Website Production Report

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Introduction

This report analyses two web pages of the website for the "The Devil Wears Prada" film. The first page includes the synopsis and trailer and the second page has the cast pictures, audio interviews, and a little description of every cast member.

Both web pages, "homepage.html" and "cast.html", have three elements in common which are the title, the menu bar and the footer, because both pages are from the same website. This means that the header and the footer have the same style, font and position throughout every page of the website for an easier understanding by the readers. The header of the website has the *background-colour* black, because this gives a simply and classy appearance to the website. The black and white theme is similar with the theme of the film. Additionally, the title is red because this adds more authenticity to the website, as the title of the original cover of the movie is also red. However, the navigation buttons and the footer are white to create a contrast which brings clarity to the page, at the same time keeping in line with the theme of the website and the movie. Furthermore, the menu bar has dark red margins to highlight the navigation bar, which makes the different webpages more visible to the viewer. The text from the footer is not relevant for the content of the website, however it adds a personal touch to the website, making it clear this is a fanpage of the movie, and not an official website.
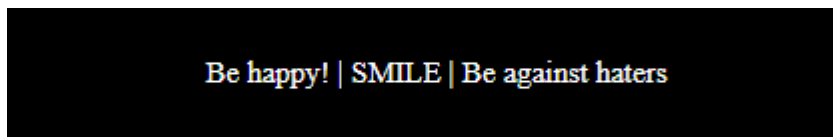

Figure 1 – The footer


```
<div class="flex-container">
    <a class="flex-item" href="homepage.html"><strong>Home</strong></a>
    <a class="flex-item" href="cast.html"><strong>Cast</strong></a>
</div>
```

Figure 2- Flex-box

It can be seen in Figure 2 that the menu bar is a flex-box with two flex-items. Every flex-item represents a button which is linked to a page on the website. The flex-box is used for an easier positioning of buttons using flex-grow in the CSS style sheet as it can be seen in Figure 3.

```
.flex-item  {
  flex-grow: 2;
  font-size: x-large;
  cursor: pointer;
  color: rgba(242, 242, 242, 0.8);
}
```

```
.flex-item:hover {
  background-color: rgb( 102, 0, 0.5)
}
```

Figure 3- Flex Item CSS   **Figure 4- Hover Selector**

Different effects are applied for flex-items such as *cursor* property with *pointer* value, which transforms the cursor arrow into a hand when the user puts the cursor over the flex-items, and the *:hover* selector from Figure 4 should create a shadow on flex-items, but unfortunately the *:hover* selector does not work on the website. These effects are used for creating an interactive website, which will enhance the user experience, making it clear when they have the option to click on the flex-item which will redirect them to additional content.

Home Page

The home web page presents the synopsis and the trailer of "The Devil Wears Prada". The synopsis is an original creation and the trailer is downloaded from YouTube (MovieStation, 2013). Additionally, the trailer features a poster attribute, to make it blend in better with the website.

```
<article>
  <section>
    <h2>THE SYNOPSIS OF THE MOVIE</h2>
    <p>Miranda Priestly (Meryl Streep), the most ruthless, critic and powerful
    the art director of Runway magazine, to help her understand and grow in the
  </section>
  <section>
    <h2>YOU CAN SEE THE TRAILER BELOW</h2>
    <video poster="images/poster.gif" width="640" height="480" controls>
      <source src="videos/trailer.mp4" type="video/mp4">
      <source src="videos/trailer.webm" type="video/webm">
      <source src="videos/trailer_ogg.ogg" type="video/ogg">
      Your browser does not support the video tag.
    </video>
  </section>
</article>
```

Figure 5- Home Page Article HTML

As it can be seen the synopsis and the trailer are wrapped into a *<section>* and both sections are also wrapped into an *<article>.*

First *<section> element* presents the title of the first section, which is represented by a *<h2>* element and a paragraph which has the synopsis of "The Devil Wears Prada" and is represented by a *<p>* element.

Second <section> element contains the title of the second section, which is also created with a <h2> element, and the trailer of the film, which is implemented with

<video> element. It can also be seen that the trailer has different attributes such as the *poster*, specific *width* and *height* and the *controls* which help the users of the website to control the volume, to put the video on fullscreen mode, to play it or to put it on pause. But the <video> element also has three different types of sources with all the supported video formats (Mp4, WebM and Ogg) and a line of text because if the user cannot access the Mp4 format, then he will still have the options to play the video using the WebM or Ogg formats. If the user cannot access any of the formats because of the browser used or any other computer software malfunctions, then the "Your browser does not support the video tag" text will appear instead. This will be very useful for the user, because he has 3 different formats available to watch the trailer, which makes it easier for a larger variety of people to access the video. However, if the users cannot access the video, the text also provides useful information, as the users will know that they should try accessing the content again with another browser.

The content of the first web page is in the centre of the page as it is shown in Figure 6 because it is specified that the *width* of the article ,where all the information from the first web page is written, is 50% in the CSS style sheet. This means that the article is half the size of the initial page and it is positioned in the middle. This arrangement helps emphasise the text and the video, as it is clear these are the main pieces of content. Furthermore, this makes the website look generaly nicer.

```css
article {
  width: 50%;
  margin: 0 auto;
  height: 1050px;
}
```

Figure 6- Article CSS

Every section has a *clear* property and *padding* because sections should be one below each other and have some space between them to delimitate every section.

```css
section {
  clear: both;
  padding: 20px;
}
```

Figure 7- Section CSS

The titles of the sections are dark red and have specific *font-family* and *font-size*. RGB colour values are used to create the colour of the titles and it is also, more than one *family-font is used* for safety. If the first *font-family* does not work, the browser will choose the second one. The font-families used are Arial and Sans-serif. These fonts were used because they are commonly found in documents and other websites, so they are easy to recognise. Furthermore, these are very simple fonts, which means that the readers won't waste time, energy and attention on the letters themselves, and they will be able to focus on the content instead.

```css
h2 {
  color: rgb( 102, 0, 0);
  font-family: inherit, arial, sans-serif;
  font-size: 30px;
}
```

Figure 8- Title of Section

The first letter of every paragraph is twice as big as the rest of text because *::first-letter* selector is used. This selector is used to create a more aesthetic text.

```css
p::first-letter {
  font-size: 40px;
}

p {
  font-size: 20px;
  font-family:  arial;
}
```

Figure 9- Details of Paragraphs CSS

Figure 10 demonstrates that the <video> element has a border property with specific width, style and colour. It is also specified the width of the video element. The colour has been chosen so that it keeps the theme of the website, and makes the video integrate with the other elements into a coherent manner.


```css
video {
  border: 5px solid rgb( 102, 0, 0);
  width: 100%;
}
```

Figure 10- Video CSS

Cast Page

The second web page contains the cast pictures with description and audio interviews. Like the first web page, all content from this page is wrapped into an *<article>* with three *<section>*s. Every <section> represents a member of the cast of the film along with an image, a brief description and an interview about the character played in the film. Figure 11 shows these elements for the first cast member.


```html
<section>
  <img src="images/MS220x275.jpg" alt="Meryl Streep" height="250" width="42">
  <p class="rightside">Meryl was born Mary Louise Streep in 1949 in Summit, New
  <audio class="rightside" controls>
    <source src="audio/Interview-Maryl_mp3.mp3" type="audio/mpeg">
    <source src="audio/Interview-Maryl_ogg.ogg" type="audio/ogg">
    <source src="audio/Interview-Maryl_wav.wav" type="audio/wav">
    Your browser does not support the audio element.
  </audio>
</section>
```

Figure 11- Image, description and audio interview section HTML

Images are incorporated with *<img>* element. It also has an alternate text through the *alt* attribute. The sizes of the images are specified through *height* and *width* attributes. The alternate text of every image is the complete name of the actor, for clarity purposes when amending the code of the website. The sizes of images are all the same, to achieve symmetry and harmony on the page.


```css
img {
  width: 30%;
  float: left;
  text-align: center;
  padding: 25px;
}
```

Figure 12- Image CSS

The interviews are included with an *<audio>* element. Every *<audio>* element has the *controls* attribute, which specifies that audio controls should be displayed. Such controls are play/pause or volume button. The audio formats supported by the browser are Mp3, Ogg and Wav. These are implemented in the same way in the <video> element including the warning text line in case that the browser does not support the audio element.

Using the "*rightside*" class, all paragraphs and <audio> elements stay on the right side of the article. This happened because all the elements from the "*rightside*" class have the *width* 40% of article (Figure 12), which has the *width* 50% of the initial web page. The 40% width was used so that the audio bar is large enough to be seen and used with ease. It also uses *float* property with the *right* value to make sure that every element from this class stays on the right side of the article. The initial idea was to use *float* only to align the elements to the right properly, however this did not work as expected, with the audio element and paragraph falling merged with the image. To sort out this issue, the *"rightside"* class was introduced, which made the alignment easier because the audio element and the paragraph element were introduced to "rightside" class and the width of these elements changed from 50% to 40%. After this has changed, a little space between the image and the elements from the "rightside" appears. It still was not a good positioning of the elements so that the width of the image also changed from 50% to 30%. The space between the image and the paragraph was better, but the audio element was positioned in centre under both image and paragraph. To solve this problem, some padding was added to the image element. In this way, everything was aligned properly.

Figure 13- "rightside" class CSS

To make sure that the footer is in the right place, the article from the cast page has an "acast" id with specific height in CSS style sheet (Figure 14).

Figure 14- CSS rule of the article from the cast page

Feedback

For the purpose of collecting and analysing opinions of readers about the website, a questionnaire has been designed. This survey includes four quantitative questions, with the purpose of gathering easily quantifiable data and two qualitative questions, providing the readers with the option of expanding on their own thoughts on the website. Three quantitative questions required users to rank the design, functionality and quality of media, ranking these from very bad to very good. The fourth question asks the users whether they would recommend the website to a friend, with yes or no answer. All these questions featured a comment section, where users could provide reasons for the choice they made, providing further information into their opinion of the website. The fifth question asked for improvements, and the sixth question allows users to specify which other movies they would like to see featured in the future.

Out of the ten people interviewed, 100% rated the design of the website good or very good. This means that changes in the aspect of the website are not crucial at this point. Furthermore, 100% of the people rated the functionality of the website as being very good. This demonstrates that the website is accessible, all buttons work

as they should and no bugs or irregularities appear. Therefore, this means that the current code is working perfectly and constitutes a good base for further development of the website in the future. Regarding the media present on the website, 90% agreed that it is good or above. One answer pointed this aspect as being satisfactory, although further comments illustrate that this decision was based on the video itself, not the playability or its presence on the website. The feedback to this question shows that the pictures, audios and video selected for the website are fit for purpose, although changes could be made. 90% of the respondents would recommend the website to a friend, with just one person considering the information displayed can be found on other websites. The vast positive feedback to this question demonstrates that all the different elements included in the website form a good overall product, which catches the interest of the reader.

Based on the comments made by the responders, there are certain aspect which could be improved. Four comments indicated that they would like to see more media on the website. Therefore, behind the scenes photos and interviews could be added, to provide more information and entertainment to the readers. One comment described the video as being "pixelated", therefore, in the future full-HD video sources will be used. Comments also indicated that the website could be more personalised and as a result, in future projects, different fonts, logos and colour schemes will be used, to give a more personal touch. On the last question, 80% of the people provided at least one additional movie they would like to see on the website in the future. This indicates that the website was generally liked by the people, and it could spark interest in the future again by using a similar approach towards other movies.

Self-Assessment and Conclusion

The website constitutes a well-proportioned knowledge demonstration of HTML and CSS. The overall result is a fully working and neatly designed website, which accomplishes its purpose of combining visual and audio elements with text. Starting the critical analysis from the code, I am fairly happy with the results. For the most part, every aspect of the code worked as intended, the only exception being the "rightside" class discussed above. Although this was not intended to be implemented from the beginning, it works well with the other elements and provided a quick and easy fix to the problem of page layout. There was another possible solution to the problem, which included using 3 flex-boxes instead of every section from the "Cast" page. This means that one flex-box would include three flex items: the picture, the audio file, and the text paragraph. This would lead to a highly similar result as the option actually used. However, using this approach would mean that more CSS rules would have to be used, which would be a lengthy process. The option I went for provided a much quicker solution. Moving over to the design, a more personalised approach could have been implemented. For example, instead of writing the title of

the website using the classic font "Arial", a more stylish font would have been more aesthetic, adding more personality and authenticity to the website.

Reference List

MOVIESATION (2017). The Devil Wears Prada (2006) Official Trailer. [online] YouTube. Available at: https://www.youtube.com/watch?v=XTDSwAxlNhc [Accessed 2 Dec. 2017].