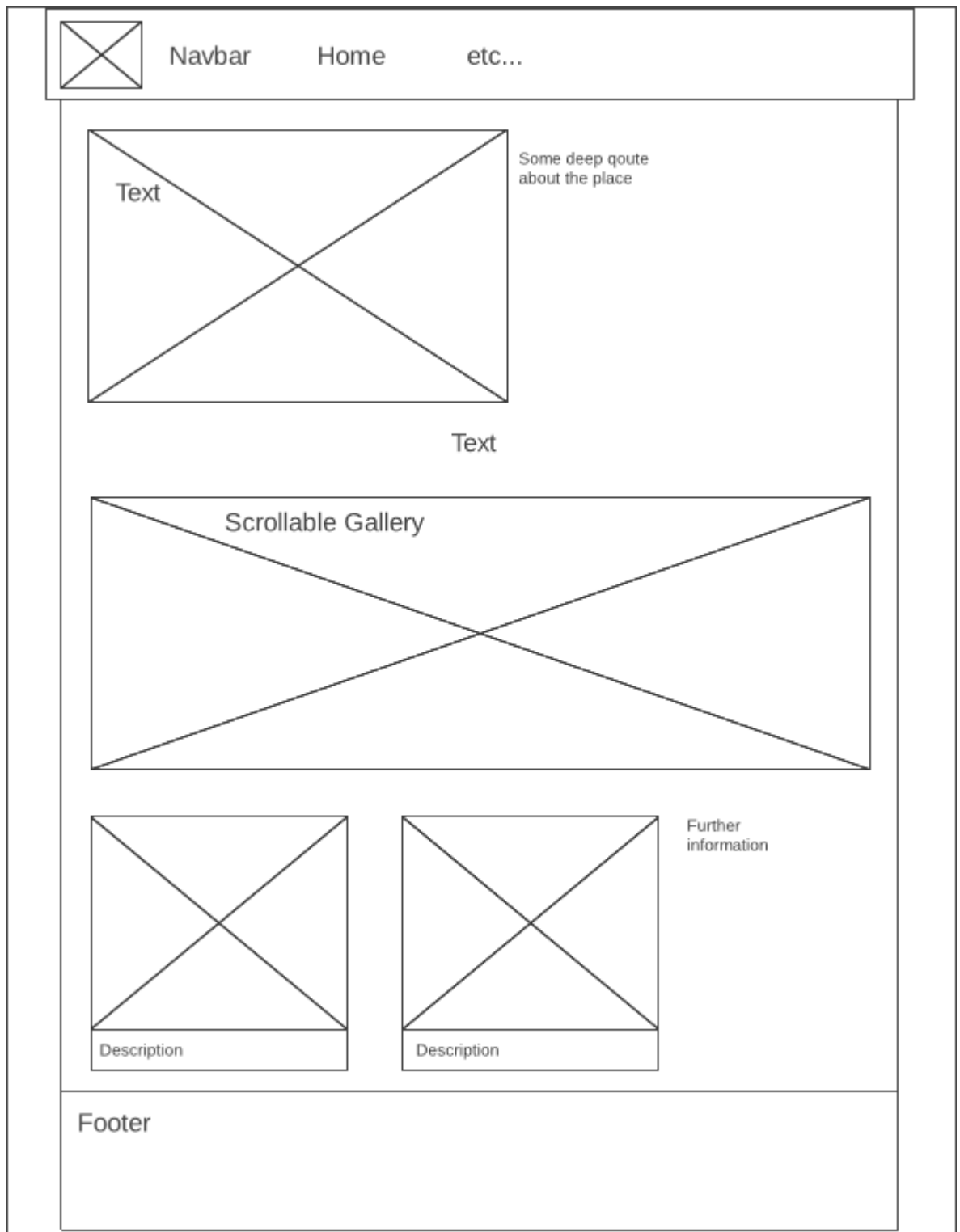
3. Site Map

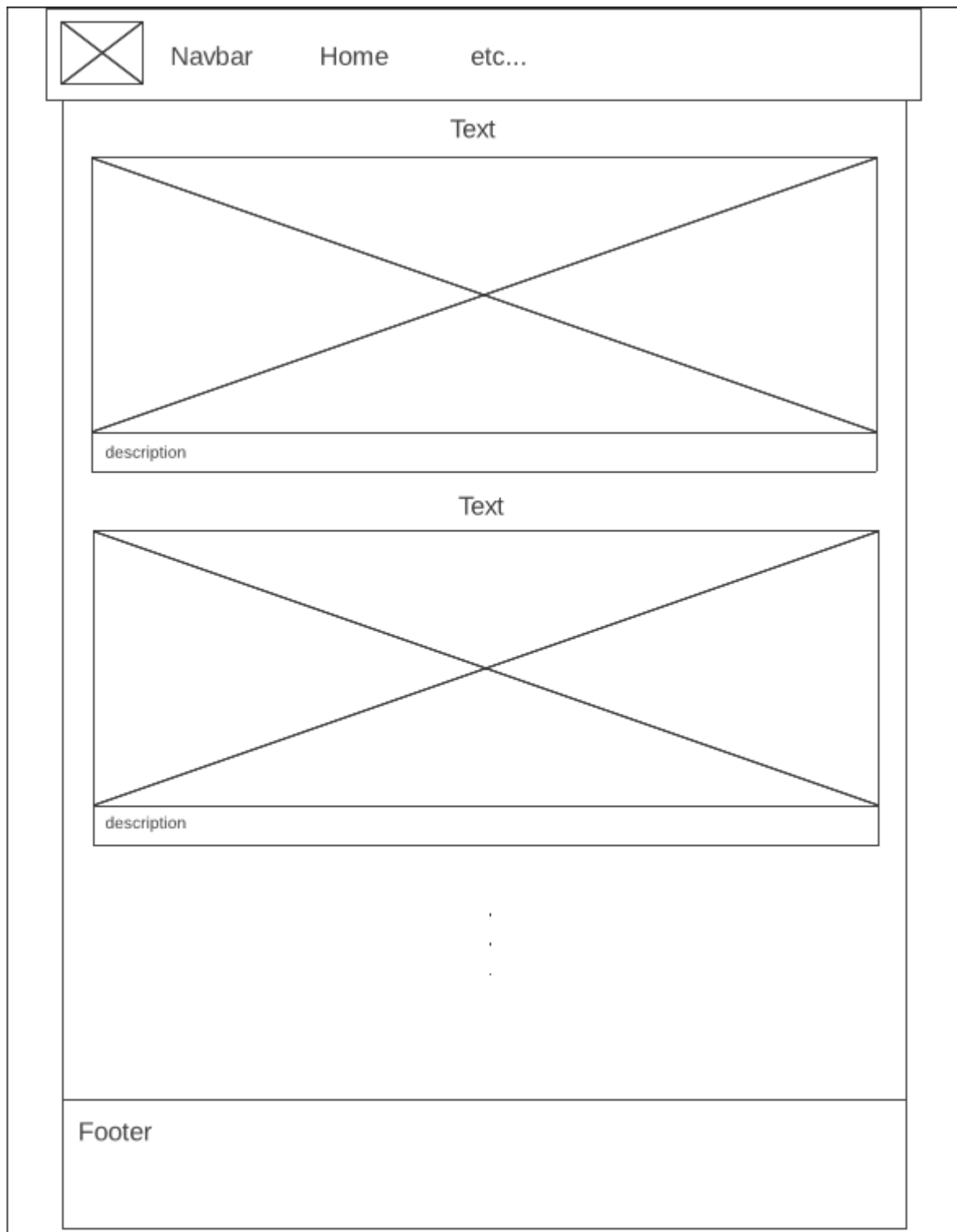


Navigable architecture of the website

4. Wireframes







5. Review

Overall, we are pleased with the offered solution for this group project. During the last few weeks put into the practice the skills & techniques that we had acquired and honed over the last two semesters. The website satisfies both pre-defined and self-established criteria.

The work load was managed with effective division of labour and time management with the latter proving more difficult. Constant communication was a key factor to ensuring the prevention of duplicity of labour. This project provided us with an opportunity to experience an ambiance similar to what would be expected in the real world of web development. It faced us with challenges which we had to overcome collectively and tested our capabilities as web developers. We both believe that this assignment was a good revision exercise of all we had learned throughout the academic year and duly serves as a barometer of what we know about making websites. Having completed the planning, design and review phases of this project, we feel more familiar with the procedures expected to be undergone in the industry. We as a group, and as individuals have reinforced our confidence in the methodology learnt from class. It was easy to recognise the benefits that our planning and organisation had when it came to the implementation stage.

To conclude we are both very satisfied with the end product of our joint effort. The site is very responsive, even more so than the Lonely Planet website which we looked to for inspiration. It was an endeavour that we both thoroughly enjoyed and helped showcase tangible applications of our ability so far as web developers.