

Assignment II - Building a Multimedia-Infused University Department Site

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Design for Web Content

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1 Introduction

Within the current academic piece, this project situated around the development of a website for the Interdisciplinary Department of Super Big University seeks to explore the intricate interplay between web design principles and the representation of the department online.

The website's primary mission is to serve as an indispensable hub, fostering effective communication, and providing a modern and easily accessible source of information for potential students. Moreover, the website is strategically positioned to market and promote the unique strengths of the Interdisciplinary Department.

By allowing users, predominantly current and potential students, to seamlessly access and reference pertinent information, the website is designed to be an invaluable resource aiding in the decision-making process.

2 Requirements

2.1 Defining Website Objectives

The overarching objectives of the website for the Interdisciplinary Department are outlined to achieve advanced academic goals, focusing on:

2.1.1 Enhancing Communications:

The website aims to establish robust communication channels between the Interdisciplinary Department and its students, fostering an environment of effective information exchange.

2.1.2 Information Accessibility for Potential Students:

An emphasis will be placed on providing a sophisticated and easily accessible source of information tailored to meet the discerning needs of potential students within the interdisciplinary academic framework.

2.1.3 Strategic Marketing and Promotion:

The website is positioned as a strategic tool for marketing and promoting the Interdisciplinary Department. This includes showcasing the department's strengths, achievements, and unique interdisciplinary offerings in a manner befitting advanced academic standards.

2.1.4 Reference Hub for Decision-Making:

The user-centric design will enable current and potential students to seamlessly access and reference pertinent interdisciplinary information about the faculty and the department. The website is crafted to be an invaluable resource aiding users in their decision-making processes.

2.2 User Experience Considerations

User experience considerations are paramount, given the targeted audience of current and potential students within the interdisciplinary context. Key considerations include:

2.2.1 Primary User Base:

The primary focus is on current and potential students within the interdisciplinary context, necessitating a user-centric design tailored to meet the advanced academic expectations of this audience.

2.3 Technical Specifications

Technical requirements are outlined to ensure the website's functionality and performance meet advanced academic standards within the interdisciplinary academic context:

2.3.1 Browser Compatibility:

The website will be accessible via all modern web browsers, aligning with the technological expectations at a master's degree level within the interdisciplinary academic framework.

2.3.2 Mobile-First Approach:

The project adopts a mobile-first approach to ensure that users, regardless of screen size or device, can seamlessly access the website and its resources within the interdisciplinary academic context.

2.3.3 Technological Standards:

HTML5 tags and CSS3 frameworks will be leveraged to meet modern coding standards, contributing to an advanced and responsive website within the interdisciplinary academic framework.

3 Sitemap

In the process of web development, the creation of a sitemap stands as a foundational step. A sitemap serves as the blueprint for the website, outlining its structure and organization. It not only determines the flow of data but also guides the organization of content into directories, folders, and files. The names of URLs and the navigation flow are influenced by this structure. In this section, a sitemap will be created, aiming to establish a logical and user-friendly structure that aligns with the set goals for the assignment. Through this process, the groundwork is laid for a well-organized and seamlessly navigable website that fulfils its objectives with clarity and coherence.

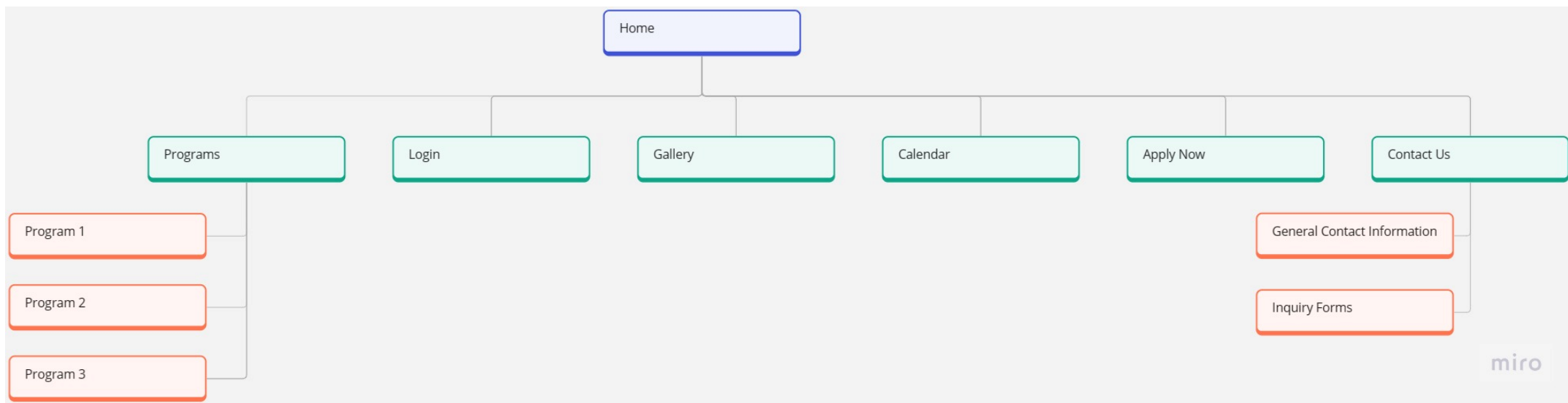


Figure 1: Sitemap for the Interdisciplinary Department Website

4 Layout & Design

4.1 General Layout

In the further pursuit of designing a website for the Interdisciplinary Department, the skeleton code below, forms the basis of the core design principles of the website. This pivotal step involves crafting the visual blueprint using a text editor, where the skeleton of the website will be expanded upon to bring the intended website to life. Guided by the site map, this process orchestrates a melding of structural elements, including but not limited to;

- 3-column grid,
- A header
- Slideshows
- A main content area
- A footer
- Navigation bar

4.2 Design Choices

4.2.1 Color Selection

Colour selection is crucial for creating a visually appealing and effective website. Taking into consideration the impact that colour theory has on the success of a good website design. By utilizing colours that convey a sense of thrust and professionalism such as blue and reinforcing and supporting this with the use of greens, which convey growth, success and harmony we are able to create a website for the Interdisciplinary Department that increases user engagement and enhance usability.

4.2.2 Web-safe Colours

Ensuring that the colours chosen can be displayed correctly is key to ensuring brand alignment and consistency between devices and screens. The RGBA values I provide below fall within the standard colour range and should be displayed consistently across various devices.




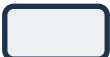
Color Role	Hex Value	RGB-A	Sample
Primary	#2ECC71	R: 046, G: 204, B: 113, Alpha: 1.0	
Accent	#DB7633	R: 219, G: 118, B: 051, Alpha: 1.0	
Secondary	#7D7D7D	R: 046, G: 204, B: 113, Alpha: 1.0	
Background	#ECF0F1	R: 236, G: 240, B: 241, Alpha: 1.0	

Figure 2: Interdisciplinary Department Website Color Palette.

4.3 Design Structure

The emphasis is on formulating a clear and functional arrangement, laying the foundation for a seamless user experience. Through the manipulation of HTML and CSS components, the focus is strictly on structure, deferring intricate aesthetics for subsequent stages. This section marks the inception of the website's tangible form, aligning with the academic aspirations and interdisciplinary essence of the Interdisciplinary Department. This step sets the stage for the integration of style and substance in the forthcoming phases. Below are three samples of the starter.

- HTML5
- CSS3
- JavaScript

```
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <meta name="viewport" content="width=device-width, initial-scale=1.0">
  <link rel="stylesheet" href="styles.css">
  <title>Your Website</title>
</head>
<body>
  <header>
    <!-- Header content goes here -->
    <h1>Your Website Logo</h1>
    <nav>
      <ul>
        <li><a href="#">Home</a></li>
        <li><a href="#">About</a></li>
        <li><a href="#">Services</a></li>
        <!-- Add more navigation links as needed -->
      </ul>
    </nav>
  </header>

  <div class="container">
    <!-- 3 Column Grid -->
    <div class="column">
      <!-- Content Area -->
      <h2>Main Content</h2>
      <p>Your main content goes here.</p>
    </div>

    <div class="column">
      <!-- Slide Show -->
      <h2>Slide Show</h2>
      <!-- Add your slideshow content here -->
    </div>

    <div class="column">
      <!-- Additional Content Area or Sidebar -->
      <h2>Additional Content</h2>
      <p>Other relevant content goes here.</p>
    </div>
  </div>

  <footer>
    <!-- Footer content goes here -->
    <p>&copy; 2023 Website.</p>
  </footer>
</body>
</html>
```

Figure 3: HTML Skeleton

5 Original Graphics

This section marks the inception of distinct visual elements for the Interdisciplinary Department's website. The primary focus of this section lies in the creation of a distinctive logo, serving as the emblem of the Universities' identity. Additionally, key graphics, including captivating slideshow images, will be meticulously crafted to enhance the website's aesthetic appeal.

While the creation of original graphics takes precedence, practical considerations will be made for efficiency. To expedite the development process, placeholders will be temporarily employed for images such as user profile pictures and event snapshots. This strategic decision balances the need for visual richness with the constraints of time, ensuring a swift yet impactful integration of graphics into the website.

This will also form one of the bases for the preceding section "*Multimedia Elements and 3rd Party Services*" use of websites such as "[pexels.com](https://www.pexels.com)".

6 Multimedia Elements and 3rd Party Services

As the Interdisciplinary Department's website evolves, the integration of multimedia elements and 3rd party services becomes necessary. This section focuses on enriching the user experience through the strategic incorporation of multimedia components, such as engaging videos, animations, and dynamic slide shows. Simultaneously, the integration of 3rd party services, ranging from the integration of API services to embedded media content, amplifies the website's functionality and connectivity. Listed below are some of these services and elements utilized.

- **Photo Gallery:** The Gallery page utilizes an API from pexels.com which dynamically reloads the content of the page upon each refresh. The main code source for this can be found in “website->assets->js->api->pexels.js” Please note that this API the website to be served via localhost, requiring some form of web server, for example, [XAMP](https://xamp.com), or any of its variants.
- **Calendar:** The calendar page utilizes fullcalendar.io which allows for the embedding of an HTML calendar DOM Object and through JavaScript allows for the dynamic addition of events, without the need for the reloading of the page. Additionally, the use of the “localStorage” function to hold the users' request data when adding their events. The main code source for this can be found in website->assets->js->api->fullcalendar.js

7 Conclusion

In culmination, of the journey of developing a website for the Interdisciplinary Department's website, I have navigated through the intricacies of structuring, designing, and scripting a digital space that reflects the department's academic offerings and essence. From crafting an intuitive site map, to laying the groundwork with layout designs and original graphics, each step has been a deliberate stride toward a cohesive and visually compelling online presence.

The culmination of multimedia elements and strategic integration of 3rd party services add a layer of dynamism, transforming the website into a hub of engagement and connectivity.