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WEB DEVELOPMENT WEDE5020

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Proposal



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Organisation Overview:

# Winchester Ridge Primary School

Winchester ridge primary school is a school in the south of Johannesburg that opened in 1970. Their first in take of students where students in standard 2(grade4) who were in Robertsham Primary school, but now the school has a in take of 800 pupils from grad 1 to 7 and they are currently celebrating 55years. They are a vibrant hub of education, creativity and friendship. With a dedicated team of educators and a warm, inclusive environment, that strives to provide a foundation for lifelong learning. They are a nonprofit organisation.

A group of people on a court

AI-generated content may be incorrect.A sun shining through clouds over a school

AI-generated content may be incorrect.

Website Goals and Objectives:

# **Primary Goals of the Website**

* **Provide Valuable Information**

Clearly present academic programs, school calendar, admissions, contact info, and news.

Serve as a central communication hub for parents and students.

* **Increase Engagement with Parents and Community**

Share updates, newsletters, event info, and student achievements.

Promote involvement in school events and parent-teacher activities.

* **Support Student Enrolment**

Attract new families by highlighting the school’s values, curriculum, and culture.

Provide online application forms or inquiry submission features.

* **Improve School Visibility (Website Traffic)**

Ensure the school can be easily found via search engines and local directories.

Build a professional digital presence.

# Analysis

The school currently doesn’t have a website this means the is limited visibility and awareness for the school, this means parents and the community cannot easily find the school online, the is missed opportunities to attract new students due to lack of digital presence and reduced administrative efficiency this means staff spend more time on repetitive tasks that could be automated or handled online. The school lacks a platform to communicate its values, culture, mission, and strengths. It’s also harder to differentiate from other schools in the area, especially for parents comparing options. By having a website the will be several benefits for the school and parents such as better

The school currently doesn’t have a website ThT

Proposed Website Features and Functionality

Essential Features**:**

## Homepage:

* + A welcoming introduction to the school, including the school's name, motto ("Studere"), and a brief description of the school's mission and environment.
  + Display a featured image of the school building.

## About Us:

* + Sections outlining the school's **Mission**, **Vision**, and **Values**.
  + Images showcasing school life and a description of the values that shape the school culture.

Admissions Page:

* + Step-by-step instructions for prospective families to apply.
  + An embedded link to download the Enrolment Form.
  + A contact section for inquiries.

## Gallery Page:

* + A collection of images showcasing the school’s activities, students, and events.
  + Grid layout for displaying the images in a clean, organized manner.

## Contact Page:

* + Display school contact information, including the address, phone number, and email.
  + A simple text-based structure for easy navigation.

Desired Functionality**:**

* **Responsive Design**: The website should adjust seamlessly across devices (desktop, tablet, mobile).
* **Interactive Elements**: Links to download files (such as the enrolment form), social media integration (if any), and a contact email.
* **Accessible Navigation**: Easy access to all pages via a navigation bar present on all pages.

Design and User Experience

Colour Scheme

* **Primary Colour**: #800080 (Purple) – for headers, navigation bar, and accents.
* **Secondary Colours**:
  + White (#ffffff) – for backgrounds, text, and other elements.
  + Light grey (#f0f0f0) – for footer backgrounds and subtle accents.

Typography

* **Primary Font**: 'Georgia', serif – used for headers (e.g., "Winchester Ridge Primary School").
* **Secondary Font**: 'Arial', sans-serif – for body text and smaller elements (e.g., paragraphs, navigation).

Layout and Design

* **Header**: Large, cantered title with a gradient background of white to purple.
* **Navigation Bar**: Horizontal navigation bar with links to pages like Home, About Us, Admissions, Gallery, and Contact.
* **Main Content**: Structured into sections with clear headers, paragraphs, and supporting images.
* **Footer**: Simple footer with copyright information, cantered and in light grey.

User Experience Considerations

* **Navigation**: Links are clear, simple, and easy to access.
* **Colour Scheme**: Consistent and calming, with enough contrast between text and background.
* **Mobile-Friendly**: Ensure the layout works on mobile devices without breaking or distorting the design.

Low-Fidelity Wireframes:

1. Homepage Wireframe:
   * Header: School Name + Motto
   * Navigation Bar (cantered links)
   * Main Content: Welcome text and large image of the school.
   * Footer: Copyright and legal text.

# 1.About Us Wireframe:

* + Header: School Name + Motto
  + Navigation Bar (centred links)
  + Main Content: Mission, Vision, Values (sections with bullet points)
  + Footer: Copyright and legal text.

2.Admissions Page Wireframe:

* + Header: School Name + Motto
  + Navigation Bar (centred links)
  + Main Content: Admissions steps with bullet points and a link to download the Enrolment Form.
  + Footer: Copyright and legal text.

3.Gallery Page Wireframe:

* + Header: School Name + Motto
  + Navigation Bar
  + Main Content: Grid layout of images showcasing school life.
  + Footer: Copyright and legal text.

Technical Requirements

* **Domain Name**: A domain like winchesterridgeprimary.com (to be purchased and configured).
* **Programming Languages**:
  + **HTML**: For the structure of the website.
  + **CSS**: Inline styles have been used, but external CSS would enhance customization and maintainability.
  + **JavaScript**: For interactivity (e.g., image sliders, dynamic form validation, etc. – not included yet but could be useful in future versions).

Timeline and Milestones

| **Milestone** | **Estimated Timeframe** |
| --- | --- |
| Initial Concept & Wireframes | Week 1-2 |
| Website Structure & Pages | Week 3-4 |
| Integration of Content | Week 5 |
| Testing and Adjustments | Week 6 |
| Final Review and Deployment | Week 7 |

Budget

* **Development**: R1,000–R2,000 (this can vary depending on the developer's hourly rate).
* **Domain Registration**: R95–R200 per year.
* **Web Hosting**: R1000 per year.
* **Maintenance (Annual)**: R2000–R5000 for regular updates and content changes.

References

* **Research on Primary School Websites**: Used examples of primary school sites for layout and feature inspiration.
* **HTML/CSS Resources**: W3Schools, MDN Web Docs for basic HTML and CSS techniques.
* **Colour Theory and Typography**: Google Fonts, Adobe Color for creating a consistent design.

This proposal serves as a structured outline for creating a clean, informative website for Winchester Ridge Primary School. The website will feature essential information and be designed with accessibility and simplicity in mind.