Creative Arts and Web Development

Assessment 1b

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Brief and Requirements

Brief:

For this assessment, you are required to plan, design, and develop a website based on your client brief. You will need to choose from the two options provided to you.

The provided brief is designed to collect all the evidence of competency required for this subject. Following an alternative brief and/or presenting additional evidence of competency needs to be negotiated with your teacher. Further information on the assessment process and requirements can be found in the unit's subject and assessment guide.

To do this, you will need to:

- 1. Create a schedule of your tasks
- 2. You need to plan and design on how to create your website
- 3. Develop a range of different 2D concept drawings of your own website design
- 4. Develop 2 pages and make sure that you include in all information
- 5. All progress needs to be approved by your client (teacher)

Website Development Requirements:

There are some requirements you need to follow when developing your website.

- The website must be developed using HTML and CSS
- Content are strictly as per provided by client. Any other additional or changes needs an approval.



Scheduling

Scheduling Task:

From listed task below, you need to:

- Write down a reasonable **estimated due date** of when you may complete the task
- Write down the <u>software</u> you will need to use to complete the task (You may put down N/A if you are not using any software)
- Make sure you have time to do your critical evaluation
- Consider the time you need to put in extra studies to complete the tasks
- Consider of creating a buffer time to review of your overall work



Schedule Task



List of Task	Est. Due Date	Software
Gather references of website template design	4th March	Google Chrome
Design and draw website template	17th March	Adobe Photoshop
Build website pages with HTML	22nd March	Adobe Dreamweaver
Apply CSS stylesheet	25th March	Adobe Dreamweaver
Refined website	29th March	Adobe InDesign + Notepad++
Critical evaluation (Post-mortem)	31st March	Google Slides

Gather Resources

Step 1 – Client Information Task:

Download and save the client brief information along with the folder of assets. The folder of assets should contain all images and the logo of the client.

There are two clients in which you can choose from where one focuses on the indoor settings and the other is an outdoor.

Step 2 – Reference Task:

- Gather a minimum of 2 website template references
- Provide reference link
- Take a screenshot
- · Briefly note down as to why you like it
- Duplicate slide if you want to provide more references



Reference Task

Ref #1

https://designli.co/



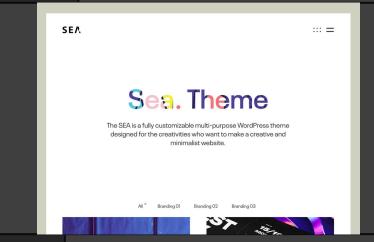
Notes:

The animation is really smooth. The colour palette is eye grabbing and pleasing to look at. Some places are a little low resolution but it could be attributed to the artstyle. The content of the website is very simple with blocks of text to read, so I believe it could use with a little more innovation in that part.

Ref #2

https://preview.themeforest.net/item/sea-responsive-creative-multipurpose-wordpress-theme/full_screen_preview/22436483?clickid=z1Dyg0UxNxyLT2QwUx0Mo3kkUkEQbXTXY14BwA0&iradid=275988&iradtype=ONLINE_TRACKING_LINK&irgwc=1&irmptype=mediapartner&irpid=369282&mp_value1=&utm_campaign=af_impact_radius_369282&utm_medium=affiliate&utm_source=impact_radius





Notes:

Although the current preview is vastly different from the image reference, I much enjoy the original website design as it was how I initially envisioned my website. The title of the website is in the centre, with bold colouring that contrasts with the background, making it eye grabbing, with not too many hyperlinks below it. It is simple, yet effective. One thing I would change would be the background colour and the content below the title.

Reference Task



Ref #3

https://demo.elated-themes.com/borderland3/



Notes:

The way this website presents content is very nice, with all of the photos presented at once. However I do think it is a little basic due to the modern style of it. Maybe make the borders of the images look like an instant print-out camera like a Polaroid?

The side menu is also useful for the user as it prevents them from having to scroll all the way to where the hyperlinks are, although I think the menu could also use with a little more colour. (maybe use a background image)

Design Website

Step 1 - Quick Sketches Task:

- Draw quick sketches of 2 different layout of the website
- In your drawings, you can provide quick notes of how you may apply of the colours, font-size, font-style etc

Step 2 - Final Design Task:

- Draw your final concept digitally
- · Consider all studied references and designs
- Apply all considered colour and style

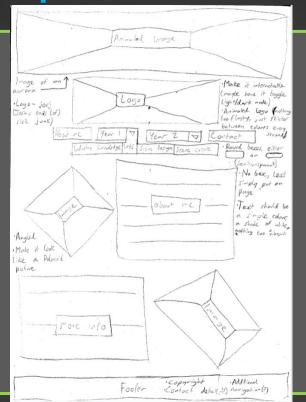
Feedback Task:

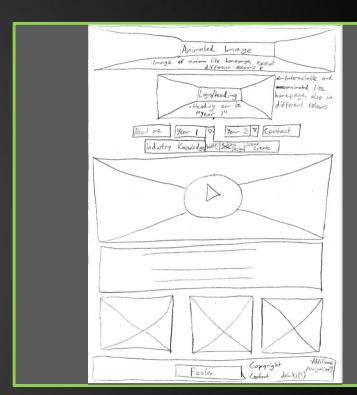
- · Request feedback from your client (teacher) of what needs or can be improved
- Request an approval from your client (teacher)
- Request feedback from peers



Step 1 - Quick Sketches Task







Step 2 - Final Design Task





Feedback | Plan and Design



Make notes of any form of discussion and feedback from your teachers and peers for your plan and design before developing your website.

Feedback from Client (Teacher)	Approved
Great work so far Josh. Your web folio design includes an attractive colour scheme of good contrast, navigation which is easy to use, creative typography and the way your banner bleeds into your background is clever. A few things you may like to consider include: - Adding headings above your blocks of text, having them on the polaroids may confuse the user - Adding drop shadows to your polaroids so it looks like they are coming out of the screen - Including a bit more 'vertical space' between your blocks of text, the header and the footer. You could also do with a little more horizontal space between the polaroids and text blocks. Keep up the top work.	V

Feedback from Peers

Blue's, purple's and pink's look very good. Creates like a neon cyberpunk aesthetic. I find it very comforting for the eyes and nothing feels like it is forcing my attention, while the whole piece does draw my attention. The photos are well positioned to add depth to the page and make it look unique. The white in the photos and in the navigation help break up all the blue's and purple's, and stop it from feeling overwhelming. My only suggestion to change would be increase the font size by a couple.

Production

Production Task:

- Include the chosen client brief information
- Should have 2 pages using HTML language
- · Use CSS Stylesheet to apply style to the website
- Make sure to receive feedback from client
- Make sure to organise your files and name them accordingly
- Create a zip folder and have it ready for submission

Refinement Task:

- Make notes of any improvements you may or may not have received from your client (teacher)
- · What other changes/improvements did you make yourself
- Provide reasons if you may or may not have made changes/improvements to your website

Critical Evaluation Task:

- · All questions must be answered
- Be sure to check your spelling, grammar and punctuation



Feedback | Production



Make notes of any form of discussion and feedback from your client (teacher) of your first website development.

Approved

Feedback | Refinement



Make note of any improvements required as per feedback from your client (teacher) of your first website development.

Changes you may or may not have completed. Provide reasons.	
There were many aspects of my design that I didn't implement into my website, like the Polaroid-style pictures, the navigation buttons, and the animated header background, mostly because I prioritised the bulk of my time making sure the navigation worked and adding the actual content of the page. In spite of this, I still believe that it looks great, and I am pleased with my efforts. I added headings above the blocks of text rather than putting them in the pictures, and I think it was a good decision as it makes it easier for the viewer to read blocks of content. I would like to refine on the website on the future if I get the time, and maybe even use the design of it for a website outside of school.	

Critical Evaluation (Post-mortem)



Review your progress through this assessment from start to end.

What went right?

Answer here.

Describe any challenges that you encountered .

Answer here.

What new skills / things did you learn?

Answer here.

Is there anything that you would do differently or like to improve on?

Answer here.

Did you find the feedback to be useful? If so, what changes did you make? If not, why did you not incorporate those feedbacks? Answer here.