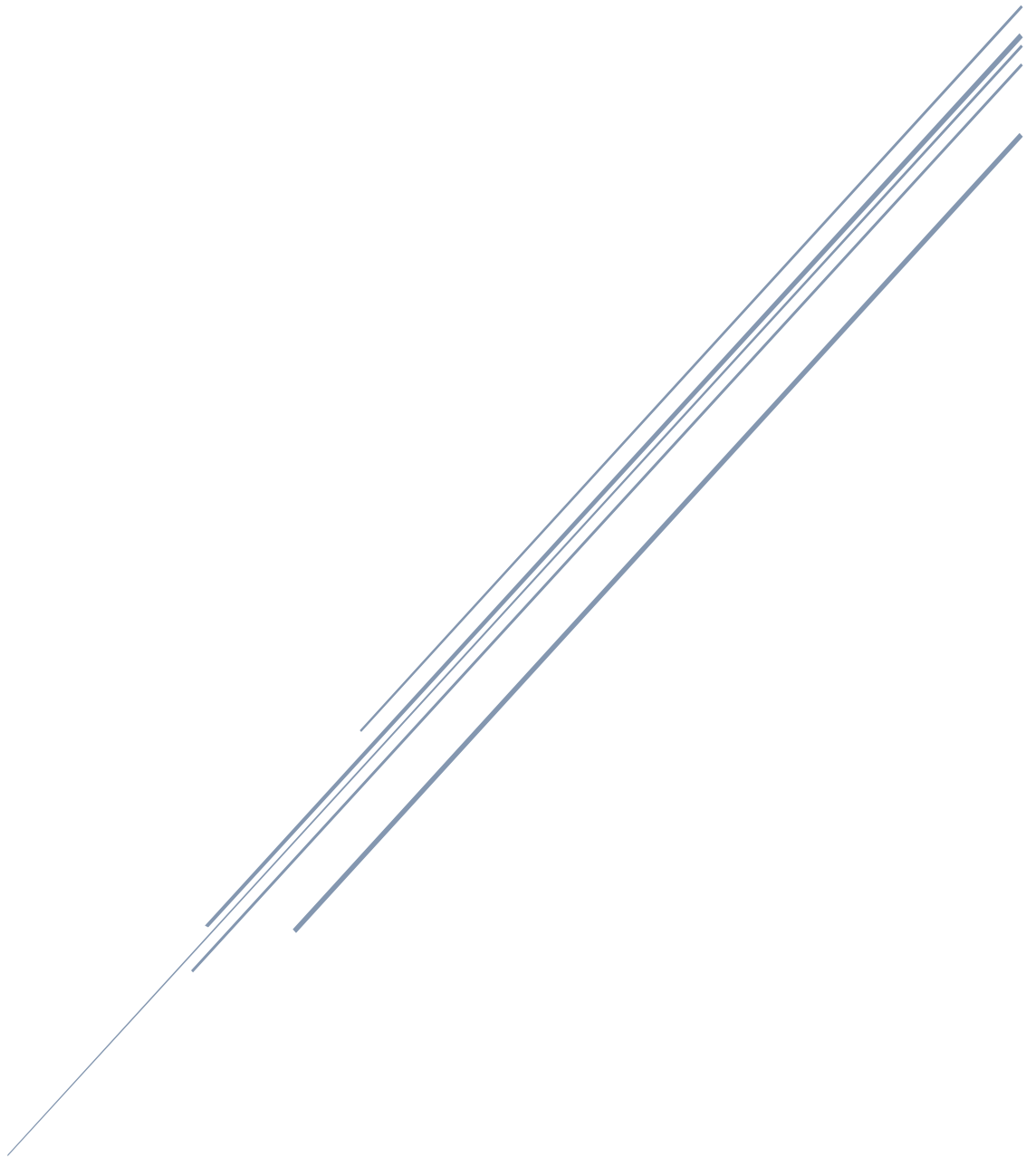


Redesign of the Irish Museum of Modern Art Website

Assignment 3



Limerick Institute of Technology
Web Development

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Developer

Keely Anne Ryan: k00223358

Site

www.k00223358.com

Introduction

The Irish Museum of Modern Art website www.imma.ie was to be redesigned with a cleaner structure and clearer navigation while maintain the sites functionality and message content. The site was cluttered, unorganized, and difficult to navigate. The overall design of the site pages was inconsistent and poorly laid out leaving a negative user experience.

The site was redesigned to be cleaner and have a consistent design through each page having common navigation bar, footer, and layout. The sites pages were grouped together by similar function and ordered clearly in a single navigation bar with bread crumbs on the bottom of each page to document the users path through the site.

The sites final design worked well in terms of clarity and ease of use but some functionality may have been lost as the original site contained an immense bank of information which proved difficult to keep when “cleaning up” it’s structure.

Background

Original Site

The main problem to be addressed in this project was the original design of www.imma.ie.

The site contained an abundance of information for visitors and prospective visitors to the Irish Museum of Modern Art. The purpose of the site is to provide information to visitors, entice new visitors, and promote up-coming events in the museum.

The site failed to provide this information in a clear and concise manner, instead the information appeared to be “dumped” on the site.

The design of each individual page failed to follow through onto subsequent pages, often changing colour scheme and structure. Returning to previous pages also proved difficult as some pages linked to different sites but were intended to still be part of www.imma.ie.

The site contained a navigation bar on the left and on the top in the banner, both containing links which should have been tied together, links were also repeated throughout and often links had similar function to other links on the site.

The colour scheme chosen for www.imma.ie did not appear to travel through seamlessly, areas on pages changed from blue to red while others remained blue, entire pages changed to grey scale and then back to blue on the following page.

Design Specifications

The aim of the project was to clean the structure of the site, removing clutter and unnecessary information from each page, and provide a clear and concise navigation throughout the entire site, improving user experience.

Main functionality of the site was to remain, users were to still to be able to view upcoming event listings, the museum's permanent collection, read about the museum's history and the people behind it, plan their visit and book tickets, and more.

It was important the site remained as a platform to promote the museum's events and provide visitor information.

Design Research

Prior to planning a design for imam.ie other sites of similar function were researched.

- Modern Art Galleries:
 - www.tate.org.uk/visit/tate-modern
 - www.moma.org
- Irish Art Galleries:
 - www.nationalgalleryimages.ie
 - www.templebargallery.com
- World Famous Art Galleries:
 - <http://www.louvre.fr/en>
 - <http://munchmuseet.no/en/>

With all of the above listed sites there was a common theme running through when it came to the use of white, especially for the background. Where colour is used, it is used in large blocks or comes from the pictures on the sites. Pictures are used in large quantities on all sites.

Not all of the sites above are to the same standard, the sites of higher quality design share more common features than those of lower quality design. [louvre.fr](http://www.louvre.fr/en), [munchmuseet.no](http://munchmuseet.no/en/), and [moma.org](http://www.moma.org) all have clean minimalist design with navigation fixed to the top of the screen. These sites either had a full screen container or a fixed width container centred in the middle of the screen.

Footers are present on all sites, with contact details and copyright.

Design

Site Contents

- Home
 - Plan Your Visit:
 - Opening Hours
 - How to Get Here
 - Tickets
 - Events
 - About IMMA
 - Irish Museum of Modern Art
 - Profile
 - Board Members
- } on extra small device (mobile)
- Collection
 - Contact
 - Guest Book
 - Validation

Technical Specifications

The site is constructed using HTML%, CSS, and JavaScript, using Bootstrap templates.

Accessibility

- Alt tags on each image.
- Language defined as English in the HTML tag

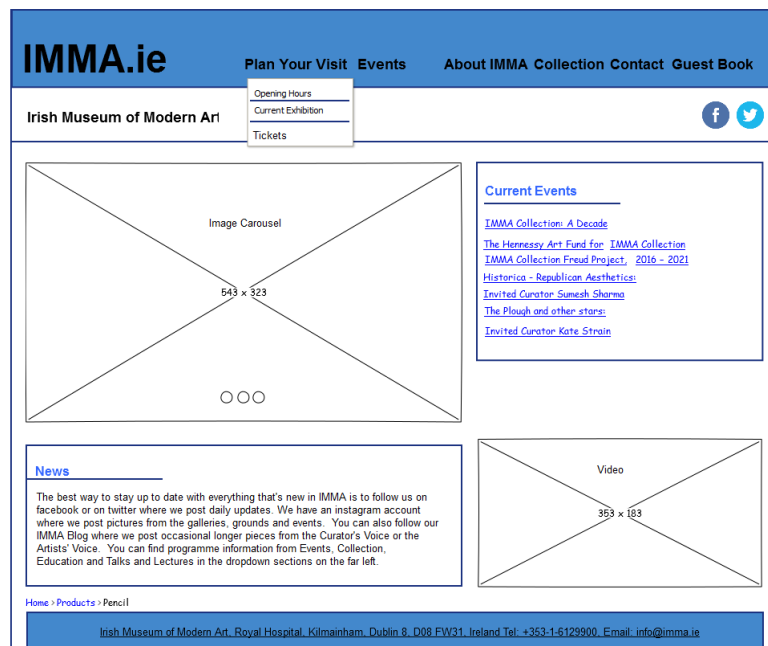
Structure

The structure of the website is laid out using bootstrap 12 column grid system. The container is of fixed width in the centre of the screen with a navigation bar on the top of the container. The navigation bar contains all necessary links to the sites pages and also groups certain pages according to similar content, i.e. “directions” and “opening times” in a drop down menu.

Social media icons are positioned directly underneath the navigation bar to the right of the screen. On the left of the screen on the same row as the social media icons, an unabbreviated version of the museums name is found along with a canvas logo which contains all the shades of blue used throughout the site.

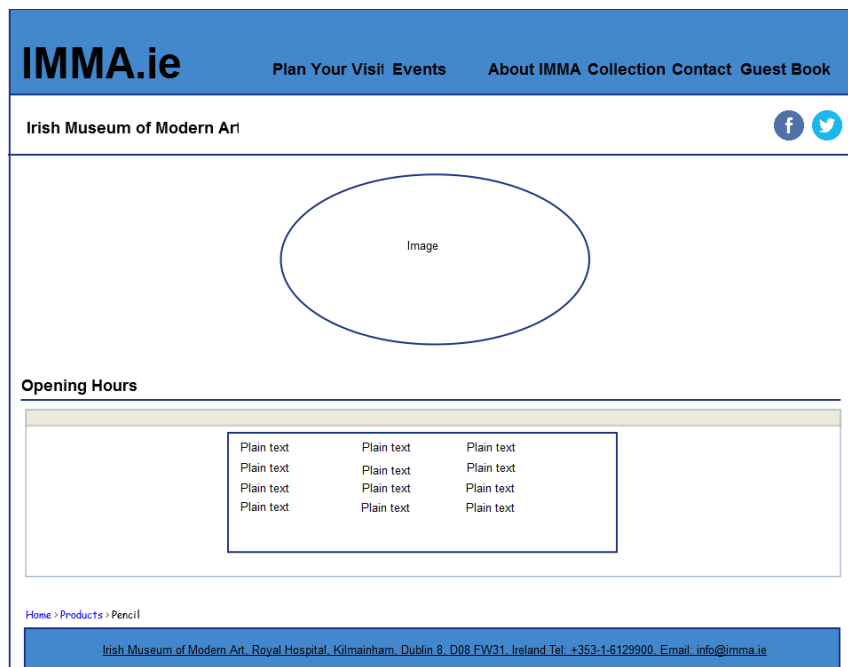
At the bottom of each page there is a footer, in the footer the museums full name, physical address, phone number, and e-mail can be found. The footer also contains a copy right.

Just above the footer are bread crumbs documenting the users direct path through the site from the landing page (home).

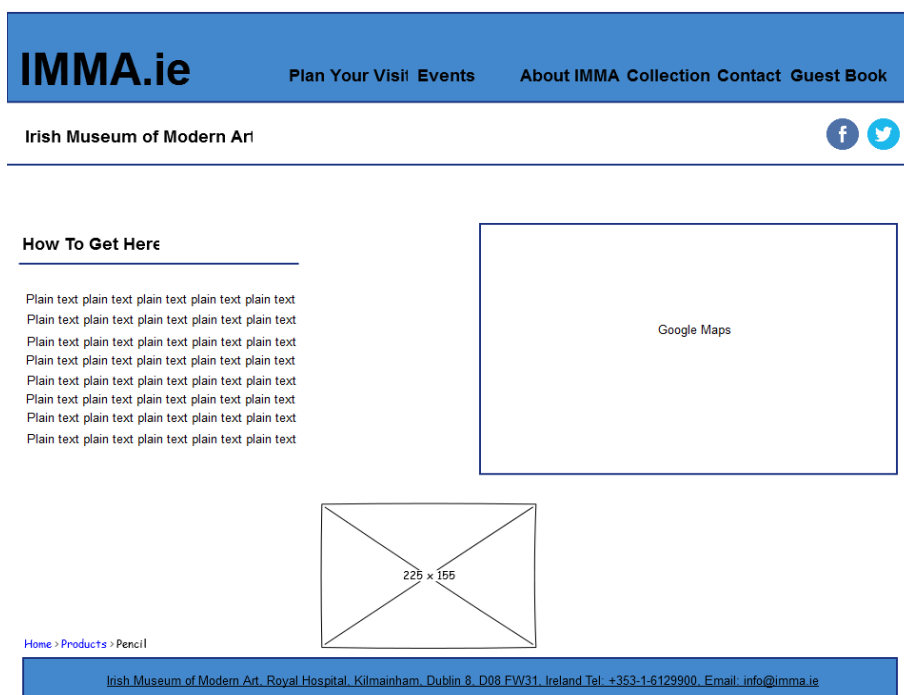


Wireframe on index page containing view of drop down menu. (index.html)

Wireframes for Complete Site



Opening Hours, (hours.html)



How to Get Here (directions.html)

IMMA.ie

[Plan Your Visit](#)
[Events](#)
[About IMMA](#)
[Collection](#)
[Contact](#)
[Guest Book](#)

Irish Museum of Modern Art

[f](#)
[t](#)

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore

Select Event

Name

Phone

e-mail

Ticket Type:

☐ Adult
 ☐ Child
 ☐ Student/OAP

Address

Line 2

City/Town

County

Continue

[Home](#) > [Products](#) > [Pencil](#)

Irish Museum of Modern Art, Royal Hospital, Kildmainham, Dublin 8, D08 FW31, Ireland Tel: +353-1-6129900, Email: info@imma.ie

Tickets (tickets.html)

IMMA.ie

[Plan Your Visit](#)
[Events](#)
[About IMMA](#)
[Collection](#)
[Contact](#)
[Guest Book](#)

Irish Museum of Modern Art

[f](#)
[t](#)

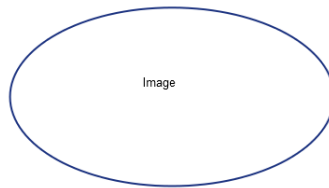
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore

929 x 323

[Home](#) > [Products](#) > [Pencil](#)

Irish Museum of Modern Art, Royal Hospital, Kildmainham, Dublin 8, D08 FW31, Ireland Tel: +353-1-6129900, Email: info@imma.ie

Collection (collection.html)



Irish Museum of Modern Art

Plain text



Director Profile

Plain text



Board Members

Plain text

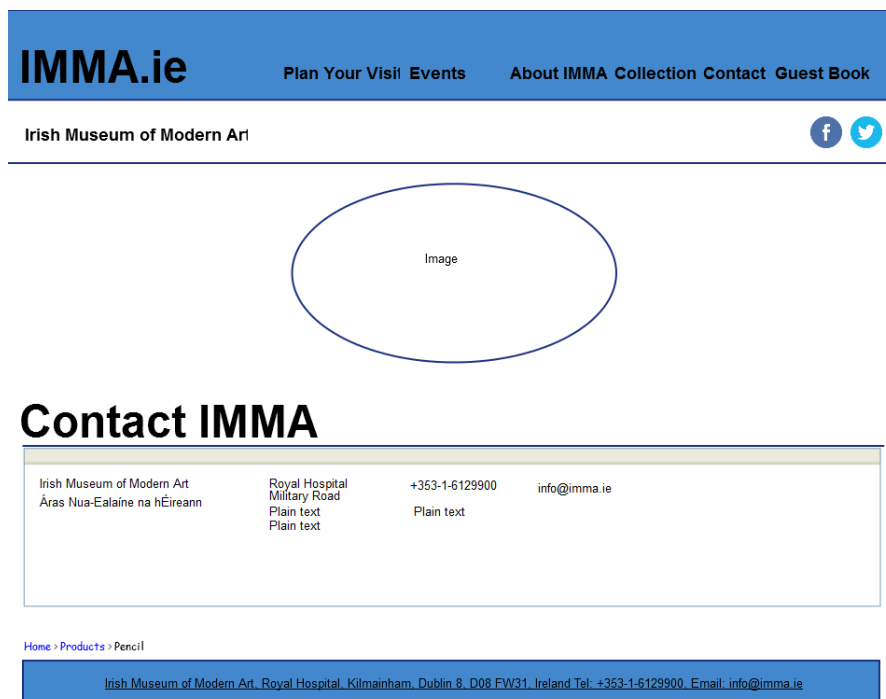
[Home](#) > [Products](#) > [Pencil](#)

Irish Museum of Modern Art, Royal Hospital, Kilmainham, Dublin 8, D08 FW31, Ireland Tel: +353-1-6129900, Email: info@imma.ie

About IMMA (about.html)



About IMMA on extra small screen view



Contact (contact.html)

IMMA.ie

Plan Your VisitEventsAbout IMMA CollectionContactGuest Book

Irish Museum of Modern Art

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Lorem ipsum dolor sit amet, consectetur adipisicing elit,

SVG

360 x 323

Name:

HTML Text Field

E-mail:

HTML Text Field

Submit

Home > Products > Pencil

Irish Museum of Modern Art, Royal Hospital, Kilmainham, Dublin 8, D08 FW31, Ireland Tel: +353-1-6129900, Email: info@imma.ie

Guest book (guest.html)

Colour Scheme

#ffffff	#f0f8ff	#6595ed	#00008b	#000080	#000000
255,255,255	240, 248,255	100,149,237	0,0,139	0,0,128	0,0,0

Six colours, including black and white, were used throughout the entire site. The purpose of this was to keep the site coherent and to use the art of the museum as the main colour source, intending to draw the eye to the pictures and promote the museums contents.

Elements

font-family: Sumana, Georgia, serif;

Heading 3 (h3) - Colour: #6495ED;

- Border-bottom: 2px solid navy;

Heading 4 (h5) - Colour: #6495ED;

- Border-bottom: 2px solid navy;

navbar-inverse - Background-colour:#6495ED;

- Colour: #ffffff;

- Background colour when active: #000080

- Text colour when active: #6495ed

breadcrumb - Text-align: left;

- Background-colour: #F0F8FF;

Footer - Text-align: centre;

- Font family font-family: Arial, Helvetica, san-serif;

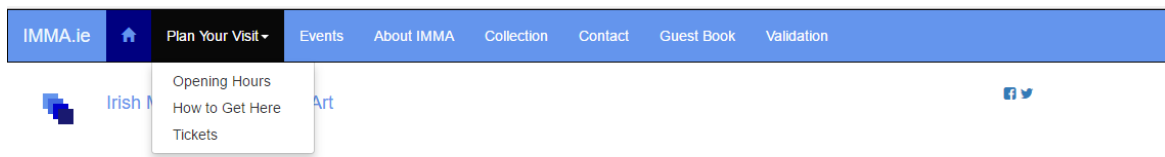
Social media - font-size:20px;

Thumbnails: - highlightThumb - border-colour: #00008B;

- activeThumb - border-colour: #00008B;

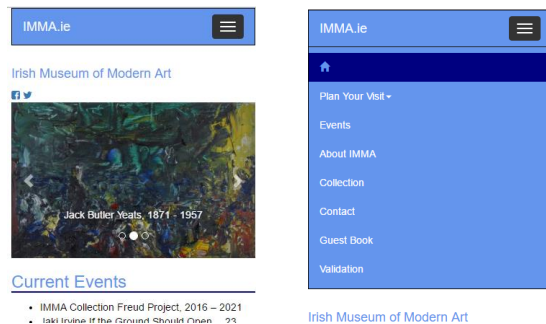
- normalThumb - border-colour: #6495ED;

Navigation Bar



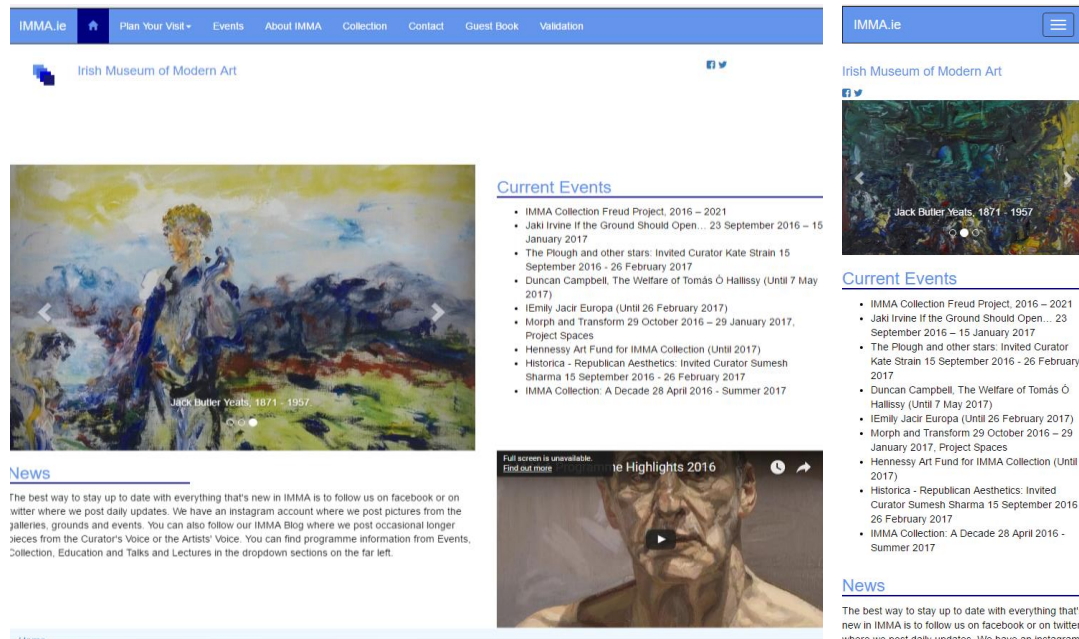
The navigation bar was designed using a bootstrap template. The navigation on the previous site was clutter, messy, and difficult to follow. This design was chosen as it is clean, ordered, with a simple structure had has room to add more pages in the future.

The navigation is rersponsive and drops into a condensed dropdown when oopened on an extra small screen.

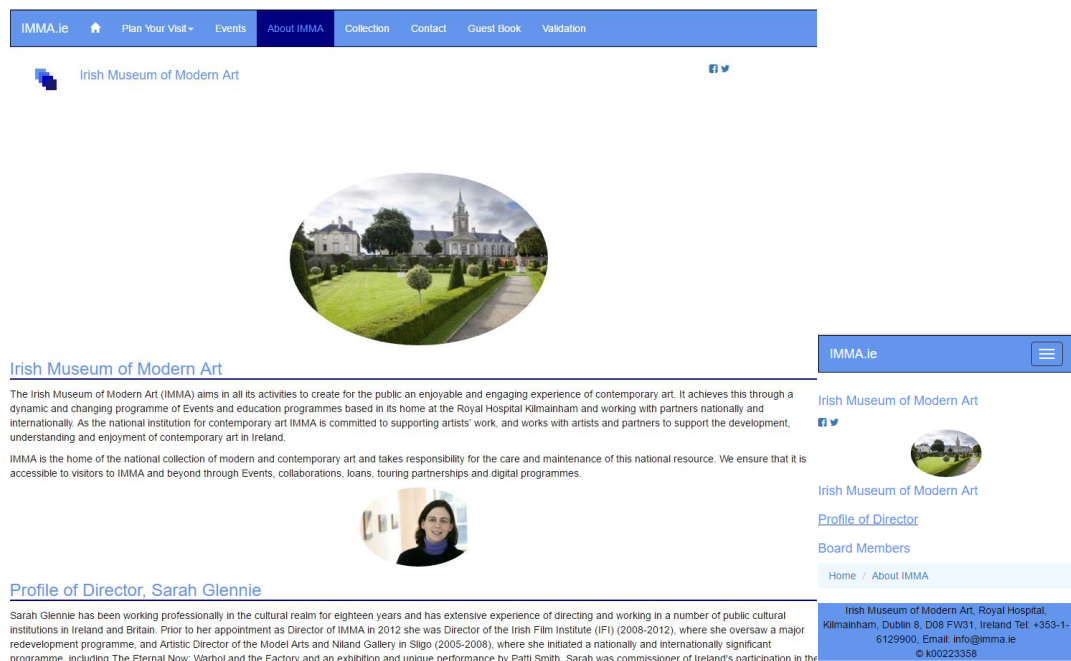


Responsive Design

The site is designed with bootstraps responsive grid system which allows the site to respond and change depending on the screen size it is being viewed on. Below are two views of the index pages, the first is on a medium sized screen and is a two column structure. The second image is a view on an extra small screen. The structure drops to a single column and the video is hidden.



Where a large amount of text is used, the text changes into hyper links to the sections of text, as can be seen below with the about page.



Evaluation

The site fulfilled the requirements of the project in respect to the structure aspects. The site is now much cleaner and free of clutter. It is simply navigated through with the use of a single navigation bar and bread crumb.

Users can now go straight to page they are looking for and easily find their way back to the home screen.

Most of the functionality of the original site remains with regards to promoting and providing information about upcoming events. A ticketing page is visible on the new site although it is just a mock up design and not actually functioning.

An aspect where the site fails is that the original site provided a wealth of information to visitors which wasn't possible to carry through onto the new site and create a clean, unclutter website.

Developer Implementation Critique

Overall I felt I fulfilled the brief for the project, I am happy with the structure and design of the site, and its functionality. With the aid of lecture notes, www.w3cschools.com, and <http://getbootstrap.com/components>, I gained a good grasp of bootstrap, HTML5, CSS, JavaScript, all of which were implemented throughout the site.

One area in which I feel implementation was let down was in my use of a cookie warning on the index page. On dismissing the warning, the cookie drops and is saved into storage documenting the visit to the page. I called the function for checking the cookie with the dismissing of the warning which meant that the warning has to appear in order for the cookie to be checked. I had intended for the warning not to appear on the users next visit to the site but because of how the check cookie function is called, the warning appears each time the home page is clicked. I know the theory of the mistake but when trying to rectify it the cookie function broke so I resorted to leaving the warning appearing.

References

All images on the site www.k00223358.com were sourced from the original site www.imma.ie.

All video images on the site www.k00223358.com were sourced from the original site www.imma.ie.

Bodies of text were taken from www.imma.ie in order maintain the original messages.