



# Technical Report

Semester project 1

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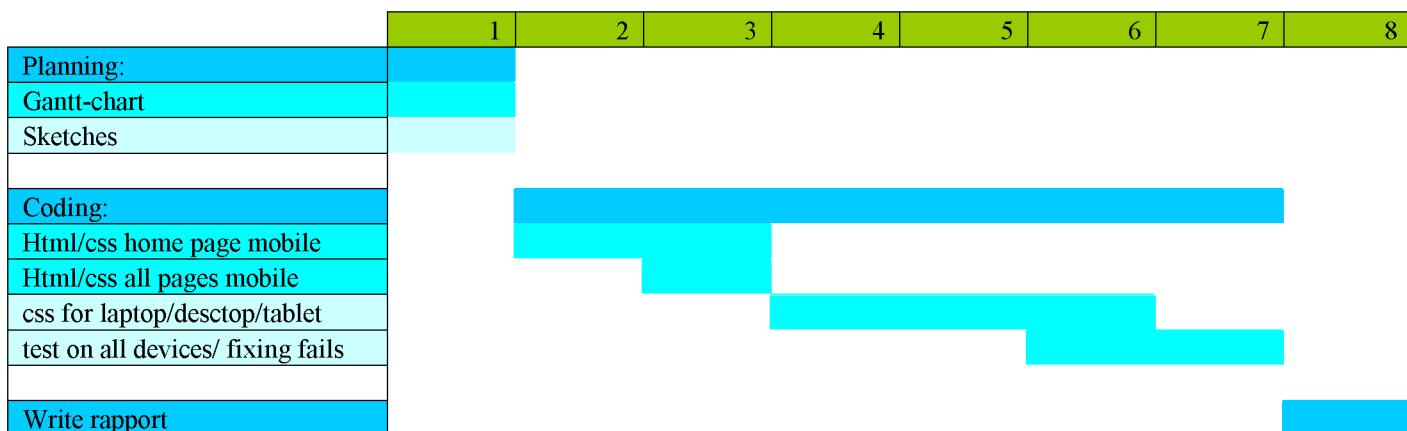
## Introduction

An interactive science museum is opening in my town and wants a website for target audience is primary and middle school children and families with young children. It should be informative and appealing, that will attract both middle school pupils and their parents. The site should appeal to youngsters without pandering; it should take for granted that the audience is inquisitive and intelligent. The website should be informative and engaging, but should encourage viewers to visit the museum itself. The website must be responsive and easy to use on a variety devices, and should take WCAG.

In report I will reflect my project planning, work process and final design for website.

## 1. Planning

I find out that gantt-chart is very useful tool for planning working process so I quickly made it for better time management.



I divided chart into 8 weeks, and every week was a unit of time for me. I used recommendation from my assignment task for making working plan and calculated how long it would take me to complete each task. In fact some tasks took much less time, others much more, but still being very busy in my main job, thanks to the diagram, I was able to more focused and thoughtfully allocate time for semester assignment.

## 2. Sketches

First of all I start researching. I checked some popular museums websites, try thinking what colors more fit for museum's target audience, check colours on <https://contrastchecker.com/>. I started make sketches for mobile version.

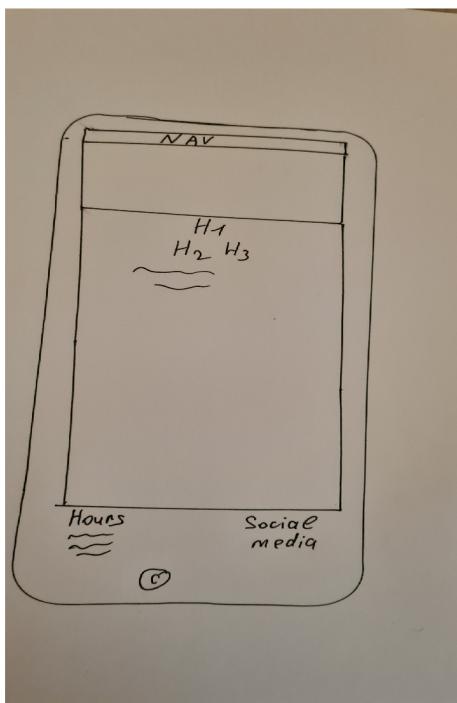


Figure 1 1st mobile version sketch

I understood that most important differences between mobile and bigger desktop version will be mainly in text scaling. On mobile version everything will be more simplified, while all the images will be larger in percentage so that they can be clearly seen.

I started all the work with thinking over the home page of the site, since it is the first thing that the visitor sees and the rest of the pages are basically a bit like the home page.

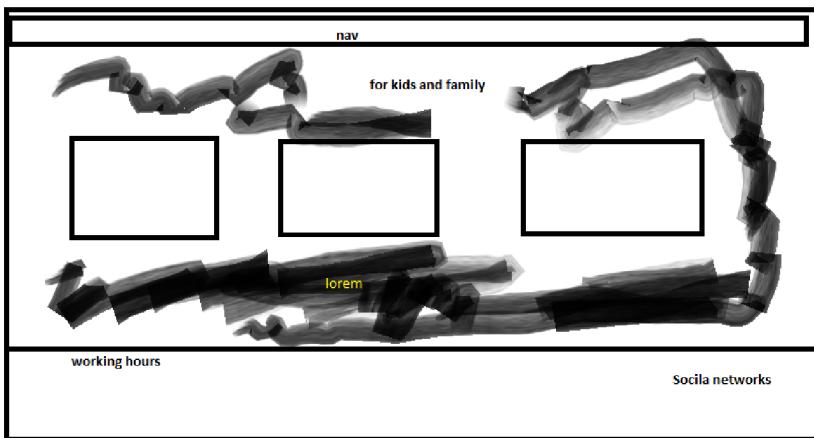


Figure 2 Desktop version sketch

### 3. Content strategy

I have grouped the text content into different parts that fit together in meaning and in the future will be located on separate sections of the site.

Remembering about target audience I decided that on the main page there will be, in the most visible place, links to the pages of the site with the most interesting content for children (7-15) years old and their families. First of all, this is a link directly to the section "For Kid". Also the following link leads to a special event "Nights at the Museum", which in my opinion this is the most interesting and important for target audience in the museum. For this event, I would like to insert pictures from the movie "Night at the Museum", it was more memorable for clients and worked as a great advertisement. But in order to avoid violations of the law of intellectual property I didn't do it. But I would strongly recommend the museum administration to try to regulate the rights for the use of such pictures. It would definitely attract more audience. And the last link I made to "Cosmology" exhibition because in my opinion this tour is more interesting for our target audience.

### 4. Colours

I picked almost black color for whole website which most fit for our site themes like "Night in museum", "Cosmology" or even researches and aeronautics lectures. It's make our website more mysterious and unusual compared to regular light sites. For a more "childish", bright contrast, the main text content I made a light yellow color, resizing or adding shadows in some parts for better readability. This contrast attracts attention well and gives the site more child-friendly view. Since the working hours of the museum is a very important element, I selected it in a special color, which I used only for the working hours.

I used contrastchecker.com and made some customization with my colours.

## 5. Content

I wanted to make the site as simple as possible and user-friendly so I took fonts basing on readability especially for places where there is a picture in the background. I made a map of links on the site and made sure that it was convenient and understandable.

I used beautiful, colorful images that are great for sections of the site, which I received with Semester assignment task. I took also few free pictures from Pixabay.com. The images inside content have alt-attribute descriptions. I have selected the necessary images for each section of the site. I tried not to overload the site with pictures, but at the same time each picture of the background perfectly fits the topic for each section of the site and the pictures themselves are very beautiful.

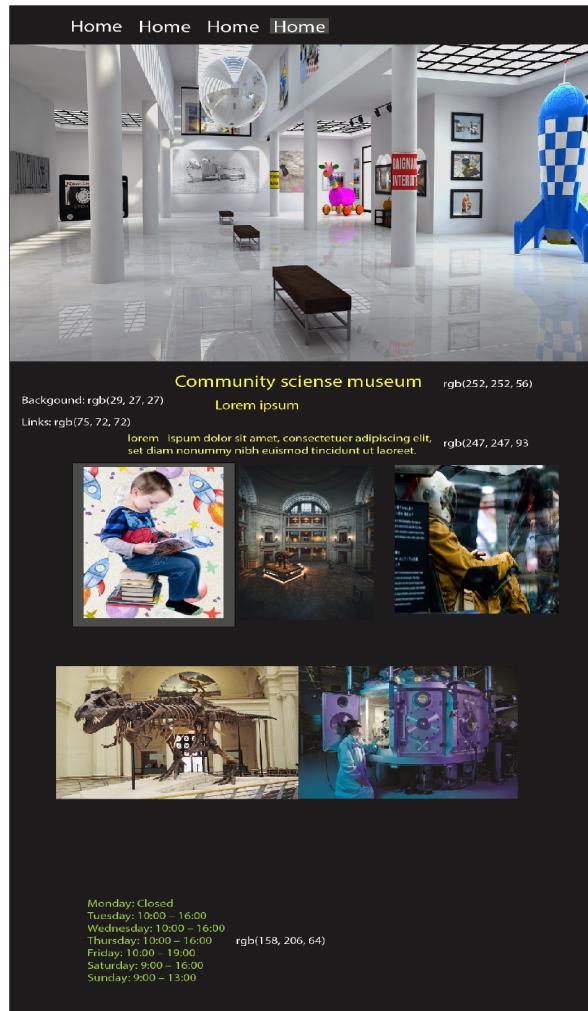


Figure 3 Style tyle

I tried that heading and content text include importatn keywords for SEO purpouses and each page in its meaning coincided with the information that is in it.

After home page was almoost ready I started with another pages, which I have divided by topic. In page “Explore” to which the link from the main page leads, in the first place I put information for children. And after user can see information for teachers and researches. On pages with special events and exhibitions also on first place I put information which mostly interesting for kids and their parents.

Navigations for mobile devices and tablets I made “sticky” but not for home page which include main links itself. Every bottom have another color background for helping costumer see in which page they are.

On footer I put information which usually visitors looking there – like working hours, adress and contacts.

## 6. Coding

I began writing HTML for home page with clearly understandably class names and id names. I structured the code to give the content proper meaning and hierarchy. Every title tag for each page have descriptive name. CSS styling I began with mobile version but in the same time a many values for attributes do not change with screen size so I used comments for separate only mobile values from other common for the site. I also used comment for keeping css more structured and understandable. After I made medias queries also for tablet and bigger screens.

I tested website on laptop, tablet and mobile and made a lot of changes with size and positioning of elements.

## 7. Conclusion

It was good training for making website. I find out that gantt-chart can be very helpful even you work on project alone. I drew many different sketches with pen on paper and with Adobe illustrator, Photoshop and even in Paint which helped me make understandable structure of website. During designing I kept in mind about target audience which helped me bring to front most important information for kids and parents. The pictures is amazing and express every page as well. The site content is logically organized and intuitively clear. The website is responsive for all types of screens. The website have some solutions for SEO.

## 8. Sources

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6. <https://contrastchecker.com>
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