Vocational High School for Computer Programming and Innovation

Website

Blue economy

Authors:

Zhenya Ivelinova Yordanova

* Email: [ZIYordanova18@codingburgas.bg](mailto:ZIYordanova18@codingburgas.bg)
* School: Vocational High School for Computer Programming and Innovation
* Class: IX G class

Raya Stanislav Lilova

* Email: [RSLilova18@codingburgas.bg](mailto:RSLilova18@codingburgas.bg)
* School: Vocational High School for Computer Programming and Innovation
* Class: IX G class

Teachers:

Mariana Encheva - Lecturer in Information Technology and Informatics

* Email: [mencheva@codingburgas.bg](mailto:mencheva@codingburgas.bg)

Alexander Ivanov - Lecturer in Information Technology and Informatics

* Email: [aivanov@codingburgas.bg](mailto:aivanov@codingburgas.bg)

Desislava Yordanova Zhekova - Lecturer in Informatics and Information Technology - Technical Consultant

* Email: [jekova.desi@gmail.com](mailto:jekova.desi@gmail.com)

**SUMMARY:**  
**Purpose**

The purpose of the project is to create, maintain and update a website that provides information about the blue economy in the following directions:

* The Blue Growth Initiative;
* Supporting Blue Communities;
* Technology and innovation;

Awareness raising for blue energy is aimed at:

* Presenting the benefits of the blue economy to an increasing audience.
* Significantly facilitating the search for „Blue economy” information.
* Motivating more visitors to protect the environment.
* Allowing anyone who wishes to help with information (or good practice material) to submit from the site and add to the site accordingly.

**Main stages in the project implementation**

* Determination of the basic idea and study of such implemented projects;
* Collecting and sorting of information; content preparation (photos, text, videos);
* Determining the types and number of pages;
* Selection of graphic design for the site / web design /; building the vision of the consumer part; design of graphic elements
* Defining menus;
* Creation of the information part of the site;
* Functionality testing and correction;

The site is entirely written in HTML and CSS using BOOTSTRAP. Each block element – row, column, container and section was individually formatted and shaped.

**Project complexity level**

There is a lack of information on the internet. There are also few projects that support the development of the blue economy. The difficulty was gathering information.

**Logical and functional description of the project**

**Elements**

The structure of the site is as user – friendly as possible. The information is tailored to the objectives chosen and follows a certain form and order. The links between the individual pages are defined – the so-called navigation, which is logical and convenient to easily get the information you need. The search engine is built in a user-friendly place.

**Planning the Navigation Structure**

Good navigation makes it easy for visitors to quickly and easily find what they need. The basic principles for building a menu on a site are:

• It is mandatory to have a main menu with links to the most important subpages.

• The navigation menu is displayed prominently.

• The individual links (buttons) in the menus are briefly and clearly named.

**Optimisation**

One very important detail that came to mind when setting up a blue economy website is the speed at which it loads, because the most internet users do not like to wait and just interrupt the loading of slow-loading pages. Therefore, the site should be opened as quickly and seamlessly as possible.

There are several ways in which this requirement is realized:

• All graphics are as small as possible as size. The "heavy" images load slowly and from there the entire site is also rendered slowly by the browser.

• The recommendation for summary information on the pages is met.

• Do not overdo the number of individual frames.

**Design**

The design has a big influence on the opinion that users have about web sites, because it is the vision that is one of the first things they notice. The following "tips" have been followed to build a website with a good looking interface and giving a good user experience:

• The pages interface is tailored to the theme. The design is built according to the purpose and thematic orientation of the site, i.e. each page carries different types of content (text, graphics, video). An equilibrium between the main elements (such as header, main menu) is achieved. This represents its structure and information carriers that belong to individual pages.

• The design is built according to the principles of user friendly web design. Its completed composition emphasizes its structure. The elements stand out differently, depending on their importance for attracting the attention of the user. This is achieved by developing a clear visual hierarchy between the primary elements and the lowest priority ones. The header acts as a composing center, as it houses the logo and slogan of the collection and the site respectively for each of the authors, but without standing too much in front of the main menu, because it is the site that navigates the site.

• The design is executed in an overall style that emphasizes the concept of the site and shows its purpose as soon as the page is opened. All elements are executed in this style and at the same time none of them loses their individual sound, so as not to disturb the visual hierarchy between the individual elements.

• Colors that are used are pleasing and do not irritate the eyes;

• The background is simple to highlight that part of the page that contains the information;

• The number of colors that is used is not too large. Colors are selected to contrast and match each other;

• The style of each individual detail (font, logo, buttons, background, ribbons) is tailored to the other details on the page;

• Image compression preserves their image quality using a suitable graphic editor (Adobe Photoshop);

• The text contrasts with the background to make it easy to read;

• The font and their size are appropriately adjusted;

• The logo is tailored to the theme of the site – one of the most important things on any website.

**Implementation**

Links and sources used to promote the site:

* Achieving Blue Growth
* <https://www.youtube.com/watch?v=yoe1-a-ZGnE&t=33s>
* <http://www.circularocean.eu/>
* <https://blue-growth.interreg-med.eu/>
* <https://www.theblueeconomy.org/>
* <https://en.wikipedia.org/wiki/Blue_economy>

**Conclusion**

The expected results from the project implementation are:

* To provide an opportunity to enrich one's knowledge of the nature, production and importance of green energy;
* To provoke the interest and positive attitude of the visitors to the environment through the use of energy from renewable sources;
* To provoke the active citizenship in regard to the environment and to reduce emissions;
* To create and provide electronic materials-information for environmental protection and use of green technologies;
* To enhance the good image of the school.

Authors:

Zhenya Ivelinova Yordanova

Raya Stanislav Lilova