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Web Design Documentation

UNIT : DIG351 Internet Design Dynamic Environments Project: Assignment One

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SP & Year: SP 3 / 2014

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Please read the following and type your name where indicated

DECLARATION: I declare the attached assignment is my own work and no portion of it has previously been submitted for assessment. This work complies with Curtin University rules concerning plagiarism and copyright. [Refer to http://www.policies.curtin.edu.au/documents/academic_misconduct.doc for plagiarism and copyright information.] I have retained a copy of this assignment for my own records.

Type your name here to confirm declaration: Robert Willis

PROJECT TITLE: Spilt Clothing

A. RESEARCH FOLIO – TARGET AUDIENCE

Why Art Makes Kids Smarter

A Mom Congress Report about the importance of music, drama, dance, and drawing and painting in the classroom

Tags: Cleaning and Organizing

By Nancy Kallish

1103 Shares

Comments (1)



Raphael Bionter

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Like Dislike Tweet G+1 Print

Think back to when you were in elementary school. In between doing all the dittos and spelling tests and times tables, there were specials (and aptly named, too). Nothing was quite as exciting as the gleeful anticipation of putting on your smock for art class or pulling out the wooden recorders for music. And when it was time for the class play, just forget it. Whether you starred as Snow White or donned a furry costume as Woodland Creature #7, school couldn't get much better. And that was the whole point.

These days, however, not only are many kids lucky if they have art-on-a-cart, but when they do, proponents often have to justify the programs in relation to students' performance on standardized reading and math tests. Because in the age of No Child Left Behind (NCLB), few things matter more than test scores (read our report on NCLB at [Parenting.com/nclb](http://www.parenting.com/nclb)). Well, the bad news first: Although kids who are involved in the arts do tend to test better, there's no direct cause-and-effect evidence that participation actually helps raise scores.

This sounds like awful news and justification to slash school arts programs even further, right? But "dismissing the arts if they don't directly boost scores is a big mistake," says Richard Kessler, executive director of the Center for Arts Education in New York City. "In fact, plenty of research shows that children who spend time in school doing visual art, performing music or dance, or even acting in a play gain a whole set of creative and analytical skills that are quickly disappearing from the rest of the curriculum."

That's because in the majority of public schools, the emphasis is on test prep, which means lots of memorization, rote learning, and following directions. In fact, many have more than doubled instructional time in math and English language arts (ELA) since NCLB was enacted in 2002. More math and reading

Browser Display Statistics

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Next Chapter >

What is the trend in screen resolution and color depth?

Web Statistics and Trends



Statistics are important information.

W3Schools.com is for people with an interest for web technologies. This fact indicates that the numbers below might not be 100% true for the average internet users. The average internet-user might have a lower screen resolution.

Anyway, our data, collected from W3Schools' log-files over many years, clearly shows the long term trends.

Screen Resolution Statistics

As of today, 99% of your visitors have a screen resolution of 1024x768 pixels or higher:

Date	Other high	1920x1080	1366x768	1280x1024	1280x800	1024x768	800x600	Lower
January 2014	34%	13%	31%	8%	7%	6%	0.5%	0.5%
January 2013	36%	11%	25%	10%	8%	9%	0.5%	0.5%
January 2012	35%	8%	19%	12%	11%	13%	1%	1%
January 2011	50%	6%		15%	14%	14%	0%	1%
January 2010	39%	2%		18%	17%	20%	1%	3%
January 2009	57%					36%	4%	3%
January 2008	38%					48%	8%	6%
January 2007	26%					54%	14%	6%

Reference: Nancy Kallish. 2014. Why Art Makes Kids Smarter. Parenting.com.<http://www.parenting.com/article/why-art-makes-kids-smarter>

Summary: The target audience of my site are children aged 5-13 and their parents. Art is an important part of a child's development and offerings from Spilt Clothing should reflect that preconceptions of what something should look like should not stifle the creative process in order to encourage creativity in my customers.

Relevance to your work:

1. Asserts that creativity is an important part of a child's development. I would like my site and offerings to reflect artistic creativity and promote creativity outside of preconception.
2. My site should cater to a younger audience and present itself in a way that users feel both "I could do this" and "I want to try do this as well" in an attempt to foster a creative mindset.

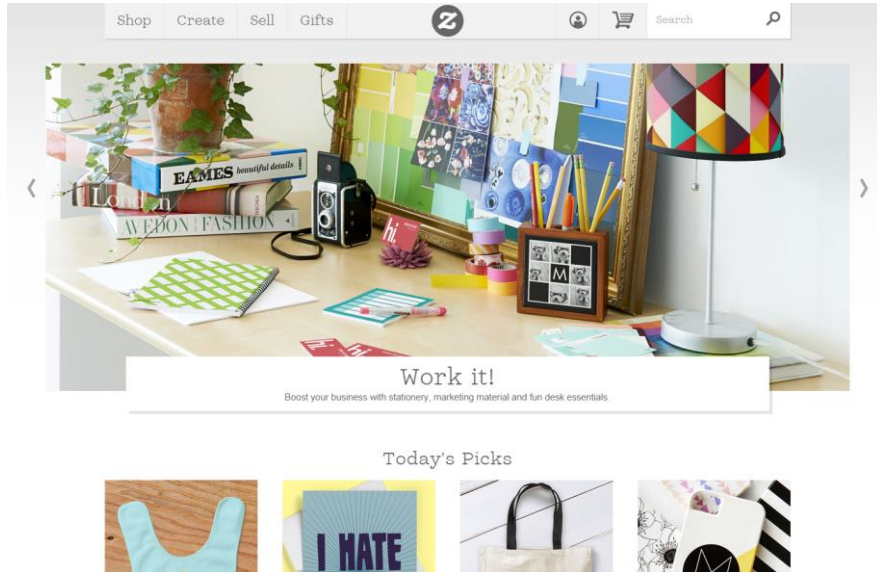
Reference: w3 Schools. 2014. Browser Display Statistics. W3schools.com.
http://www.w3schools.com/browsers/browsers_display.asp

Summary: As the users of my site will generally be in the younger demographic, my site should cater to a large amount of screen sizes to account for the multiple sized displays that will be viewing it. These w3 statistics show the percentage of web users that browse at varying resolutions.

Relevance to your work:

1. These statistics show that 99% of web users are able to view resolutions of 1024x768. My site should display correctly at this resolution to best service most possible customers.
2. My site should also display correctly at higher resolutions without stretching content to provide a consistent feel to all users of my site.

A. RESEARCH FOLIO – ECOMMERCE WEBSITES (1 of 2)

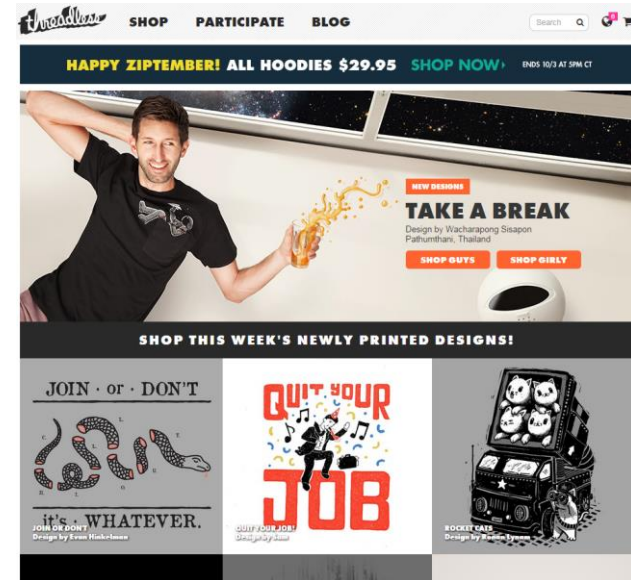


Website Address: <http://www.zazzle.com.au/>

Description: Australian based, art focused, clothing and trinket e-commerce store.

Relevance to your work:

1. Like my own site Zazzle has a focus on creative, artistic clothing products.
2. The store itself has an appealing layout that presents both a large amount of information, and showcases a large amounts of products on each screen. These are both features I would like to incorporate into my design.
3. Zazzle provides a sort facility allowing products to be sorted by style and price. This works by displaying all products under the category in 1 page, and then removing products that don't conform to the chosen sort. This is an important feature I will need to include in my design.



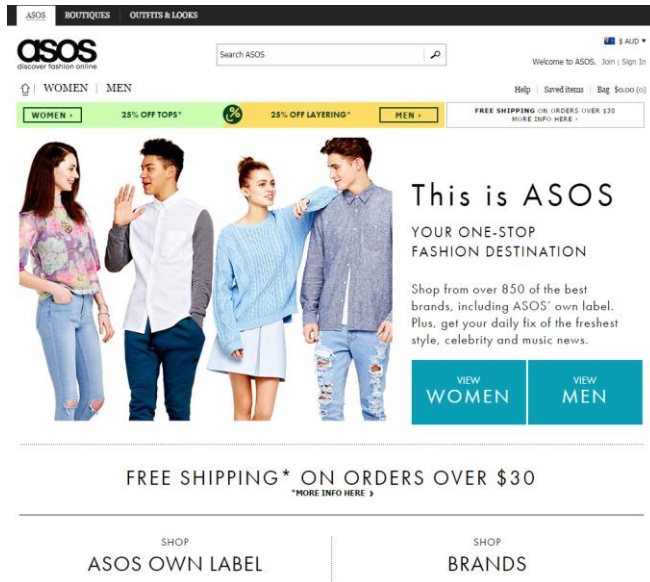
Website Address: <https://www.threadless.com/>

Description: T-shirt E-Commerce Store. Threadless takes artwork submitted from the community and votes in new styles to create and sell as T-shirts.

Relevance to your work:

1. Threadless have an excellent store page that reflects the artistic ideals behind the products they are selling. This consistency of theme and product is an approach I would like to use in my design.
2. Search facilities on the Threadless store page are similar to Zazzle but offer greater flexibility by adding extra categories to sort by (price, size). These extra options allow greater usability to users by allowing the store to be sorted more precisely. This feature I would like to replicate in my own design.

A. RESEARCH FOLIO – ECOMMERCE WEBSITES (2 of 2)

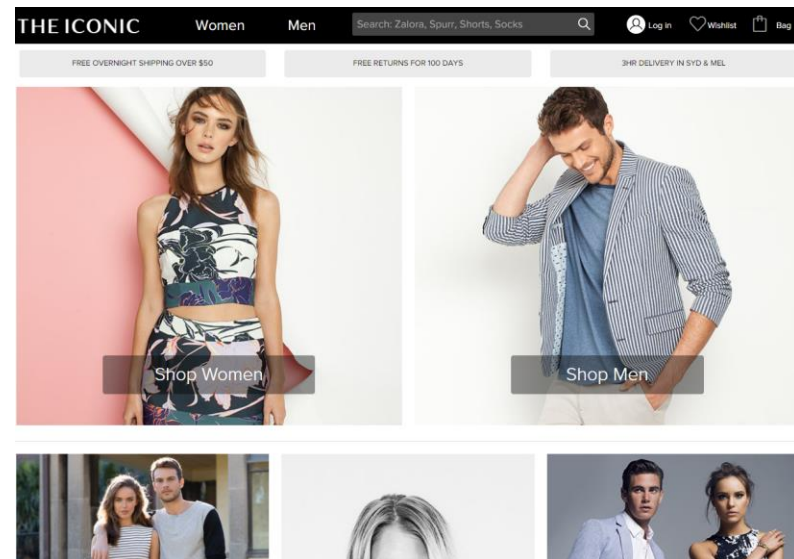


Website Address: <http://www.asos.com/au/?hrd=1>

Description: ASOS is an Australian fashion e-commerce provider.

Relevance to your work:

1. ASOS uses a very minimal design approach utilising white space to make their products stand out. This approach I would like to use in my own design.
2. While I find the site visually appealing to use, I believe it could provide further visual queues to highlight navigation (for instance without knowing to click 'Men' or 'Women' it is hard to locate the store front. While still utilising a minimal design aesthetic, this issue is one I would like to address in my design.
3. Once in the store these usability issues disappear. ASOS uses a similar, grid-style layout to Threadless and Zazzle. It continues use of white space throughout the store to better showcase the products they are selling. The link between style and offerings is a feature I would like to incorporate in my design.



Website Address: <http://www.theiconic.com.au/>

Description: The iconic is another Australian fashion e-commerce provider.

Relevance to your work:

1. Similar to ASOS, The Iconic utilises a minimal design aesthetic and use of white space to best showcase their products without being lost to background noise.
2. It offers the same "Men" "Women" entry points to their store, but due to a more pronounced placement, it is easier to navigate to these sections of the site.
3. Similar to ASOS and Threadless, The Iconic has a grid layout for its store. While this layout works, I find the extra details in each picture to take away from the site ("NEW" banners, Models photographs taken from top of head through to below waistline). I find these features to take away from the offerings of the store and is a design choice I would like to stay clear of in my design.

A. RESEARCH FOLIO – VISUAL BRANDING (1 of 2)

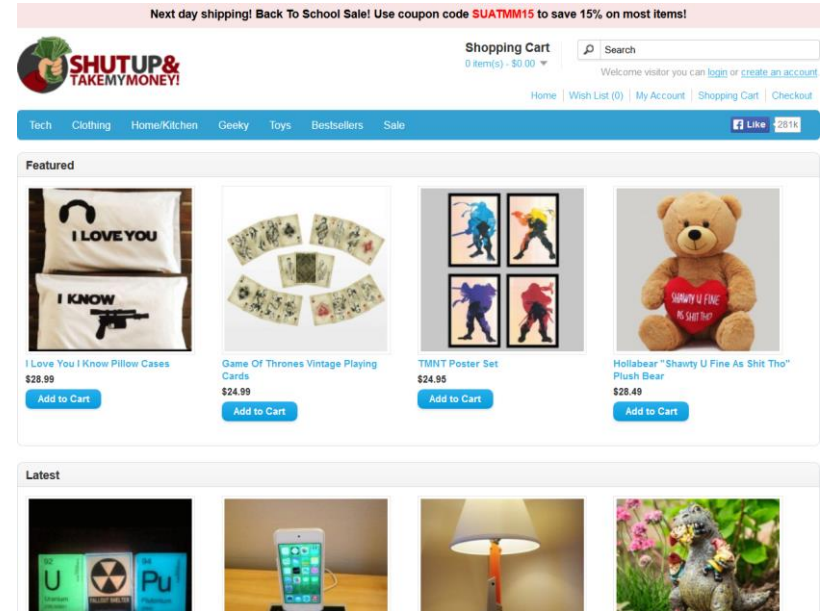


Website Address: <http://www.thinkgeek.com/>

Description: Website for geek toys and merchandise

Relevance to your work:

1. ThinkGeek go to a large amount of effort to incorporate as much geek theme to their branding as possible. Their colour palette shares a theme with the code-sprawl at the beginning of the Matrix films, their store categorised by the branding of the products they offer. Every opportunity to tie site design to the 'geek' theme has been taken and provides a fluid, visually interesting site that caters to fans of the theme it represents. It is this level of branding I want to show in my design.



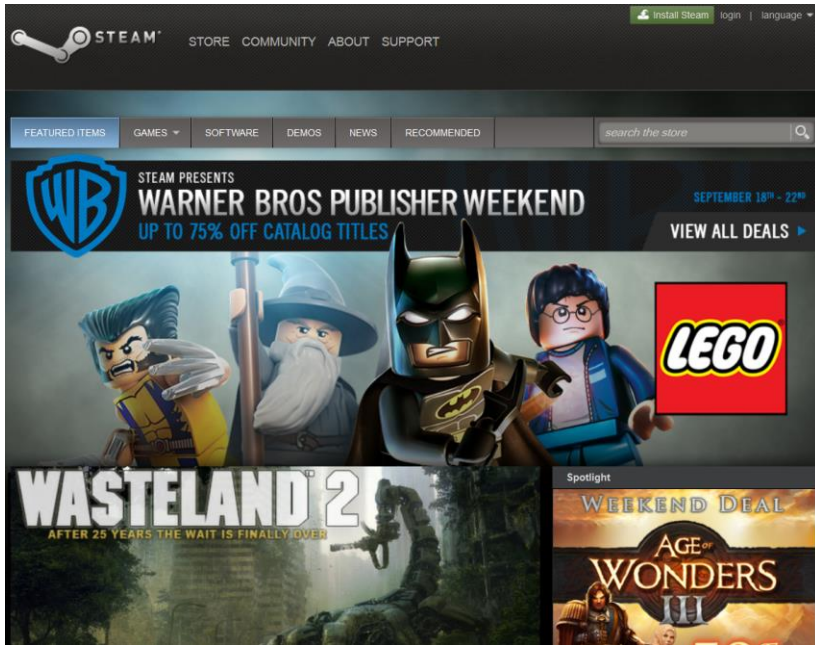
Website Address: <https://shutupandtakemymoney.com/store/>

Description: Website for geek toys and merchandise.

Relevance to your work:

1. This site takes its name from a quote from the TV Show Futurama. This instantly creates recognition for those that have seen the show and the store stocks items that a fan of Futurama is likely to enjoy. The association between the content of the site and the context of its brand allows users to instantly recognise the items they are likely to encounter before even entering the shop. This recognition of theme within the context of the site's branding is the same kind of association I would like to trigger with users of my site.

A. RESEARCH FOLIO – VISUAL BRANDING (2 of 2)

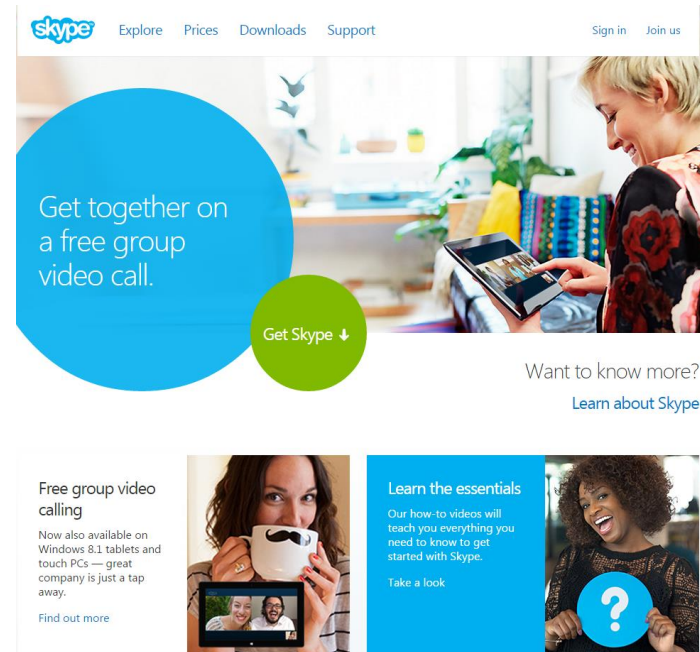


Website Address: <http://store.steampowered.com/>

Description: Digital Video Game store from Valve Corporation.

Relevance to your work:

1. I really like the way Valve tie their own corporation name into their site and service. Their 'Steam' service has a logo showing what appears to be an engine arm (tying together the 'Steam' and 'Valve' concepts) to create a visually appealing, easily recognisable logo that speaks for both the service they are offering and the company that offers it. I would like to utilise an easily recognisable logo that is consistent with my theme in my site.



Website Address: <http://www.skype.com/en/>

Description: Landing page for the Voice over IP service Skype.

Relevance to your work:

1. The Skype logo containing the Skype name is an instantly recognisable logo for a lot of people. When the company was bought by Microsoft the logo remained unchanged. The most important aspect I want to take from this is using the name of my offering within the logo, while also utilising friendly, engaging colours, much like the Skype logo.

A. RESEARCH FOLIO – OTHER WEBSITES VISUAL



Website Address: http://www.abcya.com/abcya_paint.htm

Description: A site set up for kids to paint and draw.

Relevance to your work:

1. Sharing a similar target audience and theme abcya makes great use of solid blocks of primary colours and is set up for child friendly usability in mind. The visual aesthetic of this site is what I would like to replicate in my own site



Website Address:

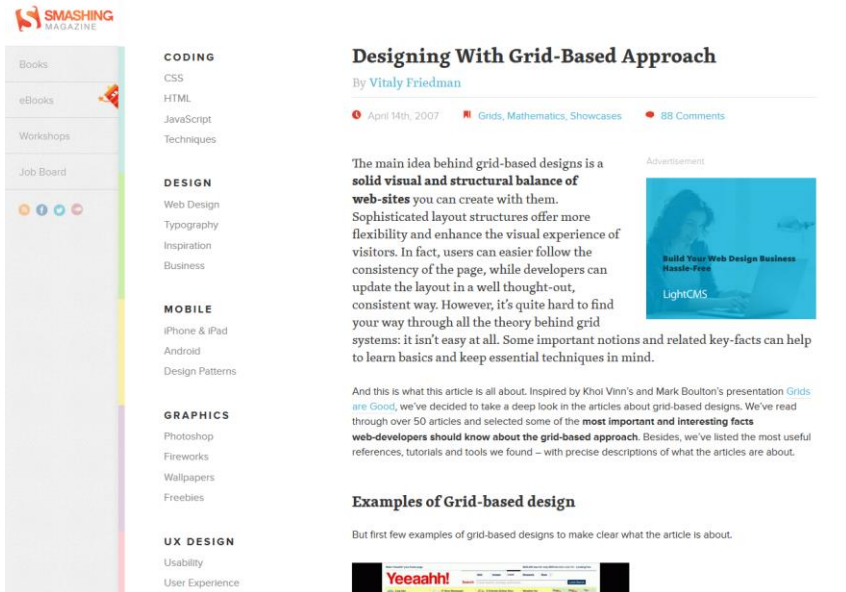
http://kids.albrightknox.org/index_launched.html

Description: A site set up with art activities and games for kids.

Relevance to your work:

1. The colour use in this offering is a good example of appealing to the intended target audience. As my site will also be catering to a younger audience, I would like a good use of colour to provide an interesting and pleasing experience to users of my site.

A. RESEARCH FOLIO – DESIGN THEORY



Reference: Vitaly Friedman. 2007. Designing With Grid-Based Approach. Smashing Magazine.

<http://www.smashingmagazine.com/2007/04/14/designing-with-grid-based-approach/>

Summary: An article detailing the benefits of utilising grid based design with examples.

Relevance to your work:

1. To provide the most uniform experience with my store I have decided to utilise the grid design approach in the store front This will provide flexibility, professionalism and usability to the visual design of my store front.



Reference: Sabina Idler. 2013. Principles Of Good Website Usability. The Daily Egg.

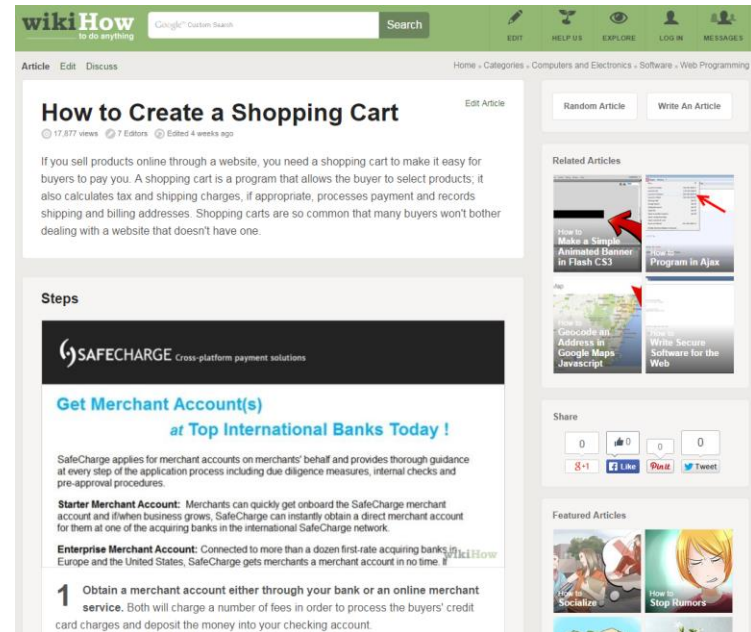
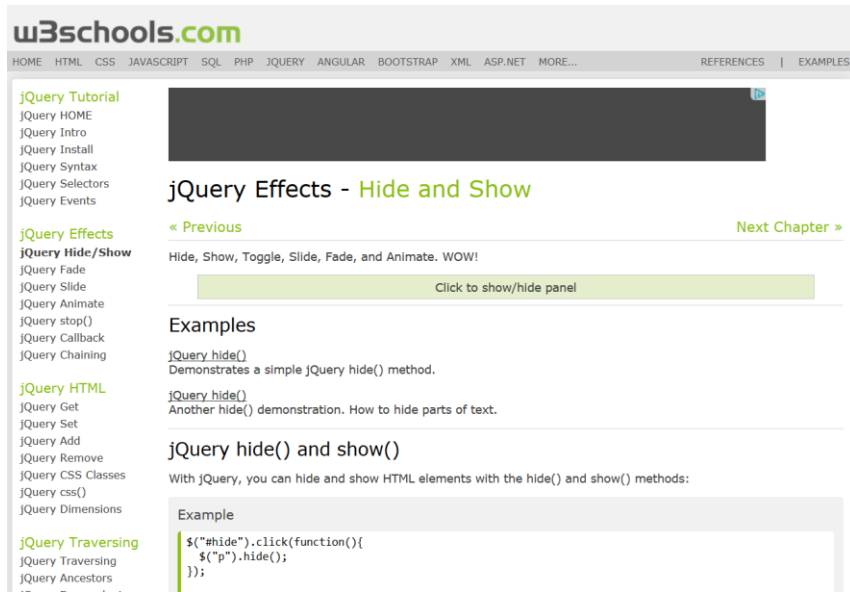
<http://blog.crazyegg.com/2013/03/26/principles-website-usability/>

Summary: A guide to the principles of good website usability

Relevance to your work:

1. Having good site usability will assist in making sure potential customers are able to navigate and use my store. This guide assures that I don't fall into common usability mistakes that may potentially drive away customers.

A. RESEARCH FOLIO – TECHNICAL



Reference: w3schools. 2014. JQuery Effects – Hide and Show. W3schools.com.
http://www.w3schools.com/jquery/jquery_hide_show.asp

Summary: Tutorial on hiding and showing page elements using JQuery.

Relevance to your work:

1. I will be using JQuery to hide and show elements in my store when a user clicks on any given offering. A panel showing a larger image of the design and pricing and sizing information will be hidden off page and be revealed using an onclick event in JQuery.

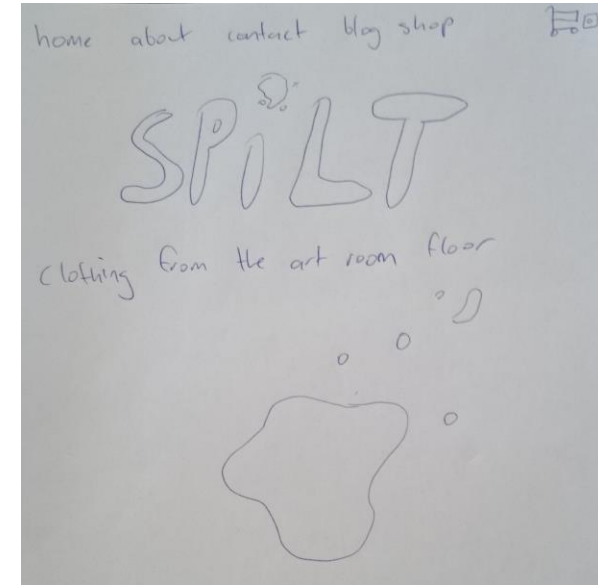
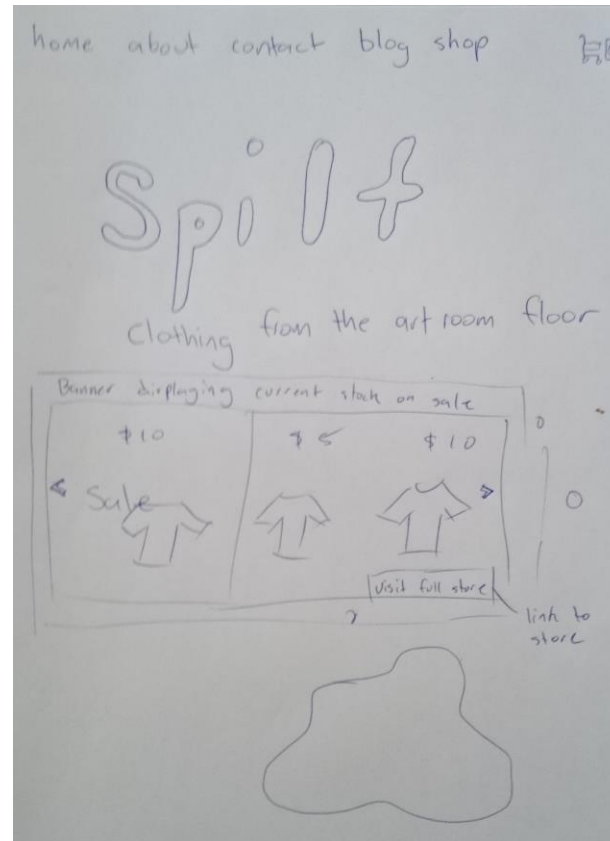
Reference: Jeff. 2014. How to Create a Shopping Cart. WikiHow.com. <http://www.wikihow.com/Create-a-Shopping-Cart>

Summary: Tutorial on a few different ways of creating and managing an e-commerce shopping cart.

Relevance to your work:

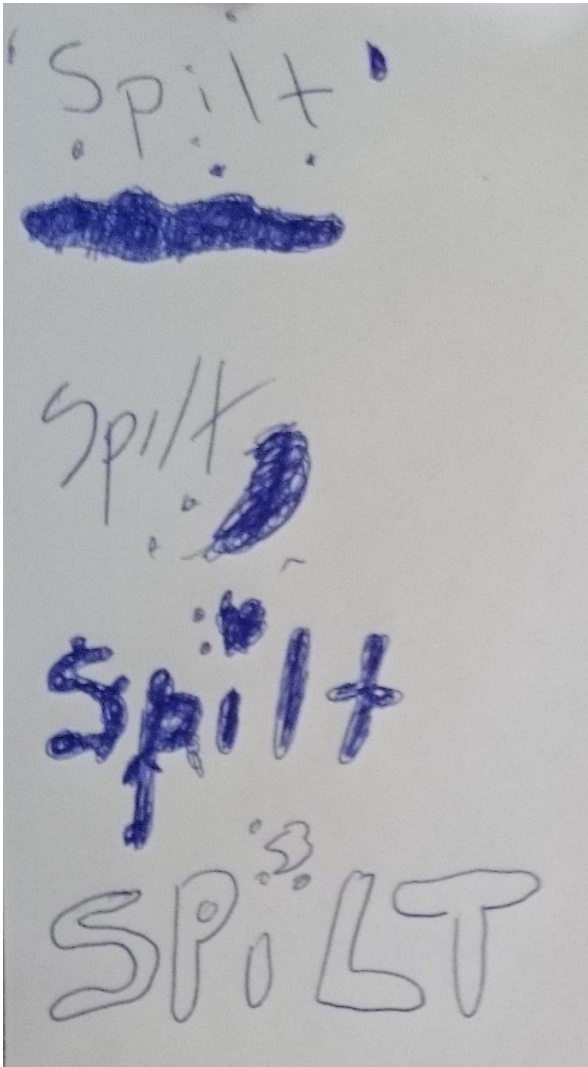
1. I will be utilising a shopping cart in my site and was unsure about the benefits of different alternatives. This tutorial will assist in creating and managing the cleanest and easiest shopping cart.

B. SKETCHBOOK – Design Experiments & Development (1 of 2)



Description: Some home page experimentation. The first attempt I wanted to feature the paint spill background as the main content on the home page. On review, The second sketch brings the logo onto the page and displays stock currently on sale. The third sketch draws from both the prior sketches and removes the sales banner from the page allowing the site branding to be presented clearer to potential users.

B. SKETCHBOOK – Design Experiments & Development (2 of 2)



SPLIT Clothing

SPILT Clothing

SPLIT Clothing

SPLIT Clothing

SPLIT Clothing

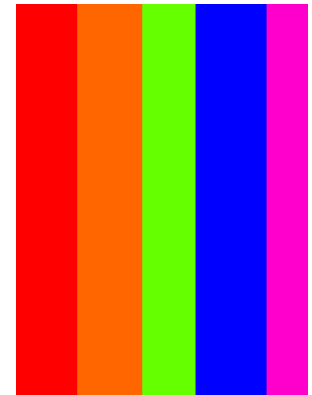
SPILT CLOTHING

SPLIT Clothing

SPILT clothing

SPILT CLOTHING

SPILT Clothing



Description: The left hand sketch shows some investigation into logo creation. I wanted the logo to take on the look and feel of spilt paint. Initially this was through a puddle under the logo, however, I felt this made the logo size too big and drew attention away from the logo itself. Through some experimentation I decided to use the logo on the bottom of this sketch. For typeface I wanted a font that emulated the feel of a primary/high school art room, above are some of the options I investigated. For colour I wanted to use primary colours to reflect the art principles taught in primary/high school. I elected to use a more vibrant colour palette (second picture) as I felt it sat more comfortably on the mostly white background I will be using.

C. DESIGN BRIEF

PROJECT TITLE:

Company Description :

Spilt Clothing offers a selection of clothing straight from the art room floor. Aimed at children under 13, Spilt hopes to inspire those that wear it to be creative.

Project Goal:

Create a functional e-commerce environment that best reflects the vision of Spilt Clothing.

C. DESIGN BRIEF

Website Content:

Spilt Clothing will have 5 discrete pages of content:

Home Page: Landing page for Spilt Clothing.

About: Information regarding the company and staff of Spilt Clothing.

Contact: Contact information offering an easy way for potential customers to contact Spilt with any queries.

Shop: Store front for Spilt Clothing offerings.

Blog: One-stop shop for news relating to Spilt Clothing.

Website Content Rationale:

Home Page: Will utilise white space and colour to represent the artistic theme of my store offerings.

About: Allows potential customers to get an insight into the company

Contact: Provides an easy access contact path should customers require answer to a query.

Shop: Allows searching and purchasing of items offered from Spilt.

Blog: Gives insight into changes and personality of Spilt Clothing.

C. DESIGN BRIEF

Website Visual Treatment:

- Spilt will utilise a minimalist design aesthetic utilising white space.
- Spilt will use vibrant, primary colours to best engage its target audience.
- Spilt's Store will use a grid design approach to display its content.

Website Visual Treatment Rationale:

- Utilising a minimalist design approach will assist in best showcasing my companies offerings without distracting background noise as seen on competitor Asos.com (Asos.com. n.d.).
- Use of primary colours will assist in engaging my target audience (Kallish. 2014.) while also adhering to the minimalist design aesthetic I am aiming for.
- Using a grid design for my store assists in remaining consistent with competitors while also providing versatility in my design (Friedman. 2007.).

C. DESIGN BRIEF

Company Visual Branding Treatment:

- Spilt will utilise colour and name to promote a brand image that reflects the content of the site
- Spilt will use a branding that is consistent with the theme of its content and represents the companies ideals

Company Visual Branding Rationale:

- It is important for the company brand to reflect the theme of the website. For my design I have attempted to couple these as coherently as Think Geek. (Thinkgeek.com. n.d.)
- Having the company name as part of the logo will help increase familiarity with the brand (Skype.com. n.d.) and assist in merging the company with the branding (Steampowered.com. n.d.).

C. DESIGN BRIEF

Technical Treatment:

- Split will utilise JQuery to enable extra information regarding products when a user clicks on any given item
- Split will utilise a cart system to tie together the wordpress store experience.

Technical Treatment Rationale:

- JQuery provides a flexible way to hide and show HTML elements (w3schools. 2013.) that will allow my site to reflect a professional experience with high usability (Idler. 2013).
- A cart will enable a convenient way of collating a users order without requiring the user to order 1 item at a time. (Jeff. 2013).

C. DESIGN BRIEF

REFERENCES:

Asos.com (n.d.) ASOS. [online] Available at: <http://www.asos.com/au> [Accessed: 20 Sep 2014].

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w3schools. 2014. JQuery Effects – Hide and Show. W3schools.com.
http://www.w3schools.com/jquery/jquery_hide_show.asp

D. WIREFRAME #1 – HOME PAGE

Navigation Div (100% Width, 10% Height)

Navigation

Content Div (100% Width, 10% Margin Top)

300px X 300px

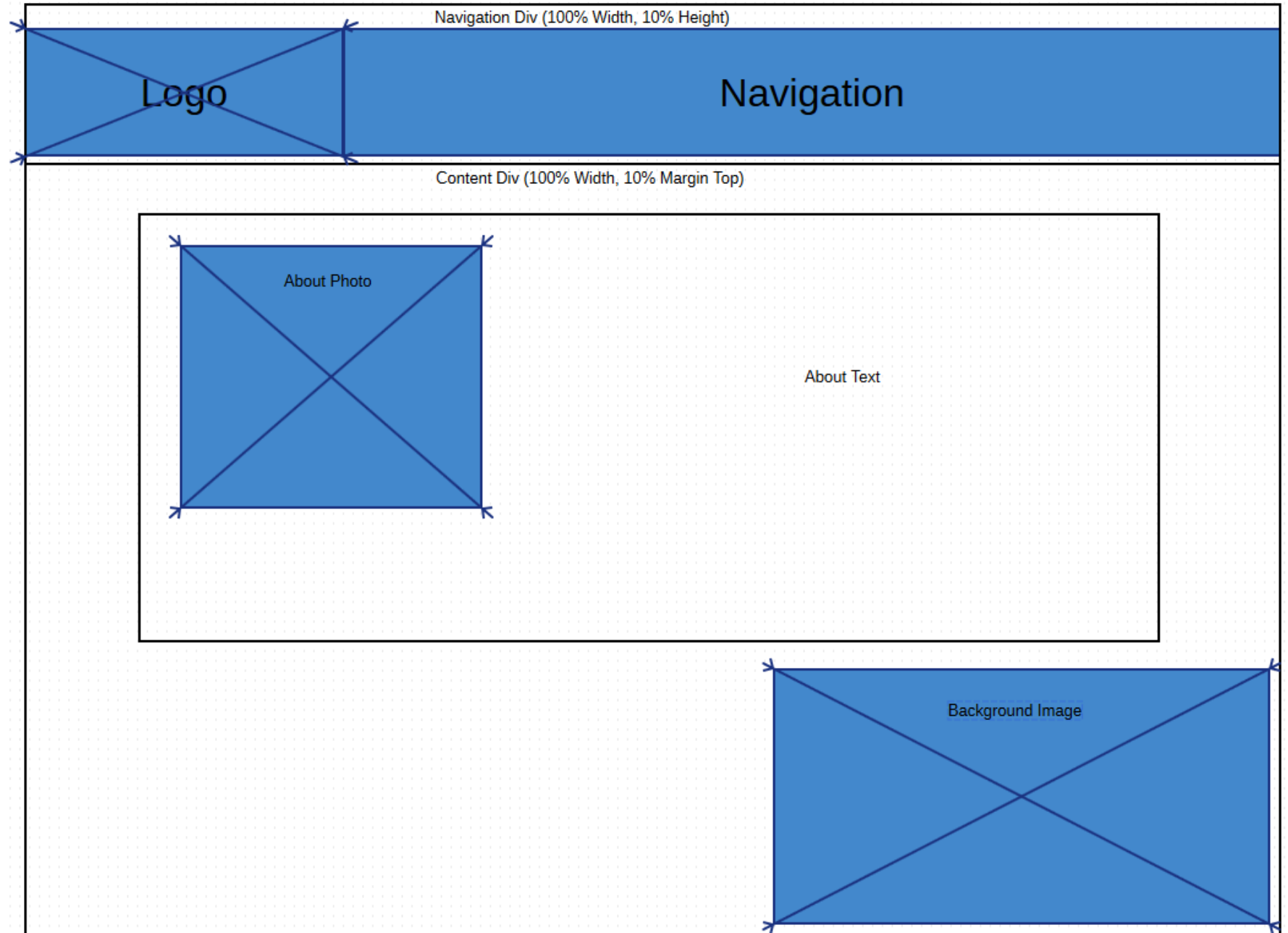
Logo

Tagline

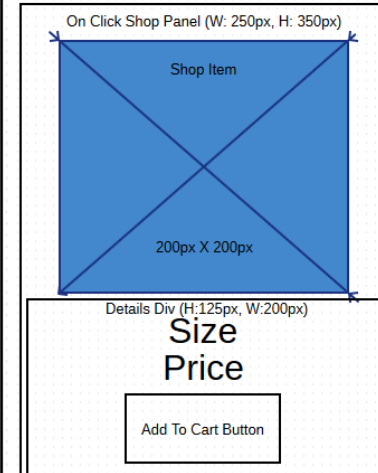
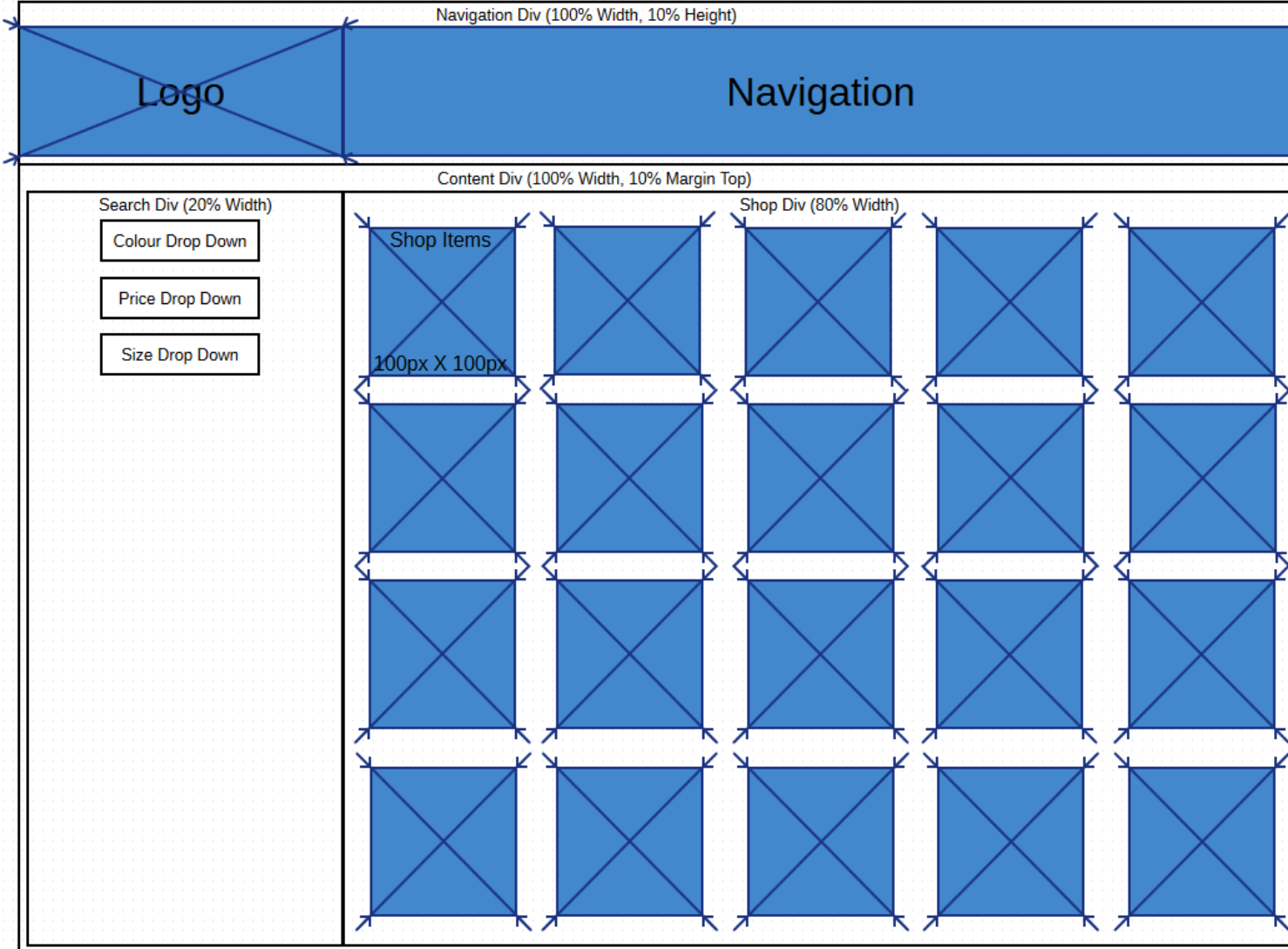
Background Image

100% of container - Mostly White image, Colour and content of image will land here

D. WIREFRAME #2 – SECOND PAGE



D. WIREFRAME #3 – THIRD PAGE



D. SCREEN MOCKUP #1 – HOME PAGE

Note: Black borders added to show where image ends, not part of site design.



HOME ABOUT CONTACT SHOP BLOG



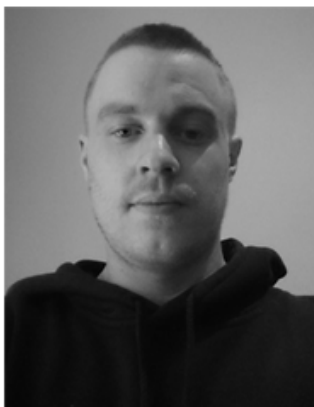
CLOTHING FROM THE ART ROOM FLOOR



D. SCREEN MOCKUP #2 – SECOND PAGE



HOME ABOUT CONTACT SHOP BLOG



NUNC ELEIFEND SED LACUS QUIS PULVINAR. PELLENTESQUE ELEIFEND
VIVERRA AUGUE, ID FRINGILLA VELIT LAOREET BLANDIT. MAECENAS
INTERDUM MAGNA AC ACCUMSAN GRAVIDA. NULLAM AT TEMPUS ARCU.
DUIS ULTRICIES NEQUE NEC ELEMENTUM SUSCIPIT. VIVAMUS TELLUS EX,
VULPUTATE ET CONGUE VEL, MATTIS UT METUS. QUISQUE CONGUE MAURIS
SED CONGUE CONGUE. LOREM IPSUM DOLOR SIT AMET, CONSECTETUR
ADIPISCING ELIT. VESTIBULUM ANTE IPSUM PRIMIS IN FAUCIBUS ORCI
LUCTUS ET ULTRICES POSVERE CUBILIA CURAE; CURABITUR VIVERRA NEC
LEO AT FACILISIS. SUSPENDISSE ALIQUET IMPERDIET TURPIS, NON VARIUS
MASSA BLANDIT IN. SED RHONCUS URNA NULLA, AT LAOREET EST
TEMPUS VITAE.



D. SCREEN MOCKUP #3 – THIRD PAGE



D. SCREEN MOCKUP – IMAGE REFERENCES

All T-Shirt base images sourced royalty free under creative commons. Any branding on T-Shirts was removed prior to creating designs on each shirt.

References:

White.png. Arcade Novelties. 2014. <https://www.flickr.com/photos/arcadenovelties/5448361087>. Sourced 10 September 2014.

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Pink.png. Sfbike. 2014. <https://www.flickr.com/photos/sfbike/397964672>. Sourced 10 September 2014.

E. SITE MAP

