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### **Website Design Report**

#### **1. Title and Basic Information**

* **Website Name**: Aerospace History and Future

#### **2. Aims and Objectives**

* **Primary Aim**:

The aim of my website is to educate students on the history, current industry, and future advancements within the aerospace industry

## **Secondary Objectives:**

* + The secondary objectives are to make a site that is easily navigable and engaging
  + Highlighting my own WebDesign skills and developing more skills regarding design and HTML/CSS

#### **3. Target Audience**

* **Primary Audience**: *Students or anyone interested in the history of the Aerospace industry.*
* **Secondary Audience**: People wanting to further their own knowledge or personal interests in the Aerospace Industry
* **Demographics**: Looking to make this website readable and cut out a lot of technical jargon to make it accessible to a lot of age ranges. For younger students looking for information on the Aerospace industry.

#### **4. Key Features**

* Reduced visual clutter and making sure the navigation is intuitive allows the website to be more accessible. (Minimalist Approach)
* Touchscreen focused navigation looking to remove weblinks and preferring “next page” buttons or scrolling to move between content and pages. Most people's point of contact with the internet going forward will be through mobile/tablet.

#### **5. Design Goals**

* **Style**: Modern/Minimalistic
* **Tone**: Informative and engaging
* **User Experience Goals**: *Accessibility and Ease of access to knowledge*

**Page 2: Visual & Technical Details**

#### **6. Sitemap & Structure**

* Main webpage should be the standard header and logo which will remain consistent throughout the website grounding the webpage.
* Main page will begin with a summary of what the website is trying to teach and a nice high-quality image to draw people into the website.
* The navigation I want to feel natural so instead of filling the header with links I thought it would be better to hide those elements within a burger using the logo and having secondary navigation being though simple arrows on the bottom of the webpage corners mimicking turning a page.
* Content pages still undecided but scrolling should make the website feel quite static while dragging in elements giving the impression that the content is moving but they are not scrolling

#### **7. Wireframe**

[Figma Website](https://www.figma.com/design/EO6elXiZAAsDluHr4UhBkb/Actual-Website-Design-Master?node-id=2002-1326&node-type=canvas&t=Kj6iHgjby6D4xr9B-0)

#### **8. Colour Palette & Typography**

* **Colours**: Muted colours to not strain the eyes of anyone reading but keeping the screen light using off whites for the backgrounds and black for fonts.
* **Fonts**: Georgia (Listed as a great font for readability for screens)

#### **9. Responsive Design**

* **Adaptability**: *(How will the website work across devices?)*
  + Mobile: Navigation will be through scrolling which will pull elements in while keeping the header/logo stable at the top of the screen.
  + Desktop: Navigation will be through simple arrows via the bottom corner of the webpage and a burger menu for simple page selection.

#### **10. Challenges and Considerations**

Sever difficulty with photoshop may have to resort to using a more familiar program if unable to grasp basics of the program.

Topic is different from given topic but there was some miscommunication, and it was changed before the design phase started.