**COURSEWORK SUBMISSION FORM**

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| **STUDENT USE** | | **STAFF USE** | |
| Module Name | Web Technologies | First Marker’s  (acts as signature) |  |
| Module Code | 4BUIS011C | Second Marker’s  (acts as signature) |  |
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# Site Plan

## Audience profile

Title of agency is AdAge. Developed web site, which is aimed to work as the showcase of Advertising agency. Based on it, it is possible to conclude that the target market is business that want to represent and advertise its products and services through the Internet. According to: Internetlivestats.com (n.d.), today more and more people spend a lot of time in the Internet, so it is good place to show products and find new potential consumers. According to this, it is mandatory part to find ways to attract people. Furthermore, well-developed site, which is not similar with others can help to achieve this goal. In addition, we can see that the number of Internet users with mobile devices or tablets is constantly rising, so site should be adaptive (can reconstruct for different screen sizes). In this assignment I use only two display sizes – big(>1280) and small (<600), this can be found in grid.css of the web site.

## Goals and Objectives

The main goal of developed web-site is to represent abilities and portfolio for potential customers. Moreover there is a simple form to contact with representative of AdAge. Form is developed with minimal amount of fields in order to prevent wasting a lot of time on its fulfillment. Site support huge amount of different animations and transitions with the help of canvas. There were created some canvas libraries to work with particles and text. All of them can be found inside js folder of resources. There is external library jQuery and purl library (to parse query parameters from url, which can be seen on portfolio page (current page become inactive in navigation)). For site content used “Lorem Ipsum” standard meaningless text in order to help people to concentrate on design and features. It is web-technology, main aim of which is introduce into web site development. I did not use any not free sources of information for content and site in order to prevent any issues with copyrights,.

## Functions and Features

The main page of presented site contains multiple blocks, sections. First is full-page slider, which was constructed by using HTML5 canvas element that is according to: W3schools.com (n.d.), supported by most of the modern web browsers. This slider is easy to control: next slide, previous slide, pause and start. All buttons placed in the appropriate positions, so it is not difficult to find them. Second section presents some of already developed products of AdAge studio. The last section provides the opportunity to contact with administrator or representative of AdAge agency. In addition, there are several pages:

1. Home – contains modern sites that were developed by studio. As it is advertisement site it is appropriate to show only best accomplished works;
2. Portfolio – contains most interesting works that were developed by studio. As it is advertisement site it is appropriate to show only best accomplished works;
3. Project – project information page, there are not too many design elements in order to attract attention of potential customer to the content;
4. Site map – main structure of the web site. As it is advertising site, this page contains only two links(main page, portfolio);
5. Contact Feedback – indicate that contact form filled successful, right, and received by “server: in order to future processing;
6. 404Page – it is basic error page, which is not working without server side. According to: W3.org (n.d.), 404 is error code for html error that is described as Not Found. In my opinion, it is pivotal task to construct this page. Because, it is too difficult to catch all exceptions and errors, which can be inside web, site or created by users.

## Navigation

Navigation of this website is linear. There are no any inherited pages. Modern trend is single page applications which is constructed from only one page and a lot of Ajax(Asynchronous JavaScript And XML) queries to server, so this approach can help to present site as modern. Since the target auditory is business and as it as mentioned above, main goal is to just show qualification of staff and creativity it is better to use as small as possible navigation and text elements. This approach help to be clear and attract peoples’ attention to main purpose of the site – portfolio and used technologies.

# Evaluation

## Competitors

In this part, I want to describe main points about similar competitors’ web sites, which were found through google search. I chose two of them: LoveAdv, DragonflyMarketing;

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|  | http://loveadv.com/clients/ | http://dragonflymarketing.co.za/advertising/ |
| Color palette | Grayscale. Main colors: white, gray, dark gray. Contrast: letter V in logo(pink); | Main colors: white, gray. Contrast: violet. |
| Navigation scheme | Linear, no any hierarchical structures; | Linear, no any hierarchical structures; Two pages: project details and main page; For the advertising agency, it is good to use as small as possible number of pages. |
| Goal | Present and tell about itself; | Present and tell about itself; |
| Functionality | Clear design; Navigation changed while scrolling down; Lightbox with video player; Parallax; | Clear design; Responsive; Informative; |

After analyzing competitors, it is possible to conclude that there is no need to create big amount of pages for advertising agency site. Both sites include pages less than 8. Clear design and linear navigation help clients to find information easily without wasting their time. Main colors are dark, with one contrasted color.

## Usability test

For this part, I created simple questionnaire, which can be found in appendix part of this paper. Answers were provided by two people and are almost the same. Below I want to present them and then comment on how to minimize their effect.

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| Bad use of colors and design techniques; | Colors is also mandatory part of every website design. In order to construct and combine colors it should be better to read and dive deeper into psychology of color. For example, according to: Francis (2013) red color attracts attention, or blue color makes people feel calm. |
| Some images are inappropriate; | Images is another theme. It is pivotal task to choose appropriate images. Usually pictures for the web site created by using different graphical programs. Moreover, images, which cane founded through the web search usually copyrighted and it is not legal to use them in order to create website. Therefore, in order to improve this point of the website it should be better to dive into graphical programs and photography or find person or organization who are ready to help with them. |
| Support too small amount of devices screen; | In modern world, we have huge amount of different devices, and screen sizes, so it is very important to support as much as possible amount of sizes. In order to achieve this goal, it is possible to use css with @media queries for almost all elements of the web site design. |

## Reflection

The main disadvantage of my web site is distortion of pictures because of their proportions. I tried to use free, available for all pictures which is not copyrighted by someone else. Main website was pexels.com. JavaScript code is not clear and contains some mistakes such as repeating of code, but overall it uses ObjectOrientedProgramming approach. In order to make it faster it is possible to use modern ECMAS6 script and server software to cope with information and processing images. Today we have good format for graphical data it is Web-p. However, all downloaded pictures are in jpg format, and in order to process them into web-p we need some server side software. Also content is static and it is too bad if you would like to develop your web site, add new features. Alternative can be REST technology and json format of data. Without any libraries, it is too effortless and time-consuming to create animations. In developed website, I used JavaScript, css and animation in order to make site looks like alive. 2D canvas can be replaced by 3d, using modern WebGL(allows browsers to work with graphical cards more efficient) technology. Flash, silverlight and Java applets have huge problems with security and some browser stopping to support them, so, WebGL is the best alternative to these technologies.

# Conclusion

In conclusion, I want to say, that it is not good to create a lot amount of pages. Almost all modern browsers support JavaScript, Ajax calls, and this techniques can help to create only templates and then fill them. For this approach today we have different techniques and libraries such as react, ember, backbone, angularJS, angular2. In addition, today typescript becomes more popular, in my opinion it could be considered as a rebirth of javascript with new future and better performance. In addition, in order to create modern website we should think about content and how it can be delivered to potential customer.

# Appendix

## Questionnaire

1. Is navigation clear and understandable?
2. Is it supported on your devices?
3. What is the main problem when you use this website?
4. What is the main advantage of this website?
5. Is it understandable the purpose and goals of this website?
6. What about fonts and colors?
7. Additional comments.

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