Web design report

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# Executive Summary

My self-designed web is about a dance street group called Cohesion. This webpage is in three main parts. The first part, homepage, is made up with introductions of the group, the embedded audio that group performs(can be clicked to play) to, four recent performance diaries( clickable) and the application form for recruit new dancers. The second part, simple, is about the introduction of the four founders in this dance group. All the members detailed information can be opened by clicking the images or “full introduction” buttons. The last part covers the notification bar of up-coming shows with specific information and also at the end of the page, a recruitment advertising can be found. I also hide a secret in the recruitment form. It will show up until you fulfil the form and click the submit button. That is the place I implement my two additional JavaScripts.

# Target audience

Basically, the target audience of my website is youth. Because one of our aims in designing this website is to raise interests of youth to join our dance group. For this reason, I particularly set a recruitment advertising part for youth to know about how to join the group. Besides, we are a group consisting of young people it might not be too attractive to elders. although, like described in the introduction, the group also welcome people from all age to join us, the youth is the main target audience.

# Design styles for target audience

Since the youth is the main target, I implement a lot of buzzwords, like “yo what’s up”, in the web content. It may be familiar to our young age group but seems not friendly to the older. Therefore this is a young man based design.

# Navigational paradigm, information architecture

The html template I use was called Massive from html5. The reason I chose this template was that it had a simple and distinct navigation and it had a good page architecture. To begin with, the font size of navigation was big enough to catch audience attention. Besides, it was located at the top of the page. It benefited audience from easily finding it anytime. The best advantage was that every time the audience clicks one navigation and goes to a new page, the navigation will show you where you are with colour highlighted on it. Secondly, The information architecture on this template was fantastically matched to my idea of designing the page. The information architecture of my website is a typical Co-existing hierarchies pattern. My idea was to use three parts to introduce the group, introduce the main members and inform the up coming performance respectively. Therefore I put them to three pages respectively with the link in navigation to open them. In the index page(homepage), introduction part, to make audience full understanding this dance group, I embedded an audio to play the music type the group use and I inserted four performance diaries with the links. In the members page, I tended to introduce the members respectively. I wrote brief introductions for everyone and put photos of their own just beside their intro. Therefore, once the audience want to know any of them more, members’ own page can be easily opened. The upcoming performance page was mainly consist with table of coming performance and the recruitment advertising. The performing information is required in the last page, since it is a kind of forecast. However, I also thought it was reasonable to put the recruiting advertisement here, because this was the last page that be displayed in the navigation. It represented audience may have finished reading all the previous content and it is good time to do the advertisement. Therefore, I made decision to put these two parts in the last page. Luckily, this template was perfectly matched to my thought.

# Responsive design

The key code I had to make the web to be a responsive web is “<meta name="viewport" content="width=device-width, initial-scale=1, maximum-scale=1">” in css. It makes sure, at least, the web can be performed in a mobile phone mode. In css, we need to quote a new css syntax like “

@media screen and (max-width: 736px) {

#intro {

padding: 3rem 2rem 1rem 2rem ;

min-height: 80vh;

}”. Inside the parentheses, we need to put the boundary of the screen size so that the web will be displayed in a new form as long as the phone screen size is in the boundary. Inside the curly brackets, you can put the changes you want to the specific content. I think it might be the main method I used to make the web responsive.

To ensure the accessibility of my web site, I paid attention to three aspects. They are Colour, Content size and keyboard navigation. Firstly, to make the page colour be friendly to colour blind audience, I used white and black as the main colour theme and I didn’t use any red, blue and green. Secondly, Content size is big enough to be read even by an audience with bad eyesight. Besides, the key words are in bold, making the key information be noticed easily. Thirdly, this webpage navigation can be conducted by keyboard. Since the template I download used the default web settings, the “: focus” class can be found in CSS. It means that any link syntax in html like <a>, <link>, <button> etc can be selected by keyboards.

# Accessibility

The words content of my webpage is main from myself. I made up a lot but I still used some of the content from the internet. All the reference is written below. I assure they are free to copy. The images of in this web are all from my friends, and I had their permission to use. The only media I used in my webpage is an audio file. I paid to downloaded it from QQmusic website(reference below). Thus, there is no copyright problem.

# Source of content and media

Photoshop is the application that I used to compress the members photos and other images. Since the lossless image files like png are big files. Therefore one of the best ways to compress the images is to change the file type from lossless to lossy( like jpg) and lower the quality of the images. To follow this idea, I changed all png images I need to jpg type and changed their image quality to around 65%. The lossy images size are changed to about 200kb.

# Critical part

The most critical part of designing the webpage is making different web structures in css. Because I believe the various typesetting is the key elements to attract the audience. All the Html code will display the same format in the page but different css syntax makes each web unique. Since every designers are trying to catch the audience taste, css can also be the most challenging task. It is possible to arrange the size and position of the images. It is possible to design different navigations, design unique click-button ect. It is its strong functionality that makes me believe its critical.

# Javascript

In my webpage, I put two more Javascripts that are not covered in the template. They are content hiding button and alert box. They can be easily found. When you fulfil the resume form at the bottom of the homepage and click the “join us” button, the new page will show up and that is where I implement the two javascripts. the function of the first one is to hide the content using a “read it” button. I used this function to hide our “group policy”. It is optional for users to click the “read it” button to display all the content or click the “ Next step” button just beside it and skip reading, jumping to the next page.

The next Javascript I used will appear just after the users clicking the “Next step” button. An alert box will show up saying “your request has been received.”

Words count: 1450

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# Reference

Html template:

<https://html5up.net/massive>

Background image:

<https://www.pinterest.com.au/pin/27795722685279397/>

policy:

<https://mathisdancing.com.au/policies-and-procedures>

members introduction:

<http://mydailydancediary.com/>

diary1:

<http://www.theaureview.com/features/cmj-tour-diary-dancing-heals-melbourne>

diary2:

<https://www.write4fun.net/view-entry/247817>

diary3:

<https://www.audreyjournal.com.au/feature/sydney-dance-company-tour-diary/>

diary4:

<https://news.bandsintown.com/article/2019-03-18-tour-diary-jennifer-cardini-takes-us-along-her-north-american-tour/>

audio:

<http://www.qqmusic.com/>

images: all from friends(except the background image)

Javascripts: <https://www.w3schools.com/js/js_examples.asp>

You can find them in a new page when you fulfil the resume form at the end of index page and click the “join us” button.