

WEBSITE SYNOPTIC MARZIA DI MASSIMO 4.2D

TASK 1

1. The understanding of a website.

For this synoptic, I have to create a new design for my school's website

To create a website, you have to understand how it is structured, with the help of a few terms.

As an example, I will use my school's website, MCAST.

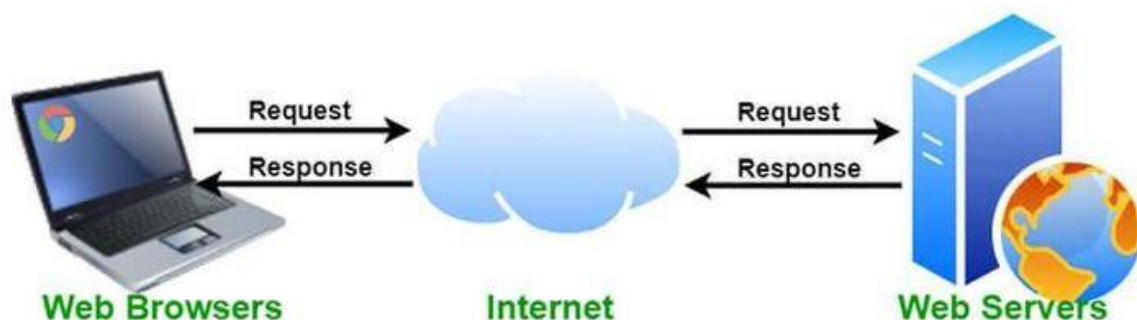
1.WEB SERVER:

the Web server is a computer running software (e.g. Ngix), and it serves users the content of the website selected by them.

ANALYSIS: What does the MCAST website serve/show to users?

It shows a wide selection of school courses (full-time and part-time) of the various MCAST institutes located in Malta and one in Gozo together with a guide on how to register for these school courses.

In addition to this service, they include news about the school and events (such as Open Days).



2.WEB HOSTING:

Web hosting is a service that stores site data and makes it accessible online.

ANALYSIS: The MCAST site means that when you click on the site, it does not ask you to sign up to the page with um email and then use the site, but instead it is open to all, giving them the opportunity to understand what the site offers and how to go about following a school course.



3. IP ADDRESS:

Ip address is a numeric label (not visible without certain manoeuvres) assigned to the server hosting the website. Computers use it to locate and communicate with the website.

EXAMPLE: when visiting a site, in this case the MCAST site, the computer instead of looking for the name of the site, looks for the connected IP instead, and it looks like a series of numbers (123.456.789 and so on) and they, vary according to the site.

4. DOMAIN NAME:

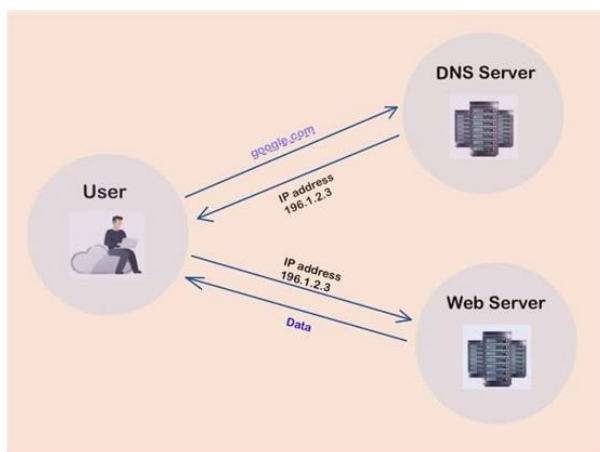
The domain name unlike the IP adress, are addresses read by us for websites, so it shows the name itself that we are going to search for.

5 DNS:

Domain name system (DNS) does nothing more than translate addresses into IP adress.

EXAMPLE:

1. User enters the site he wants
2. DNS query: The browser queries the DNS server for the IP address
3. DNS ANSWER: DNS gives the IP address of the server
4. CONNECTION TO THE SERVER: IP browser accesses the website



6. HTTP/HTTPS PROTOCOL:

In general, https ensures that servers are truthful, protecting user data and preventing it from being altered.

EXAMPLE: in our case the link on the MCAST site starts with https, so it is a truthful site, if it started with http, without the s, it is not because:

HTTP is the foundation of communication on the web (so a hacker or someone can see your data such as email and password). So the site is NOT SECURE

HTTPS is the secure and true version of HTTP that uses SSL/TLS for encryption

7.SSL/STL CERTIFICATE:

These two are used to protect data, making it difficult to see or intercept.

SSL: Secure Sockets Layer

TLS: Transport Layer Security

- 1.
2. INTERNET SERVICES
3. Exploring the MCAST website, I noticed 2 main services: CMS service and CONTACT FORM & ACCESS TO SERVICES.
4. CMS (Content Management System) service, to be precise with World press, which allows administrators in this case on the MCAST site to:
5. - Create and update web pages
6. - Publish, display news and notices about the school
7. - Organise content (e.g. with images, links, documents, etc.)

8. IMPORTANT VALUES:

For ADMINISTRATORS they are important because they have the possibility to edit pages/websites WITHOUT writing code.

For USERS they are important because they guarantee them a clearer, more accessible view with constant updates from administrators.

2. CONTACT FORM & ACCESS TO SERVICES.
More useful for USERS, INTEGRABLE SERVICES are included such as:

- Forms for contacting the administration
- Access to connected portables for both staff and students (ex: moodle, outlook ect).

IMPORTANT VALUES:

For USERS, it allows them to request information or access school services digitally.

For ADMINISTRATORS, on the other hand, they are important because it gives them a platform so that they can receive requests and/or give assistance.

IMPROVEMENTS:

Honestly, there would be 2 details, but you can do without one:

1. The speed of the site, but this depends on the Internet network (wifi)
2. The general design, the organisation of the site. Which I found a bit confusing and mixed up.

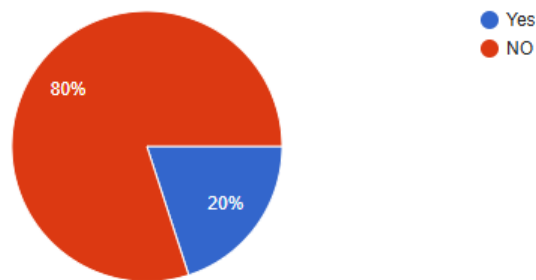
TASK 2 Audience Research & Design Plan

For this task, I created a questionnaire with the use of google form to also see from other people's perspectives. The results are these:

1. Is there anything you have appreciated by exploring the MCAST website?

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5 risposte



Give an explanation to your answer.

5 risposte

All the informations look all over the place, making the home page too messed

the MCAST website doesnt have the correct contact information by phone and the prospectus is difficult to navigate

The website in general is honestly just frustrating and kind of outdated as well

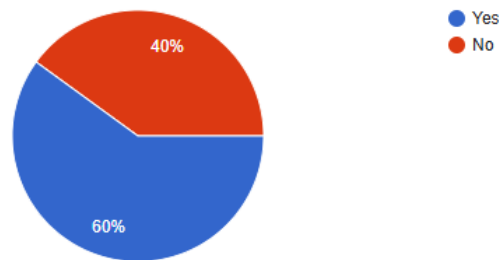
The large list of courses that you can choose from.

too many things in one page (mainly home page).

2. Did you find any difficulties navigating the site?

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5 risposte



If you said "Yes", give an explanation to your answer.

3 risposte

for search a specific PDF, I had to go through many links that were connected to other pages of the website

Navigating the Prospectus

I get lost trying to find what I am looking for because of the long list of options in tabs in the menu. I can't find the documents when I need them either

3. Are there any details or elements that seemed useful?

5 risposte

I think the amount of choices the school gives you for your studies

the colours are nice

The fact that they give you the list of subjects you will have in the course (Idk if it's related to the website itself?)

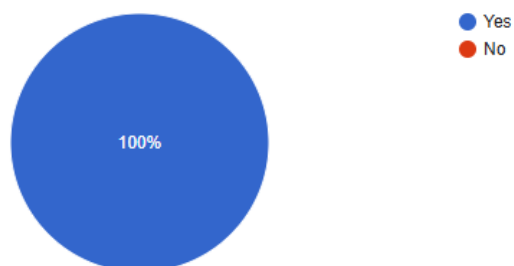
The fact that it looks always that it is always well stocked with news or events in which one could participate.

Seems a good school with many things to choose from.

4. Is there anything you would change?

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5 risposte



If you said "Yes", give an explanation to your answer.

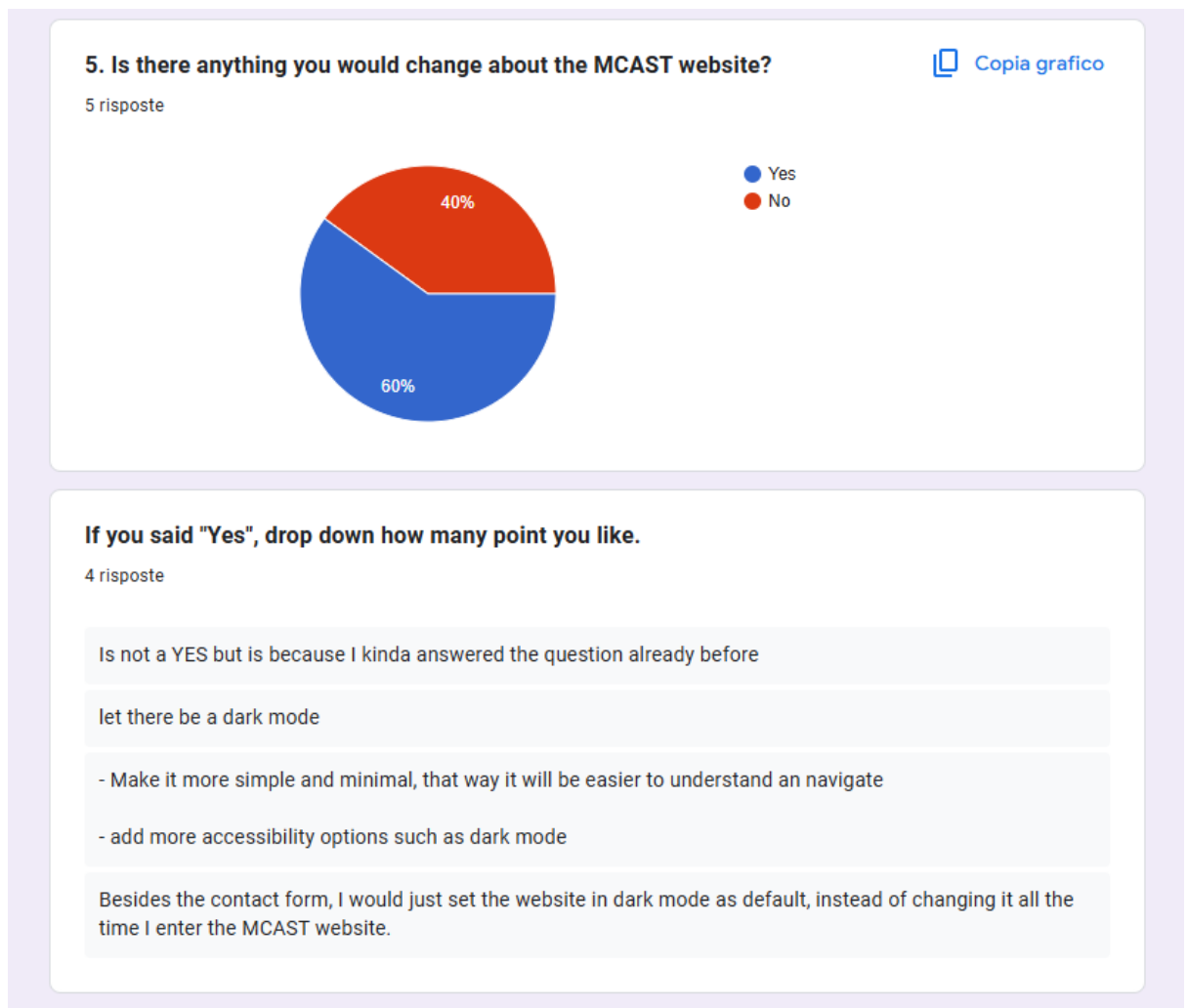
4 risposte

Make it more organized and insert essential informations

the navigation of the prospectus can be less book like

Probably the font. It look too simple.

Making the school contact form more efficient.

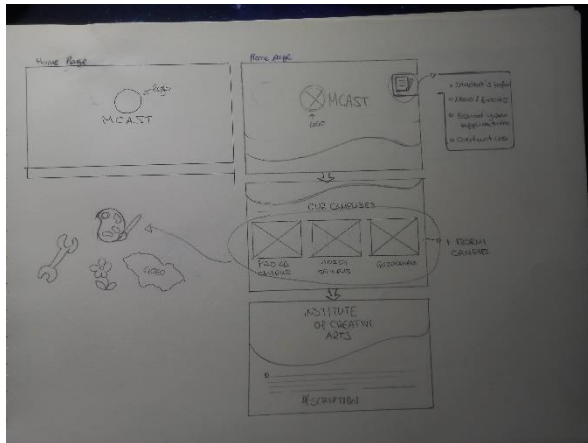


Based on these statistics, I realised that many did not have a positive experience on the website, often finding it more difficult to navigate the pages, finding too much stuff they did not need.

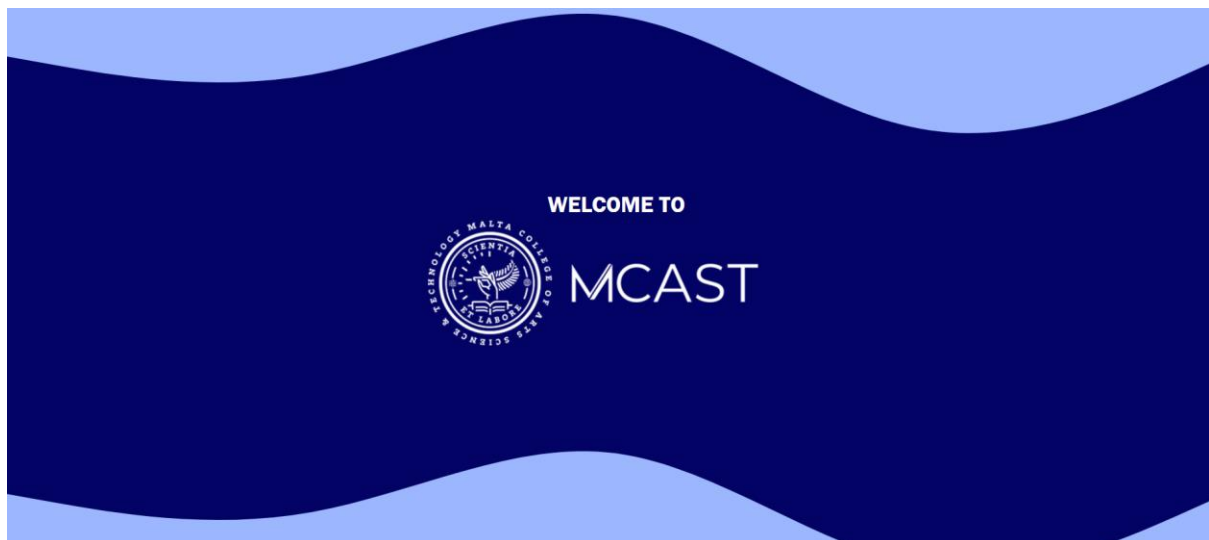
TASK 3

I started to get some ideas for the creation of the website design, trying to please them.

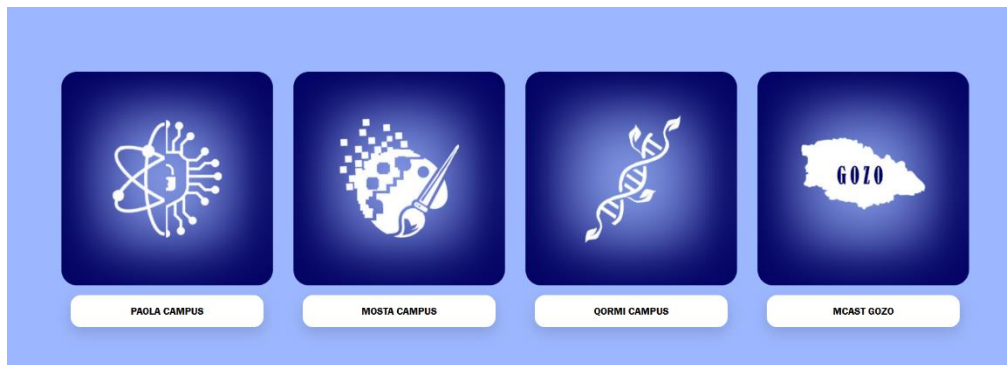
So I started to come up with some ideas. As for colours, I wanted to keep colours similar to the original site, i.e. blue, white and light blue, changing slightly with the shades.



While creating the website in general with Html and CSS, I played a bit with the sizes, with the positioning of the divs

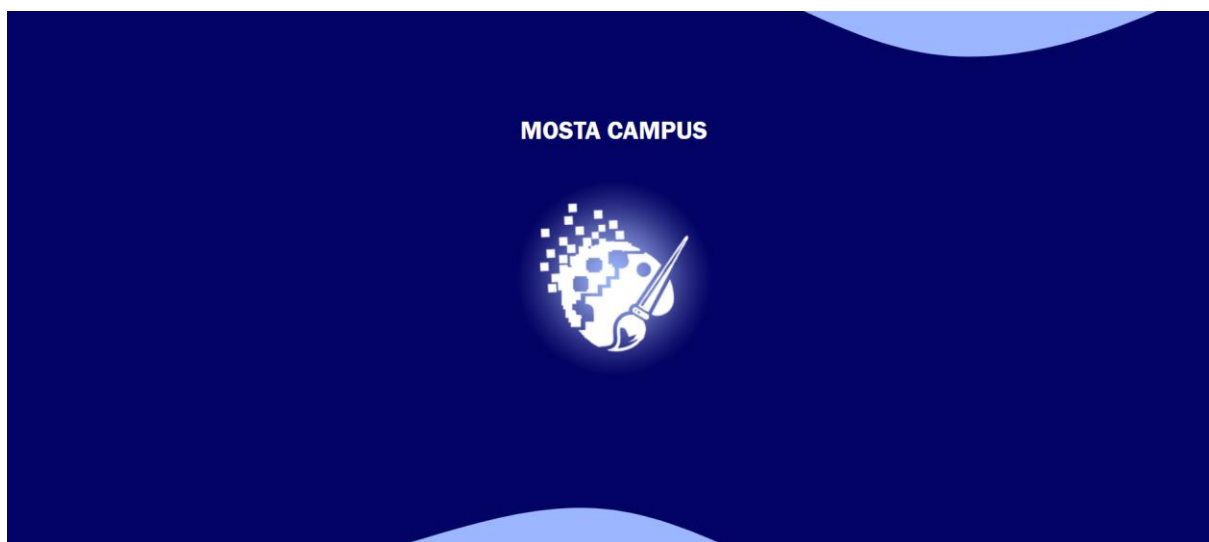


For this part I used the help of an external site that gives you the exact code for creating curved or square details (<https://getwaves.io/>).



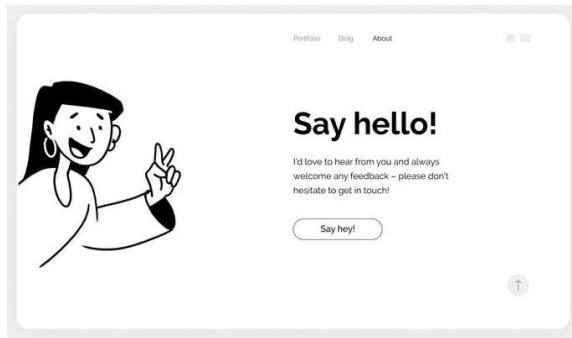
For the icons, I wanted to create logos that would reflect what the institutes can offer, for example the Paola campus offers many different studies, but more technology and science.

The institute in Mosta, on the other hand, even though it is an art school, does not only traditional art, but also digital art and so on. All of them designed on photoshop and has been used in the curved header on top as well.



For each institute I then created a list of the courses that can be done, dividing them by category, followed by a sentence that might encourage people to take a look, and together with a photoshop diesgno of a student, to make the diesgno linked to the page, taking some inspiration from pinterest.





For the contact form, I still kept the style simple, as for the rest of the site

EVALUATION

Creating this project, I find myself thinking a lot on the final outcome. While I don't mind how it turned out, I must admit, I had hoped that it would look a bit more polished and visually appealing. There were certain expectations I had for the overall presentation, and though some elements came together well, others fell short of what I imagined in the first place.

During the process, I encountered a few challenges that led me to make changes to some of my initial ideas. These adjustments were necessary, but they did affect the overall coherence

and design. I recognize the fact that I could have made more of an effort in certain areas, particularly in the earlier stages where a bit more planning or attention to detail might have led to a stronger final product.

In terms of organization, I did my best to organize the sections clearly and avoid clutter. I went for a clean, not too minimal layout, but in some parts, it ended up looking too sparse—as if something was missing. This imbalance of these elements I'll take into consideration for future projects.

Despite the problems, I'm not too disappointed with the result. It may not fully look like my initial vision, but it does represent my ability to adapt and change something that I feel I'm not the best at. Overall, this has been a good learning experience, and I now know how much an idea or a project can improve—from design planning and consistency to problem-solving under pressure.

Github link: <https://github.com/MarziaDIMassimo/MCAST-website-Synoptic-Marzia-Di-Massimo-4.2D.git>