CASFT-406-2014

WEBSITE DESIGN

TASK 3

(KU1, KU2, KU3, AA5)

Kyra Lautier

Level 4 Advanced Diploma in Digital Design Year 2 Group B

<div align="center">

TECHNICAL DOCUMENT

</div>

Developing My Website

Home (Index)

Since this was the first page many online users would open when accessing Tessa Netting's website, it was important to feature something visually captivating to intrigue them enough to want to explore her content. It was because of this in which a collage of photos showcasing Tessa Netting was used as a banner. The layout of this page was arranged to ensure that this banner was prominent enough to intrigue users into exploring the rest of the website. The banner was set up (index.html, lines 50-52; index.css, lines 14-18) with a round border to help compliment the rounded corner images used as backgrounds to the social links (index.html, lines 53-115).

About

The main aim of this page is to let users focus on the text that depicts Tessa Netting's journey. Because of this, not a lot of coding was required stylise this page, outside of separating the image and text into two separate columns with their respective width (about.html, lines 51-68). I had decided to omit the drop shadow effect found on the image featured in the mock up below (highlighted with the orange square) since I did not feel that it was very necessary, especially since the attention was meant to be drawn to the text and not towards the image.
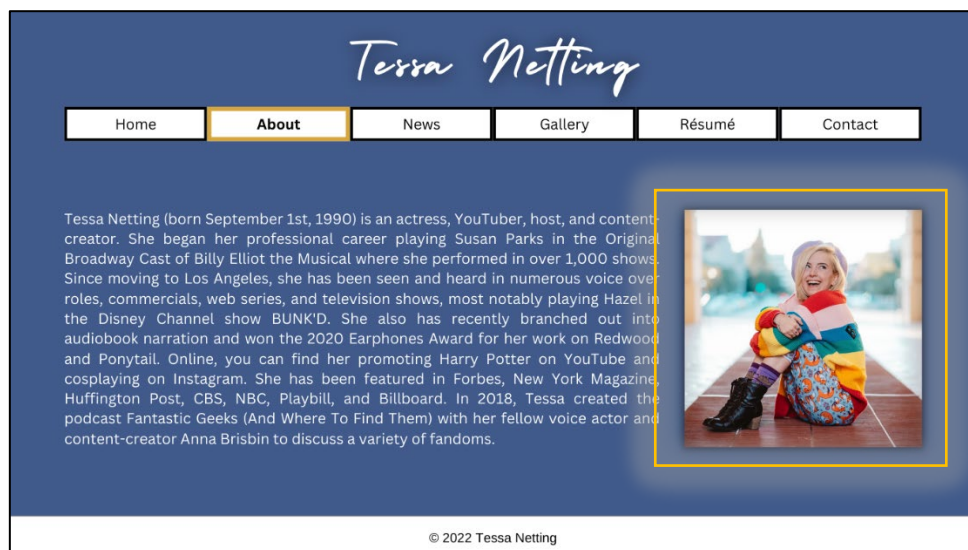
News

Similarly, with the About page, I made use of the column widths to properly align the text and images in their respective positions (news.html, lines 48-90). To draw more attention towards the title of the articles, I decided to use the html code h4 to make it a bit bolder (news.html, lines 58-78). The Read More function was also included towards the bottom of these paragraphs and was made functional using coding found in lines 65 and 85 of the html file. This was coded to ensure that by clicking on the text, the users were automatically directed to their respective article page.

Article

One of the biggest differences I made between the mock up of the article page and the final version was that the featured image of the respective article became a video found on Tessa Netting's YouTube page, and that the text of the article developed into the caption to the respective video. The video link was included by using the coding in line 52 of the 100 Harry Potter Things.html file, which made use of thanks to the photofolio website.
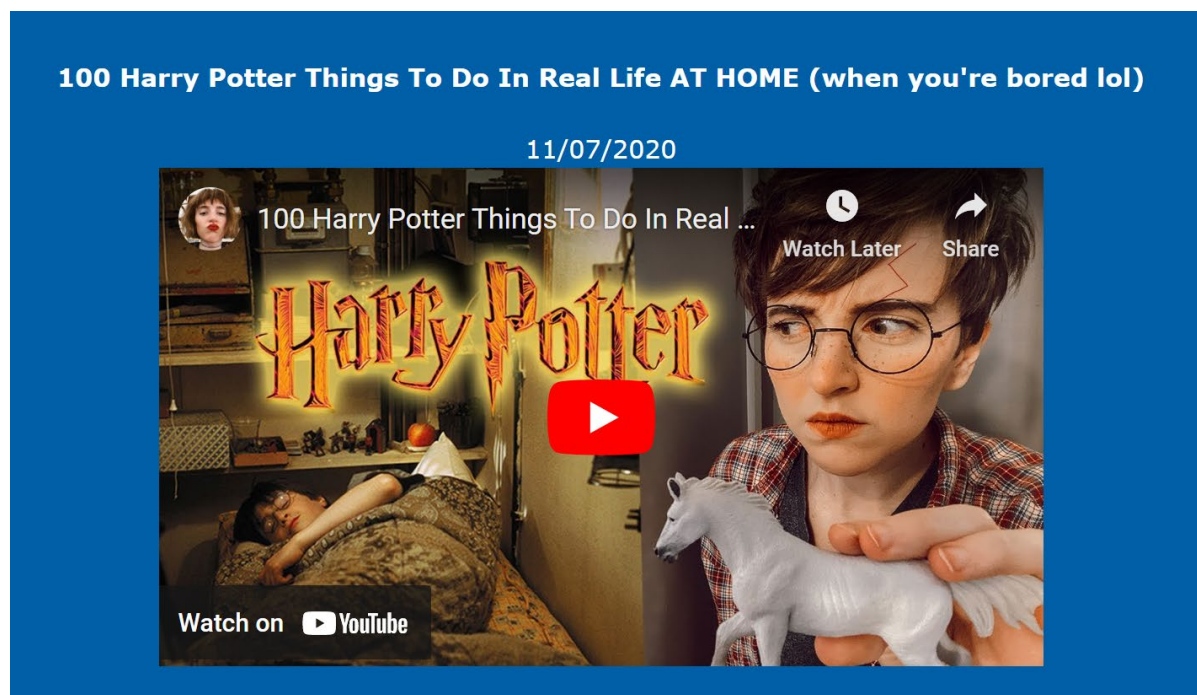
Résumé

This was one of the most straightforward pages for me to code since all that was really required was to make use of the container class and to create a table which distributed the respective work field with the appropriate columns (resume.html, lines 46-111). Because it was important to give more importance to certain text than others, such as the titles of the projects and their years compared to the role, I decided to make use of the h3 code for the work fields and h4 for the project name and the year.

Potential Internet Services

Time Services

Should potential clients wish to reach out to Tessa Netting in hopes of collaborating with her on a project, they can do so using the Contact page. The main issue, however, is that these people can only send her an email and not have the option of phoning her. Also, with an email, clients are not always guaranteed that they will be reached out to immediately. Because of this, along with listing her business phone number, a list of times could be featured on the Contact page which informs her potential clients when she or her representatives is available to communicate.

Ecommerce

Prior to gaining income as a YouTuber and actor, Tessa Netting used to run an Etsy Shop entitled 'StarryHeartShop'. Since she does not advertise her Etsy shop as often nowadays, nor does she longer rely on gaining an income strictly through this shop, it would not make sense to dedicate an entire page on her website towards advertising this shop. Having said this, there are fans of Netting who would be interested in supporting her financially, and so it is worth considering featuring this shop in some way on her official website. Because of this, it would make more sense to feature this shop by creating a button on the Index (Home) page along with the other featured websites and social accounts that can direct users to this shop.