

Outline of the Purpose of this website, and the intended Audience –

The purpose of the Project Inspire website is to publicise a company called Project Inspire, which is an educational institute that is hired by schools and companies alike to come into their institutes and teach STEM in new, fun and inventive ways to reach the audience at hand. This website is purely informative, and writes about the aims, goals what the business does, and a run down of the programs that it holds, who it markets to and how to get in contact with them.

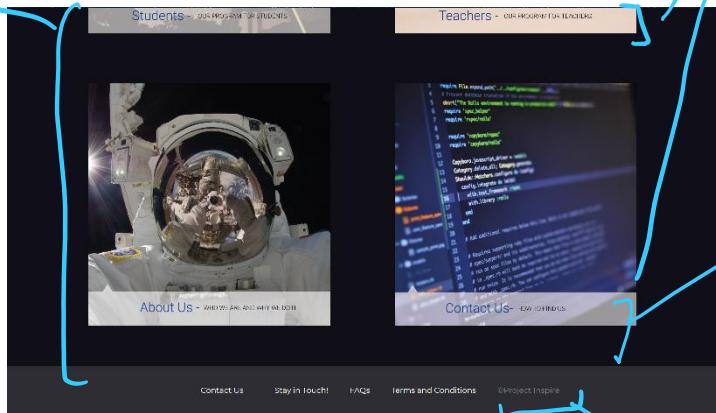
The targeted audience for this website would be professional institutes, mainly schools, as the programs run by Project Inspire are directed towards both Teachers and Students. Due to this, the website had to have a “professional front”, as businesses such as schools would only trust and hire professionals in their fields of study, which explains some of the design choices, such as the structured fonts which are easily readable but look standard, and darker, more mature coloured website – using colours such as a dark blue, navy blue, and variants of grey and white translucent backgrounds.

Screenshot with annotations –

The screenshot shows the Project Inspire website's homepage and a secondary page. Handwritten annotations provide insights into the design choices:

- Top Left Annotation:** "scrolling fixed image imitates other websites with a 'professional look', and adds interest to the look of the website as soon as you enter it."
- Top Center Annotation:** "pseudo logo instead of an image."
- Top Right Annotation:** "line underneath for even clearer visibility" and "active home button for easy usability for anyone entering the website" and "colours fit in with the theme, but also easy to see" and "darker colours for a more professional look".
- Middle Left Annotation:** "the colour themes match the navy blue of this front image. I did this for consistency throughout the home page."
- Middle Center Annotation:** "text progressively gets smaller, for hierarchy of information – colour was also used to convey this as well."
- Middle Right Annotation:** "scrolling, translucent box scrolls with the page, yet again adding visual interest, and draws the eye. Also tells users that they need to scroll to use the site." and "easy to read fonts, the title in bold to stand out and bigger in contrast to other text to be eye catching" and "hero image used for website to be eye catching, and eye is immediately drawn to the text in the middle. There are hero images on all other pages of this website for a consistent look."
- Bottom Left Annotation:** "This is what the gallery images look like when images look over. The mouse site another is a eye interactive feature, colour is the key in. It is a link to whether this was page, so this was effective."
- Bottom Center Annotation:** "We are dedicated to inspiring young people to be leaders and innovators in the science and technology fields." and "We aim to foster creative thinking that can be applied to all aspects of life." and "Students - OUR PROGRAMS FOR STUDENTS" and "Teachers - OUR PROGRAMS FOR TEACHERS".
- Bottom Right Annotation:** "colouring of fonts also consistent with the colour theme: a very dark blue (background) and a navy blue used for this text, and a shade of white and grey as neutral colours." and "e.g. take Harris Farm: although they currently the largest supermarket, they have exponentially grown in the couple of years because people believed their 'why' of bringing sustainable food to Australian tables."

Image layout -
I decided for a more
logical structure, where
it is easy to see where the links
go to, and easily visual.
consistent image layout.
easy usability.



banner of information
at the bottom for a basic overview
and the translucency is consistent with
further up the page.
the banner is simplistic, as it is not
distracting, which adds to the modern
feel.

sans-serif font, for a more
"modern" look to the website
and considering the business
is tech themed, this website
should have a relatively
modern feel.
+ consistent font
+ only alterations
to the

there are arranged
in a basic footer, however, because
there would have been too many pages, only the
"contact us" link works. If there was
more time, the other
would have been created. white links would

simple colour
difference to differentiate the logo from
the other links.

List of Media Used –

N.B all media used was taken from pexels.com, where the licensing for the images is free to use for both commercial and non commercial purposes.

IST references -

<https://www.pexels.com/photo/astronomy-atmosphere-earth-exploration-220201/>

<https://www.pexels.com/photo/woman-writing-on-a-whiteboard-3862130/>

<https://www.pexels.com/photo/flight-sky-earth-space-2166/>

<https://www.pexels.com/photo/woman-studying-moon-surface-3862613/>

<https://www.pexels.com/photo/burning-dangerous-dark-exploration-355938/>

<https://www.pexels.com/photo/blur-close-up-code-computer-546819/>

<https://www.pexels.com/photo/closeup-photo-of-black-and-blue-keyboard-1194713/>

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<https://www.pexels.com/photo/black-telescope-under-blue-and-blacksky-2034892/>

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<https://www.pexels.com/photo/black-and-gray-laptop-computer-turned-on-doing-computer-codes-181271/>

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<https://www.pexels.com/photo/3d-design-on-laptop-screen-3913016/>