

Test # 1

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Graphic Techniques for Software Design: GRDN2000

Professor: Randall Kozak

March 15, 2019

Part I – Research (45 marks)

Description – a written description of the client's needs, including the purposes and goals of the software (in this case a web site). (5 marks)

The client's need is a website of charity organization that helps to make a connection between the people and organizations who have ability to donate money or technologies and can enable disadvantaged children who need to grow up and keep pace with other kids that have access to technologies and looking for a way in order to improve themselves. The purposes of website are gathering the members as volunteers and donors, conducting services such as free workshops and educational events and collecting the donations.

Target Market – who is the software directed at? How will this influence the design? Develop two persona descriptions. (10 marks)

The target market of this website are all the people of the country to get involved, but specifically there are some of them that are most likely to get involved: the rich people and some manufacturers, people with strong desire to help as volunteers, mostly women and students, retailers, service providers and children who need help. So, these target market will influence the design. We need to consider women, youth people and rich people interests to develop the website.

John



Kindness is our wealth

Age: 55

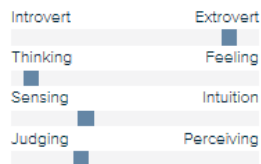
Work: President of own company

Family: Married

Location: Kitchener, Ontario

Character: Naturalist

Personality



Goals

- Helping the poor families to get the job
- Making life easy for every employees
- Helping country to be a safe place for everyone

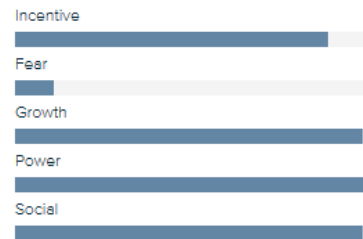
Frustrations

- Seeing the families that have lack of knowledge
- Seeing the people who have disabilities and depression
- Having poverty in the world

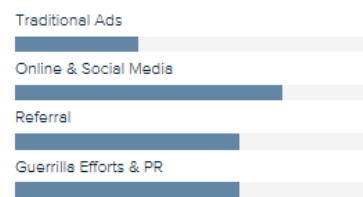
Bio

He is graduated from university 30 years ago in business and after 10 years working hard in variety of companies started his own business. Right now, he has a large company with 300 employees and loves all of them. He has a family of four people and likes to help people.

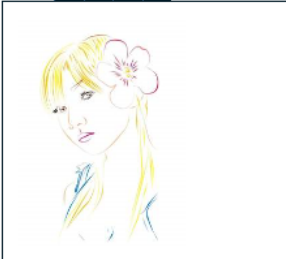
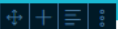
Motivation



Preferred Channels



Angela



World is not a place for ever

Age: 21

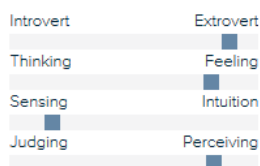
Work: Student

Family: Single

Location: Kitchener, Ontario

Character: Social

Personality



Goals

- Graduating from college in 2020
- Finding a proper job in IT companies
- Making a happy local community

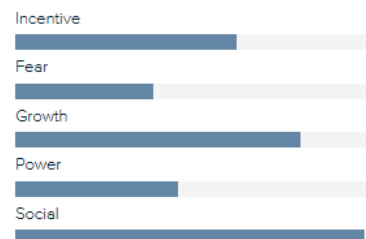
Frustrations

- Getting low mark in any courses at the college
- Seeing the poor parents and families
- Seeing the existing wars around the world

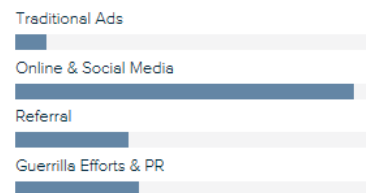
Bio

She is studying computer programming at the college, and she is one of the top students in her class. She has two brother and lives with her parents. she always participates in activities in the college as a volunteer. She has a strong passion to help people.

Motivation



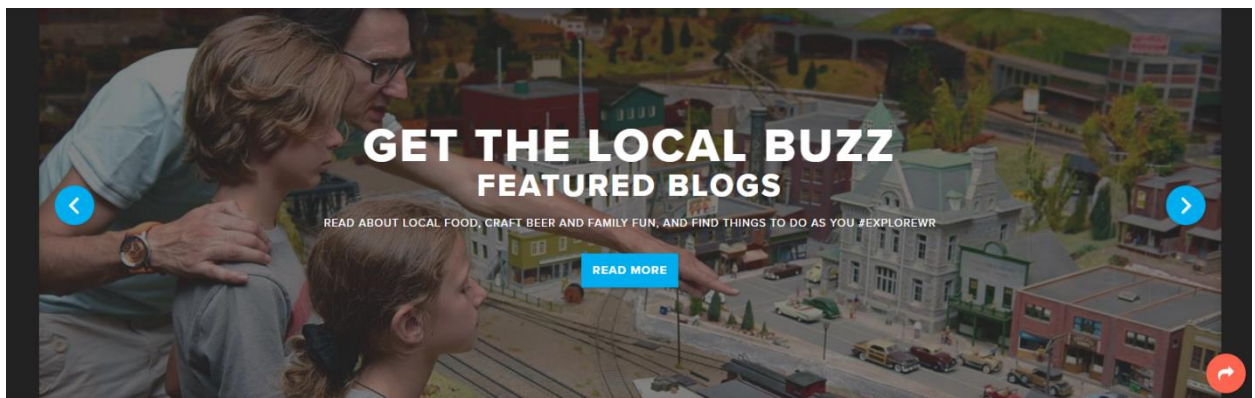
Preferred Channels



Research – list various considerations that may influence design, including local topology, history, and especially artistic and design influences, etc. Provide images, links, etc. Explain which you will incorporate and which you will discard, and why. (10 marks)

1- Local topology

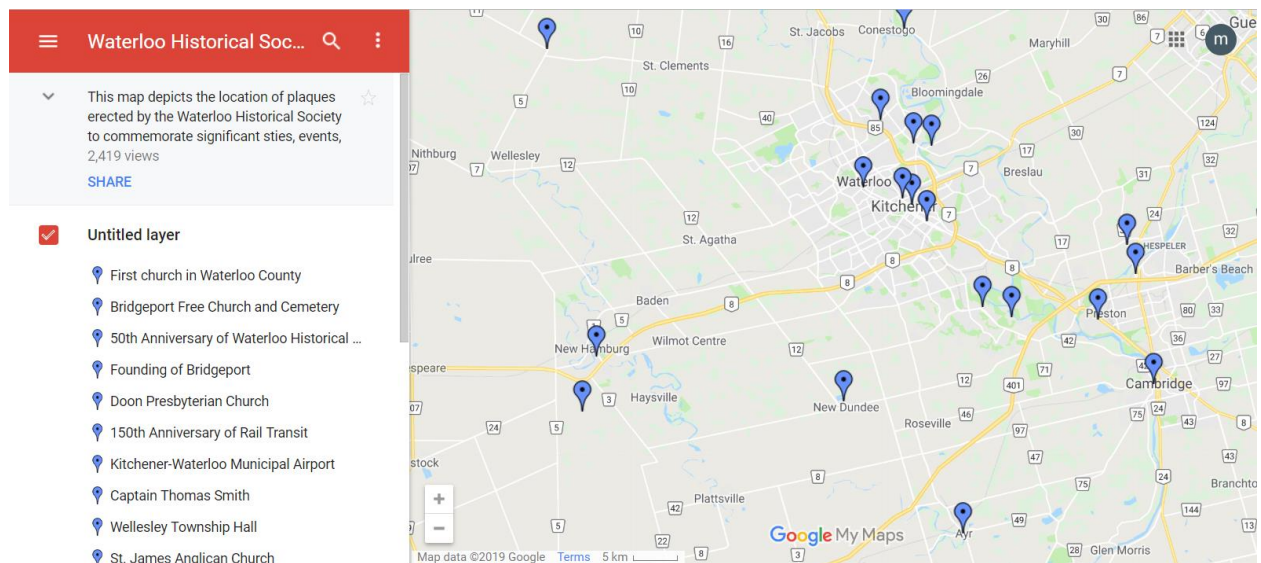
In this case, I should consider the topology of the location that this charity is established (Kitchener-Waterloo) in order to incorporate some familiar pictures and design according to this location's culture and ceremonies. This would help the community be attracted to this website and join to the charity.



<https://www.explorewaterlooregion.com/>

2- History

History and topology are siblings, and should be considered both of them as designing a website. I should know the history of donation and charities in this area. I should consider the desire of families and their parents who lived in this area. Their historical events and religious ceremonies. It would help to combine some of these events with the goal of the charity organization. By including these events' dates and instructions in the website the followers will be increased.



<http://www.whs.ca/about/>

3- Artistic and design

Before designing the website, I should know the expectation of people who live there and have an interest to join or donate into the charity organization. By exploring the area, I found the variety of schools and communities that are professionals at this field. So, in the step of requirement gathering, I should consider them as a focus group and get their ideas and interests.

Visit one or all three of the **Cambridge Galleries**: Queen's Square, Design at Riverside and Presto Gallery.



Take a stroll by the Grand River and discover on your way **Cambridge Sculpture Garden**.



For those considering a future in architecture, visit University of Waterloo School of Architecture in Cambridge.

<https://www.explorewaterlooregion.com/2016/01/art-and-architecture/>

I will incorporate all of researching subjects of topology, history and artistic. In my opinion, a charity organization and its website belongs to all people and businesses inside a city or community, so considering the history and topology of the area means you will influence to whole people' daily lives and feelings. Also, art is an interest of those people who live there that attracts more donors and volunteers to get involved and help to achieve goals and mission of the charity organization.

Design for Logo – to be done in Illustrator (10 marks)



Technical Standards – a preliminary list, preferably in tabular form, of preferred fonts, colours, guidelines for number of panels, navigability, etc. (5 marks)

Fonts	Times New Roman
	Helvetica
colors	Gray, white, Black
Number of panels	6 panels in the home page
	12 panels for the services page
Navigability	By clicking on Services button, it goes to second level page
	By clicking on Home button, it goes to first level page
	By clicking on Become a member button, it goes to member page
	By clicking on Donate button, it goes to Donation page

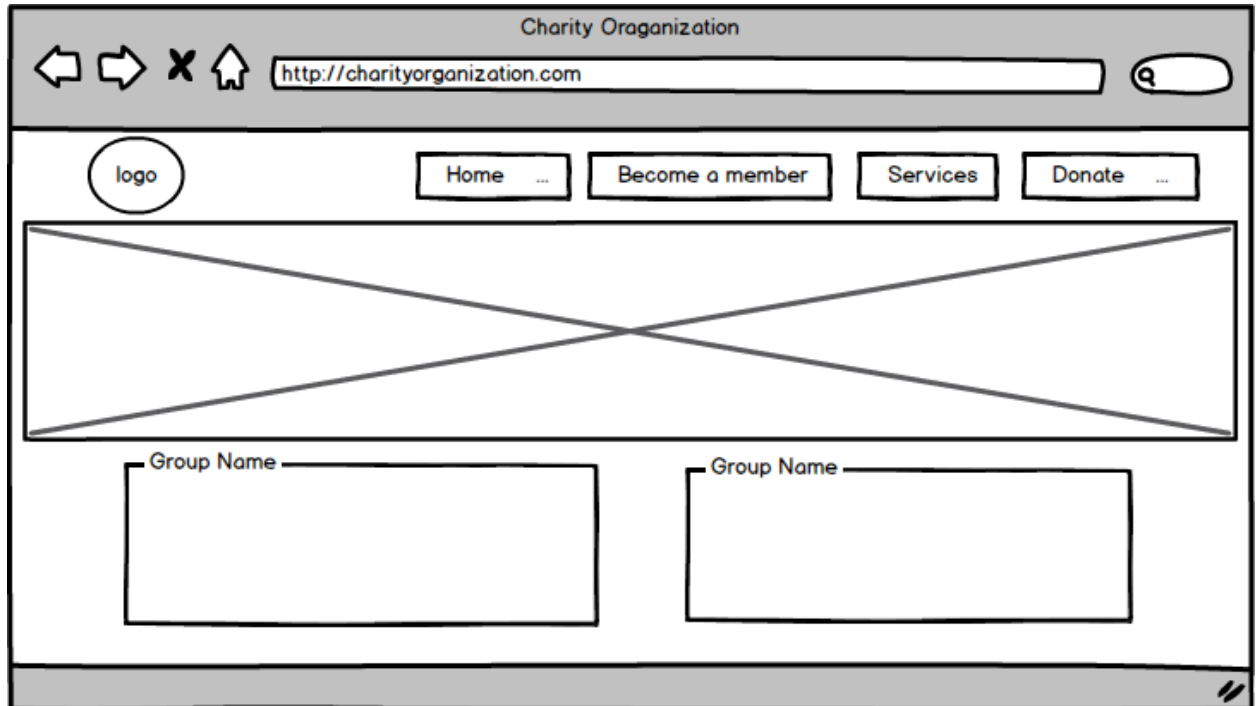
Accessibility Considerations – List 3 considerations that you would address to make the website accessible. Some may be derived from WCAG guidelines, however, some may be concerns that you feel are specific to this particular web site and its clientele. (5 marks)

- 1- Audio caption for all texts
- 2- Alternative text for all images and audio
- 3- Transcript for all audio and video included to website

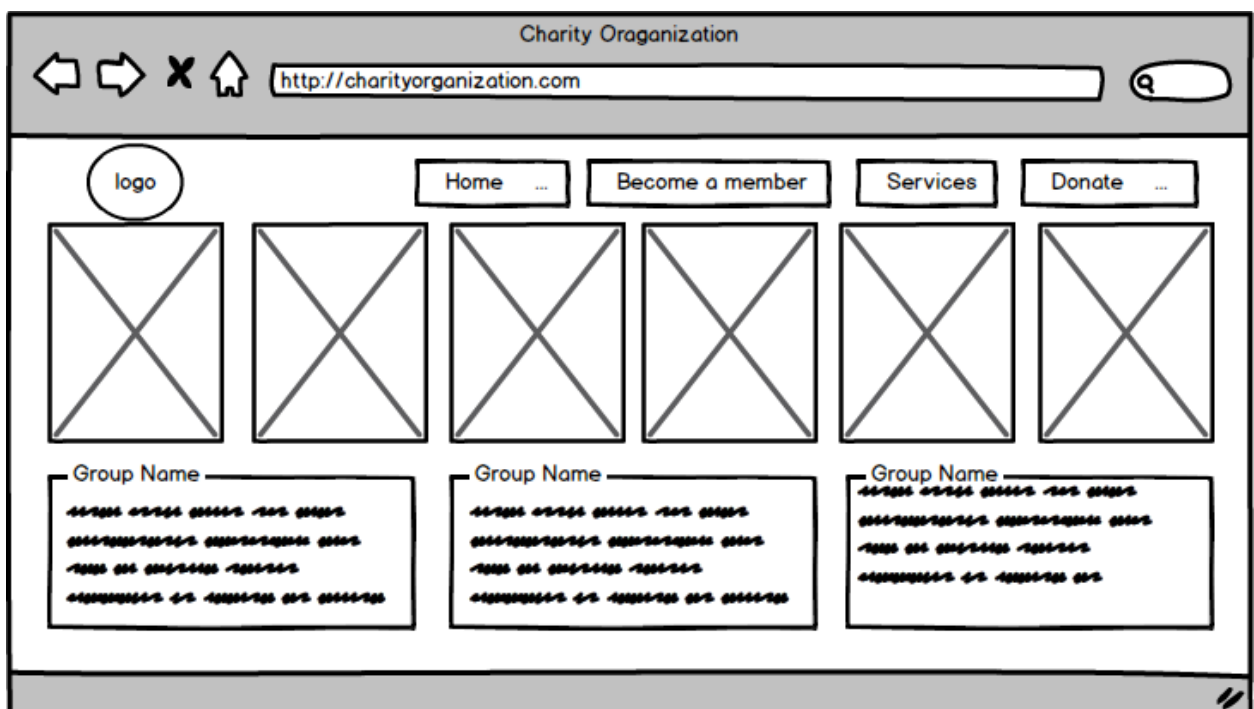
Part II – Wireframes (15 %)

You will be asked for two wireframes for the case study above, using any tool (but not by hand). They do not have to show the logo.

Homepage



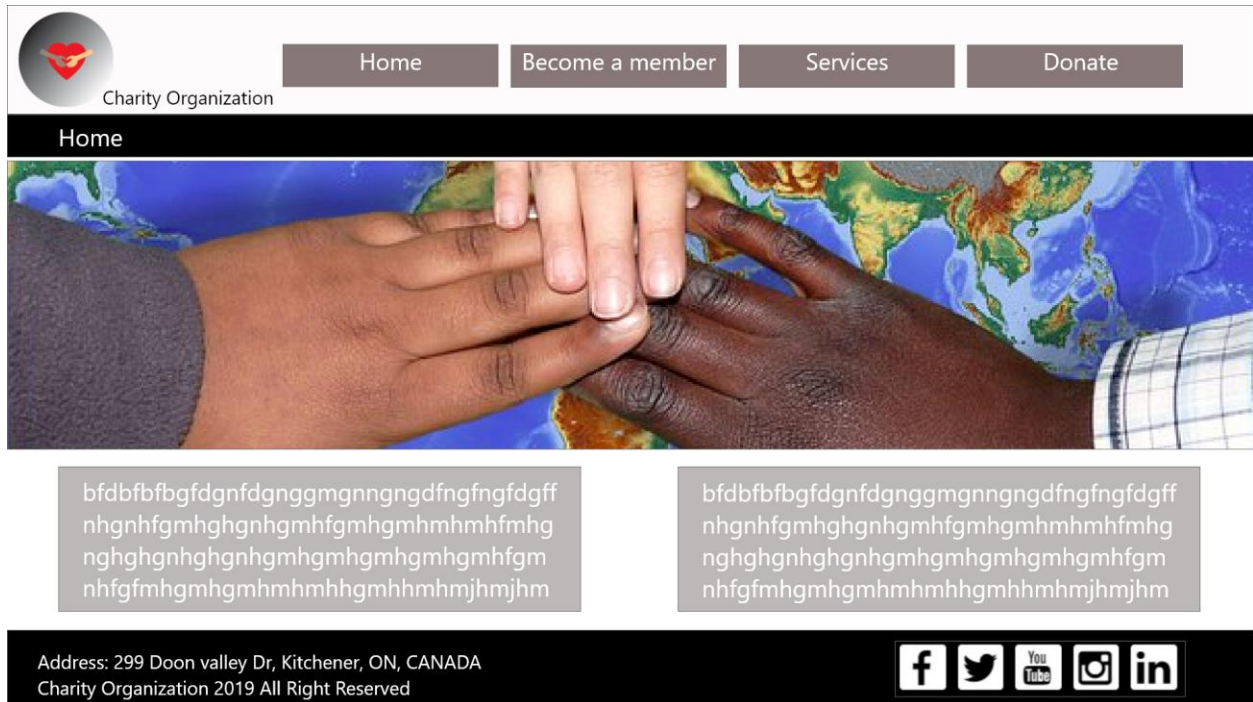
Services page



Part III – Illustrator (30 %)

You will be asked for two prototypes for the case study above, using Illustrator. They have to show the logo.

Homepage



Services page

