

WEB DESIGN



Task 1

KYRA LAUTIER

Level 4 Advanced Diploma in Digital Design Year 2

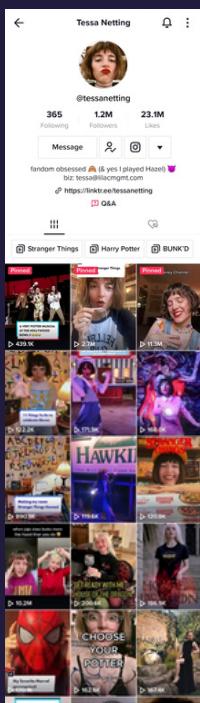
Tessa Netting

Tessa Netting (born September 1st, 1990) is an actress, YouTuber, host, and content-creator. She began her professional career playing Susan Parks in the Original Broadway Cast of *Billy Elliot the Musical* where she performed in over 1,000 shows. Since moving to Los Angeles, she has been seen and heard in numerous voice over roles, commercials, web series, and television shows, most notably playing Hazel in the Disney Channel show *BUNK'D*. She also has recently branched out into audiobook narration and won the 2020 Earphones Award for her work on *Redwood* and *Ponytail*. Online, you can find her promoting *Harry Potter* on YouTube and cosplaying on Instagram. She has been featured in *Forbes*, *New York Magazine*, *Huffington Post*, *CBS*, *NBC*, *Playbill*, and *Billboard*. In 2018, Tessa created the podcast *Fantastic Geeks (And Where To Find Them)* with her fellow voice actor and content-creator Anna Brisbin to discuss a variety of fandoms.

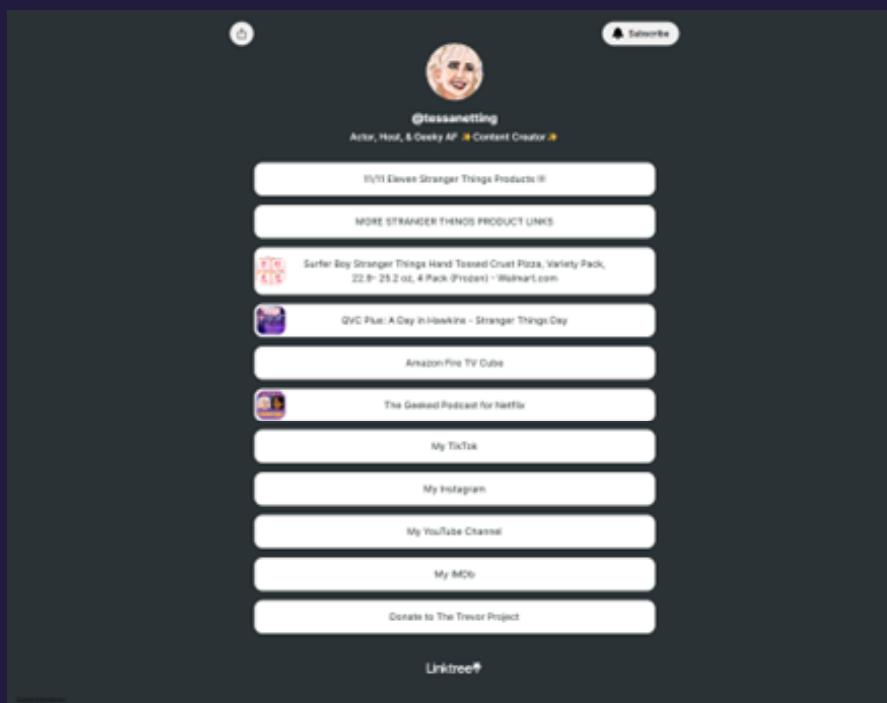


Online Content

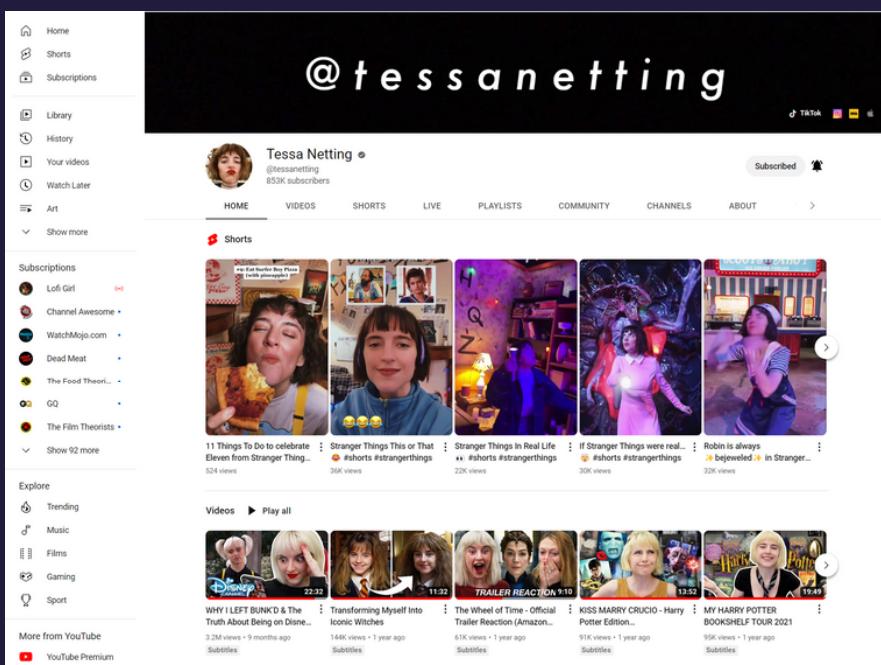
TikTok



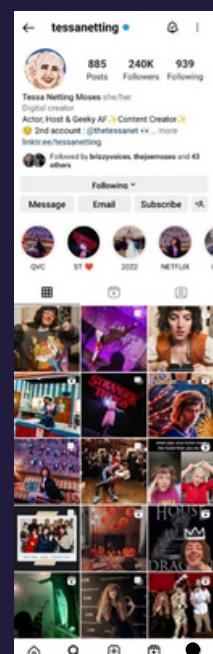
Linktree



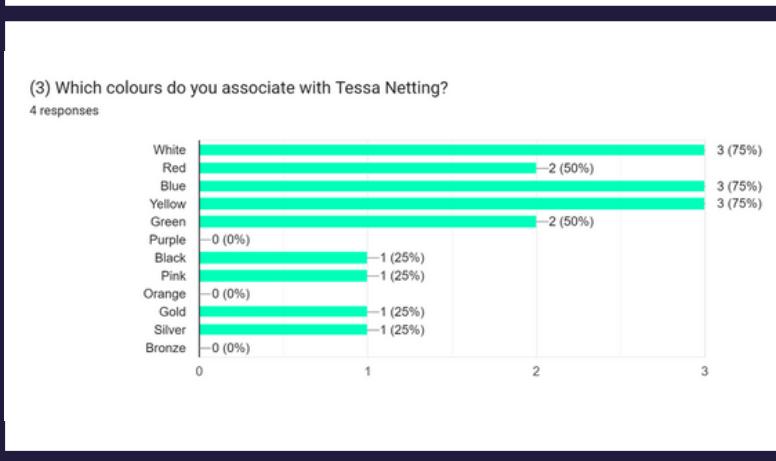
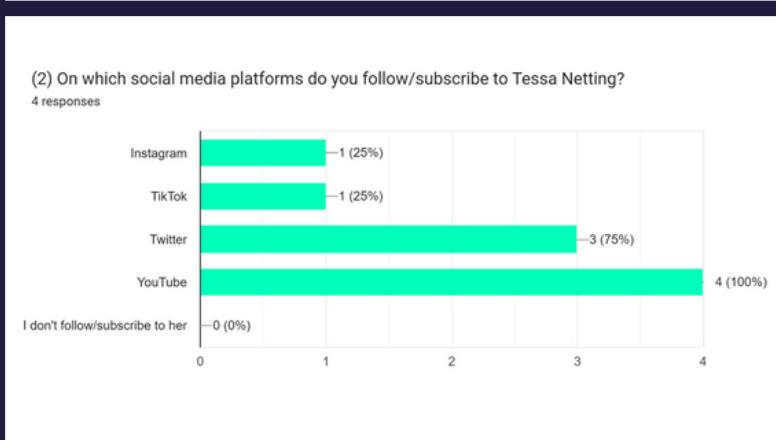
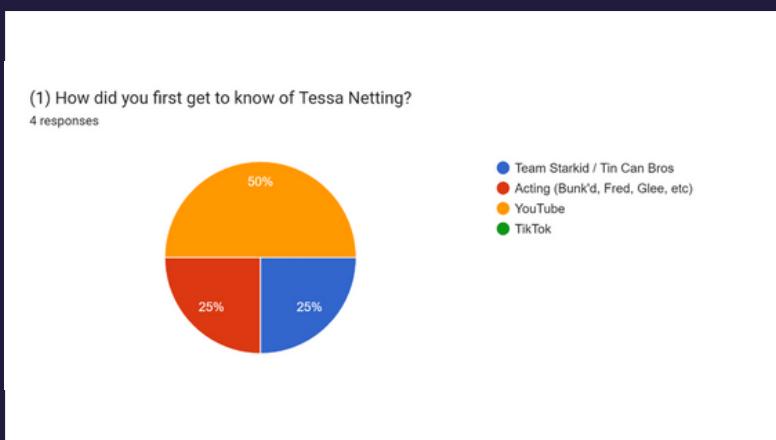
YouTube



Instagram



Interview Answers



(4) What types of visuals do you associate with Tessa Netting? (List no less than THREE (3) examples)
4 responses

the white hair, harry potter and nerdy stuff
Lightning Bolt, Sloths, Luna Lovegood Glasses
Stripes, ravenclaw, library
Geeky, Fanart, DIY, Marvel, Musical Theatre, Harry Potter,

(1) How did you first get to know of Tessa Netting?

- 50% YouTube
- 25% Acting
- 25% Team Starkid/Tin Can Bros

(2) On which social media platforms do you follow/subscribe to Tessa Netting?

- YouTube (100%)
- Twitter (75%)
- TikTok (25%)
- Instagram (25%)

(3) Which colours do you associate with Tessa Netting?

- White; Blue; Yellow (75%)
- Red; Green (50%)
- Black; Pink; Gold; Silver (25%)

(4) What types of visuals do you associate with Tessa Netting?

- Harry Potter/Ravenclaw based (100%)
- Nerdy Content (75%)

Interview Answers

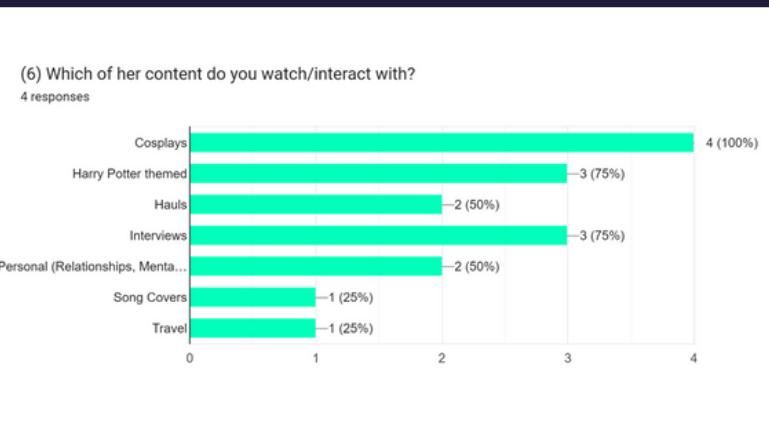
(5) Which words/phrases do you associate with Tessa Netting? (List no less than THREE (3) quotes or adjectives)

4 responses

idk by heart
Lumos, Don't Let The Muggles Get You Down, Starfish
Books, Harry Potter, Luna
Bright, Loud, Parodies

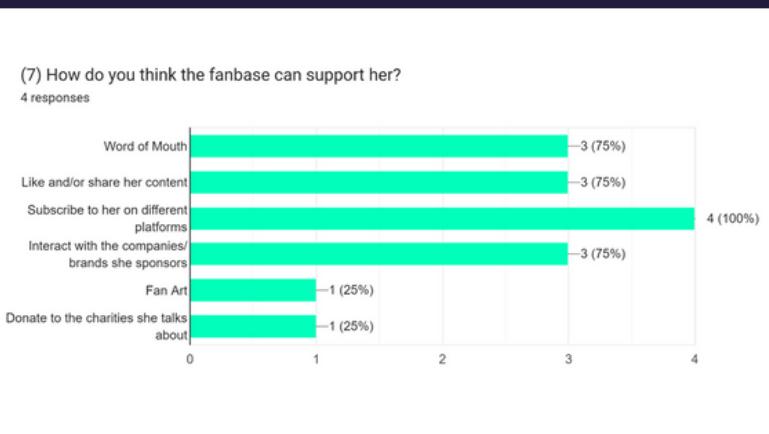
(5) Which words/phrases do you associate with Tessa Netting?

- [Harry Potter references]



(6) Which of her content do you watch/interact with?

- Cosplays (100%)
- Harry Potter Themed; Interviews (75%)
- Hauls; Personal (50%)



(7) How do you think the fanbase can support her?

- Subscribe (100%)
- Word of Mouth; Like/Share; Interact with sponsors (75%)
- Fan Art; Donate to Charities (25%)

(8) What do you feel is essential to include in a website dedicated to Tessa Netting? (If nothing comes to mind, type N/A)

4 responses

N/A
I think as long as it represents the personality you see in the content it'll be effective
ravenclaw references, list of acting credits, links to her social media, etc

(8) What do you feel is essential to include in a website dedicated to Tessa Netting?

- Represents personality
- Ravenclaw references
- Acting credits
- Links to social media

Style Guide



TEXT

Tessa Netting (h1)

Cambria, Cochin, Georgia, Times,
'Times New Roman', serif

Lorem ipsum (Body, size 16px)

Verdana, Geneva, Tahoma, sans-serif

BUTTONS

Selected Nav Item

Other Nav Items

Send!

TEXT BOX

COLOURS

#FFFFFF

#D7A63B

#FAF8E3

#415A8B

#000000

Reference Websites

Carrie Hope Fletcher (Blogger, YouTuber)

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

The screenshot shows a blog post titled "BE GENTLE" dated Sunday, 28 FEBRUARY 2021. The post content reads: "Taking a slight break from the "Agony Aunt" style this week just to check in not only with you all (hope you're all well and e...)" followed by a link to "23 COMMENTS". Below this is another post titled "FEELING ALL THE FEELINGS" dated Sunday, 21 FEBRUARY 2021. The content reads: "Dear Auntie Carrie, F joined the navy. I'm 100% suppo nd proud but is it selfish to feel sad because he's away?" followed by a link to "5 COMMENTS".

The screenshot shows the "ABOUT" section of her website. It features a photo of Carrie and another woman on stage. To the right is a sidebar for the "WONDER WOMEN PODCAST" with episodes like "Heels and Corsets - W...", "Cartoon Women - Wonder ...", "Female Friendships - Wond...", "Hysteria - Wonder Women #2", and "Badass Women". Below this is a "TWITTER" section showing a tweet from @CarrieHFletcher and a "FANE" section with a link to @FaneProduc... Nov 18.

Home

- Conveys personality of influencer through:
- Unique typeface and neutral colour scheme

About

- Good use of photo
- Clean layout

Style

- Light-coloured background makes content legible (not white)
- Creative use of font to compliment Fletcher's personality
- Uses images to visually engage users

Reference Websites

Laura Pollacco (Actor, Content Creator)

<https://www.laurapollacco.com/>

The screenshot shows the homepage of Laura Pollacco's website. At the top left are three small profile pictures. Below them is a larger portrait of Laura. To the left of the portrait is a section titled "A bit about LAURA" with a bio and contact information. At the bottom left is a "What are you looking for?" section with four categories: Photography, Film/TV, Production, and Journalism, each with a corresponding icon.

The screenshot shows the contact page of the website. It features a large "CONTACT ME" button at the top. Below it is a message: "If you wish to get in touch please email me at laurapollacco@gmail.com or use the form below." There is a form with fields for Name, Email, and a message area, followed by a "Submit" button.

Home

- Clean Layout
- Good use of visual components

Contact

- Good use of colour
- Essential page for work/collaborations/fan mail

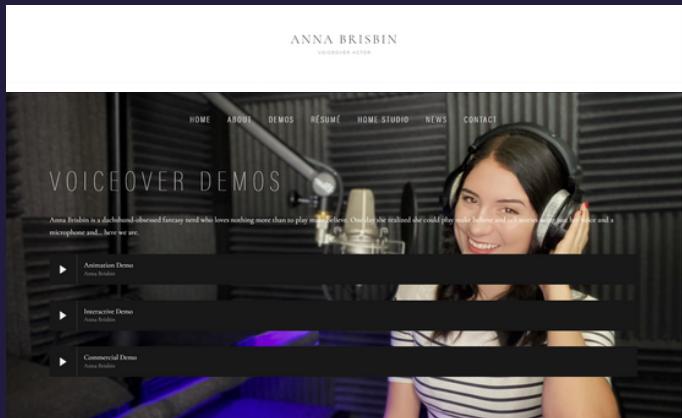
Style

- Does not use black and white, is more mindful with colour palette (uses white and shades of blue to stand out)
- Not all images are perfectly aligned, makes content appear more important in comparison

Reference Websites

Anna Brisbin (Actor, YouTuber)

<https://www.annabrisbin.com/>



Home

- Displays previews of all pages (including articles)
- Makes use of multimedia including videos and audio

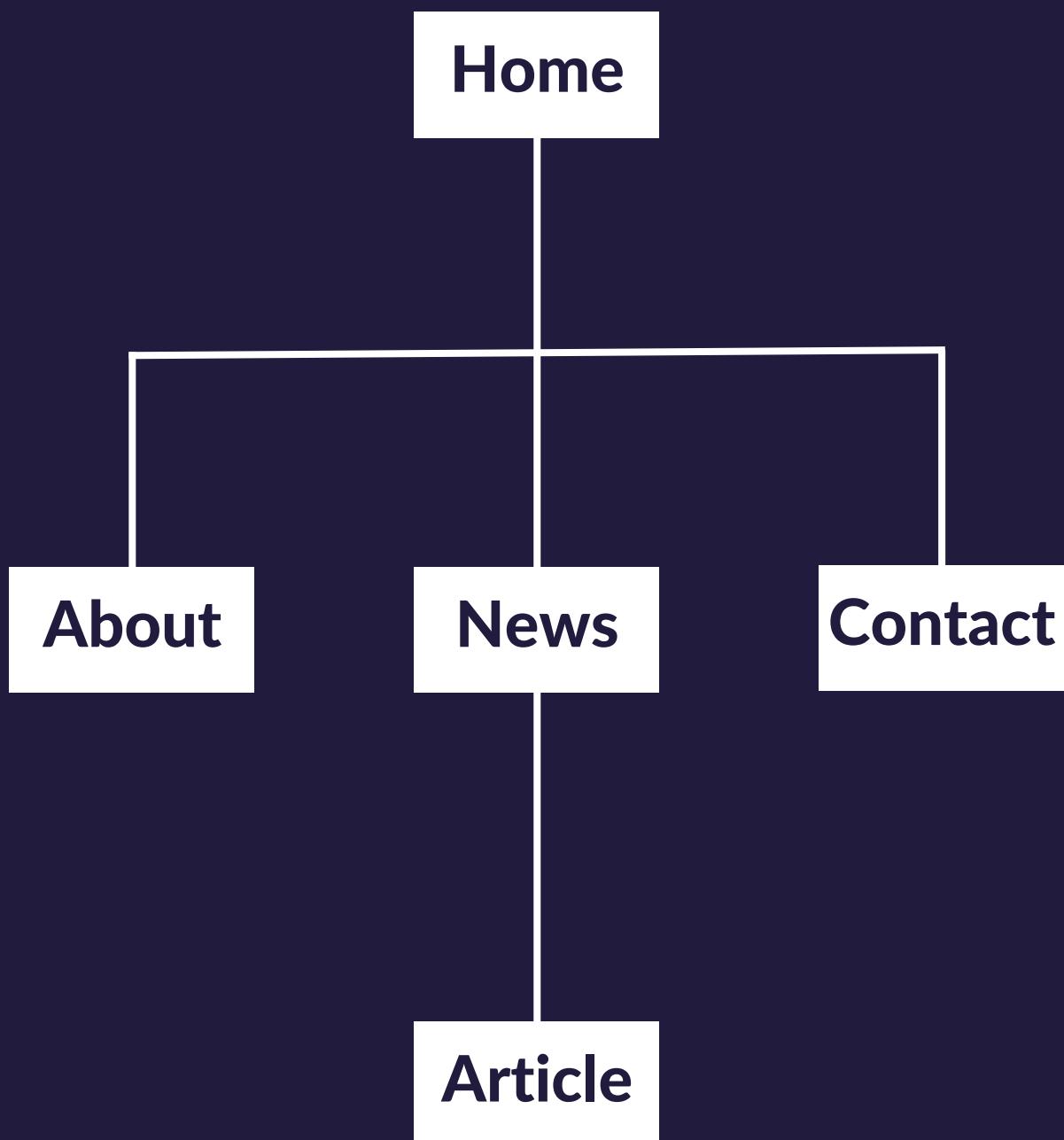
News

- Relevant to line of work
- Keeps intrigue, fans stay up to date with upcoming content

Style

- Uses a white or black text to compliment contrasting coloured elements and background
- Features many images of her (requirement when working as an actor and needing to be recognised for work)

Sitemap

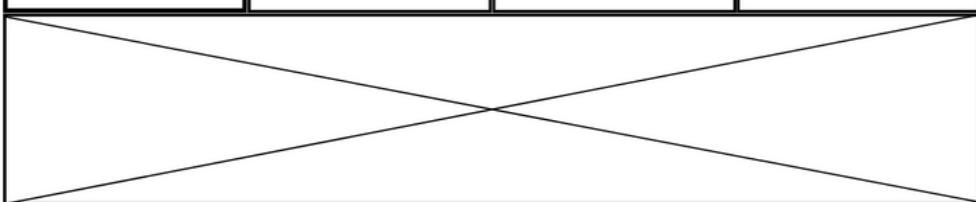


Wireframes

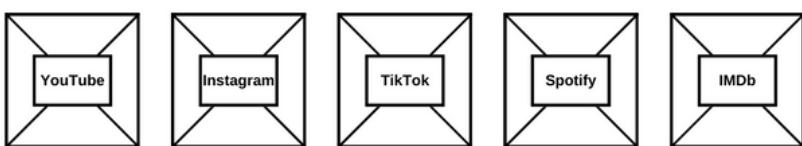
Home

Tessa Netting

Home	About	News	Contact
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Where you can find Tessa...



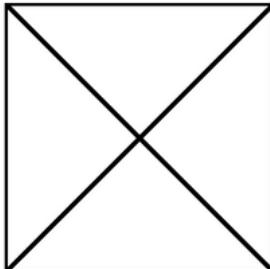
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About

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Wireframes

News

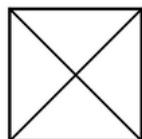
Tessa Netting

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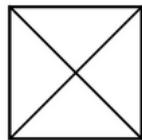


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[Read More...](#)



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[Read More...](#)

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Article

Tessa Netting

Home

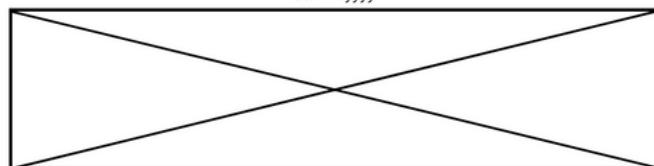
About

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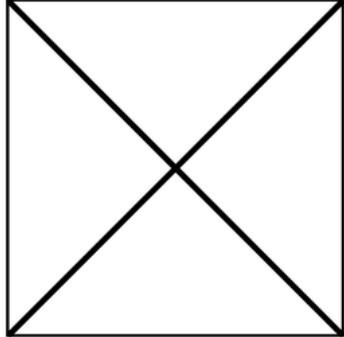
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Wireframes

Contact

Tessa Netting

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If you wish to get in touch, please send an email to lorem ipsum@lorem ipsum.com or use the form below.

Name

Email

Message

Send!

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Link to Mockup

<https://marvelapp.com/prototype/7hci7h2>