Header

Title

Global Navbar

Showcase

Newsletter

Form

Projects

Img1

Img2

Img3
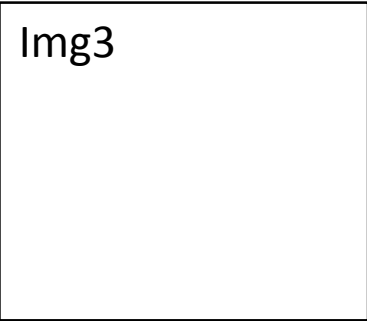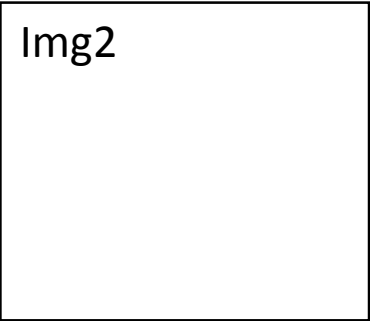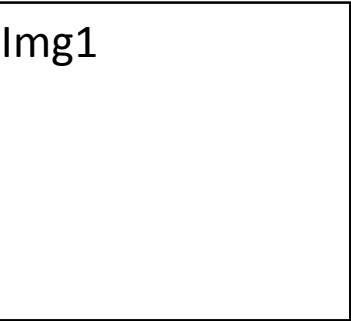
Social Network

Footer

Header

Title

Global Navbar

Newsletter

Form

About Us

Our Values

Img1

Img2

Social Network

Footer

Header

Title

Global Navbar

Newsletter

Form

Services

Unordered List

Unordered List

Unordered List

Form

Social Network

Footer

Header

Title | Global Navbar

Newsletter

Form

Portfolio

Row 1

Img1 | Img2 | Img3

Row 2

Img1 | Img2 | Img3

Row 3

Img1 | Img2 | Img3

Social Network

Footer

Header

Title

Global Navbar

Newsletter

Form

Contact Us

Form

Social Network

Footer

Colour Scheme

I have chosen to use a charcoal grey colour for the header, footer and newsletter sections of my website. I have chosen this because I've tried to make my website look professional and appeal to the older generation who own houses, and businesses. Furthermore, black/charcoal grey represents power, luxury, sophistication and elegance and that is what this company is about and what I want the customer to think about when a job is finished. I have chosen to use the red to make a border on the bottom of the header so it breaks up the sections. Also, I have used red on the word Liberty so it makes the title stand out and again appeal to the older generation. I have tried to keep the layout simple so there isn't much going on and all the appropriate information I want to be read can be read with ease. Also, I chose the red on the title in order for people to remember the name of the company. Every color has different feelings or emotions attached to it. When people see the color red, it triggers emotional responses like excitement, boldness, love, passion and it is effective in triggering an emotional response. These are precisely the feelings that I want people to associate with Liberty Contracting. Also, the red may help the website stand out from other websites. I chose these colours because I wanted the website to be memorable. With this colour scheme and layout I am trying to attract sophisticated individuals with a more disposable income.

Fonts

I have chosen to use Ariel because these fonts are very simple and there isn't very much going on, so the website is not messy, but very structured and easy on the eyes.

Layout

With regards to my layout I have chosen to lay it out the way I have because it is very easy for the customer to read, understand and use. I want the customer to remember Liberty Contracting and what it is about. Also, the layout looks proffesional and I want the website to show that at Liberty contracting we a proffesional. Many websites have a similar design. However, these are E-Commerce websites and not contracting websites, so they have a lot more functionality and aimed at different audiences. Further, I chose to set my webpage up in sections in order for it to be easy to understand.

Initial Design

My final website is very similar to my initial design except I no longer have the subscribe to newsletter bar on every page because I don't feel as though that it fit my website very well and looks better just on the index page.

Testing

I used W3 HTML and CSS validator to test my code for errors. This allowed me to eliminate all errors and warnings. I tested it on my Macbook and then on the DEC-10 computers in order to see if it was still doing what it was meant to. Further, I created a test plan in order to test specific elements within my webiste.

Number	Element im Testing	Test Data	Expected Output	Actual Output
1	If my links work on every page for my navigation.	I click every page name on every page in order to see if it goes to the correct page as intended.	That it will go to the intended output.	What I expected.
2	Testing that my page name is highlighted when im on that page of the website.	Go to every page and look If it is highlighted.	That every name will be highlighted on the intended page.	What I expected
3	If clicking on the Logo(Company name) will take me back to the Index page every time it is clicked on every page.	Click the logo on every page.	It will return to the index page.	What I expected
4	Links on the projects will take me to Portfolio.	Click all three images.	Should take you to portfolio page.	What I expected
5	The forms should allow you to type in, newsletter, quote and contact us forms.	Type in all text fields for each form on every page.	That it will allow you add text to the text fields.	What I expected

- Images

- BasilHulme2 –
  - http://www.readconstruction.co.uk/sectors/view/st_john_plessington_college_6th_form_extension
- The White Horse –
  - http://www.readconstruction.co.uk/sectors/view/white_horse_restaurant_chester_racecourse
- deltaTaxis -
  - http://www.aztec-interiors.co.uk/case-study/delta-hq-delta-taxis/
- niceic approved contractor logo -
  - http://mylocalelectrician.uk/news/niceic-approved-contractor-scheme
- ukas –
  - http://www.bbacerts.co.uk/about-us-2/ukas/
- churchConversion –
  - https://www.homebuilding.co.uk/converting-a-stone-church/
- outsidePlastering –
  - http://www.sperrinmouldings.com/home/
- OaklandHouse –
  - http://www.readconstruction.co.uk/sectors/view/private_house_penyffordd
- FrankiesBennys –
  - http://www.express.co.uk/finance/city/704376/City-news-Frankie-and-Benny-s-Marshalls-Jaguar-and-AB-inBev