

Gambian Talents – Internship

Web Design Packet

By Cascadia BIT 113 Students

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Gambian Talents Internship

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Abstract

Gambian Talents Internships (GTI), a subsidiary of Gambian Talents USA, is a multi-national organization founded solely to enrich the lives of Gambians globally. Pa Ousman Joof (Client), GTI's founder, hosts several websites related to Gambian Talents USA, each developed by members of past internships offered by the organization. Cascadia College's BIT 113 Spring - 2020 volunteered to assist the Client in a redesign phase of the current website. The preparing members worked closely with the Client to align design ideas and priorities, developing a fresh face for the organization's internship program. The report that follows discusses this design process in detail.

Summary

This report contains a structured outline of a five-phase design process, organized and led by the preparers. Condensed for quarterly time restrictions, this document is the result of a 45-day redesign of the Gambian Talents Internships website.

Initial contact with Client (via phone) - April 28th.

Preparers and Client discussed many ideas for redesign and potential improvements to the current site, landing on three main priorities: a revived look, updated navigation, and easily accessible application/donation features.

In the following weeks, preparers studied web design and user experience elements while creating design sketches of a navigation model update. This update is the result of multiple quarantined card-sort testings, style guide updates, and wireframe mockups. Preparers remained in contact with the Client throughout the design process, ensuring early design development met priority criteria.

Full design approval received from Client - May 29th.

Preparers have developed an MVP level solution for the assigned task available at <https://austinfinke.github.io/fuzzy-broccoli/index.html>.

Phase 0:
Project
Definition

MEMORANDUM OF UNDERSTANDING

TO: PA OUSMAN JOOF
FROM: WEB FOUNDATION DEVELOPMENT TEAM
AUSTIN FINKE, ANDREA BLUNDELL, JAMES PESTA
SUBJECT: WEB SITE DESIGN
DATE: 6/8/20
CC: DR. BRIAN CULVER, FACULTY
CASCADIA COLLEGE

Following an initial discovery process about your web site project, our development team has agreed to plan, design, implement, test and document a user-centered interface design as part of our learning process. At the end of the project, we will turn over to you and grant you non-exclusive use of all the development files, designs, and usability test results from our work, providing you with an electronic copy of these files.

You can expect that our team will act in a professional manner in our interactions, respecting your time and incorporating your feedback and input throughout our design process. We will need your feedback at several key points during the development process, as well as any content, graphics, photos, or other artwork that you can provide us as soon as possible. We expect that any design elements that you provide for inclusion in the project are either your property, or that you have obtained permission from the rightful owner to use them. We would also like to place a visible byline and link (in small type or as a small logo) at the bottom of the primary "home" page as well as invisible tags listing the our design credit and names in all pages.

Recall that the general scope of our work for this class focuses on developing and testing a user interface design. We will add content as time allows, but you should plan that the final site deployment to your live web server will require additional work. The scope of our work this quarter is further defined in the strategic brief and timeline that accompany this memo.

Thank you for the opportunity to work with you on this project. Feel free to contact Dr. Brian Culver or us with any questions.

CONTACT INFORMATION

Dr Brian Culver – bculver@cascadia.edu
Austin Finke – austinfinke28@gmail.com
Andrea Blundell – amsecluded@gmail.com
James Pesta – jamesmapesto@gmail.com

Strategic Brief

Gambian Talents Internship

Mission Statement

Gambian Talents Internship seeks to provide educational resources and employment opportunities to Gambian youth who have not had the opportunity to seek education beyond primary schooling. We strive to create job possibilities and support our youth to give them an effective and inclusive path to success.

Site Objectives

1. Improve lives through education.
2. Reach Gambian youth and raise awareness of Gambian Talents Internships educational paths.
3. Increase number of qualified applicants to any of the available programs. Showcase talent
4. of enrollees.
5. Increase donations.

Target Audience

College-aged Gambian youth, in Gambia or Washington, that are interested in increased employment opportunities through education and practical application.

Site Concept Questions

Personality

Respect for Diversity

Respect for Dignity

Community

Key Target Audience Insight

Gambian Talents Internship is a philanthropic organization dedicated to improving lives through educational resources.

Call to Action

1. Participants - provide an easy and assessable application process
2. Donations -
3. provide multiple means of donating to GTI
4. Brand - design a professional site layout aligned with mission

Gambian Talents Internship

Designing Members Information

Member Name	Email address	Phone number (optional)	Project lead assignment
James Pesta	jamesmapest@gmail.com		Planning, Testing
Andrea Blundell	amsecluded@gmail.com		Design, Production
Austin Finke	austinfinke28@gmail.com		Definition, Production
Short Biographies			
James began his education for Web Application Programming in Fall of 2019 after a long journey of various jobs and a previous career in the massage industry. He began his passion for computers when he was in Middle and High School with Web Design. After many years of seeking out various jobs for his passion, he made the choice to go back to school and rediscovered his enjoyment and talent for programming. On his spare time, he is attempting to build a fully functional Astrology program, another passion of his.			
Andrea is currently a student at Cascadia College pursuing a degree in Web Application Programming with a web emphasis. She decided to return to college in 2017 pursuing a Management Information Systems degree at Washington State University online, after eight years working in the health care field. She then found her passion for web design in the fall of 2019 when looking at degree options at Cascadia. Andrea is interested in elements of design such as Photoshop, illustrator, and site design. In her spare time she enjoys working on a van life travel blog using WordPress.			
Austin Finke is a current student of computer science at Cascadia College, located in Bothell, Washington. Before studying computer science, he received his Associates of Integrated Studies, President's Honors, from Cascadia College. Finke, a sophomore, has experience in several web development technologies including Node, Express, and Sass. Outside of the classroom, Finke enjoys good food, good friends, and loud music. Finke aspires to further his study of computer science in Cascadia College's Mobile Application Development program.			

Gambian Talents Internship

Phone Interview

April 29th

Cascadia: Tell me about Gambian Talents Internship and what the organization strives to achieve.

GTI: We are an organization that hopes to provide education and resources to young Gambians, help them gain employment either in Gambia or in the United States, and give them a platform to showcase any work they've accomplished.

Cascadia: Are young Gambians the primary user you hope to reach with this website?

GTI: Yes. We hope to reach young Gambians, either in Gambia or in Washington, and invite them to apply for any of our internship programs...

GTI expands upon the primary user profile:

The site hopes to attract college-aged men and women of Gambian origin who lack access to education for any reason, particularly those who have not graduated high school and are interested in exploring new career options

Cascadia: Tell me some things you like about your website.

GTI: I like that it is built by members of our internship team, who have learned web design through our program and that it showcases members of other programs.

Cascadia: What about things you would like to change about the site?

GTI: *Client information boils down to the following list*

- more professional look
- redesigned navigation
- a donation feature
- downloadable / fillable pdf application
- search feature
- youtube testimonials embedded

Gambian Talent Internship

Comparative Analysis

Epicodus

<https://www.epicodus.com>

Epicous layout is very smooth and purposeful with just enough information to get the mission across. Nav bar has large text and shows everything necessary one needs to navigate right on the front pages. Colors mostly are consistent throughout the site, text is uniform, and layout is evenly distributed. Logo is clear.

Site layout gives a presentation unique to every page – where you are has a picture to somewhat represent that page as the header. There is enough information about each page that a user can scan over to get what they need to know, and decide if they want to continue or not. There is even information about each location/school which is useful in deciding how to continue.

The About area has very organized content for each sub-section. This further show the appropriate structure of the site. Contacting the business is very easy.

Footer has very little information, which could hinder the quality of the site, but this again does link to the top where the important information found at a footer is located through the top nav bar.

CreativeLive

<https://www.creativelive.com>

This site has a lot of good layouts for the kinds of cirlculums that GTI will offer, but also provides a little too much context than what is going to be offered through your site. The most noteworthy thing to point to is the different categories of classes offered through this site.

First, this is an online school where users need to pay either per class, or a membership for access to the whole site. CreativeLive has many different types of creative classes, ranging from dance to graphic design. There is a search area at the top for easeful searching of the types of classes offered. They have a lot of images on the site, which hinders the audience, potentially overwhelming them, so this is a good idea in mind to be aware of. The quality, though, is notable. Notice the instructor section: do you want this?

Consider having some videos about your fellow internship participants.

In short, this site has very crisp elements in between all of the media. Colors are appropriate, text is uniform, and the layout is structured appropriately for it's layout (Thirds, halves, etc.)

London School of Journalism

<https://www.lsj.org>

This is useful to look at how a school for journalism is laid out. The first impression is how the color and font-type really feels like a journalistic school and the readability is large enough. Just on the first page, they explain the different types of journalism. They also show quotes about successful graduates.

There is a lot of information in this site, but not too much to overwhelm the visitor. In fact, it seems like the perfect amount for what journalism looks and feels like. It gives a lot of background information about the school, what the courses will look like, and even some case-studies about their own work within the field as they went through the program.

Contact information is clearly identified. There's nothing too fancy here with a lot of videos and odd running scripts, but has a hell of a layout which just feels extremely professional and journalistic-like.

Phase 1:
Project
Planning



REGINA WUDAY

DESCRIPTION

A self-motivated Gambian migrant actively attending job fairs and searching for new career opportunities.

ATTRIBUTES

22-year old barista, some high-school education

I moved to America when I was 19 to live with my father and find a new beginning. We live in an apartment in Lynnwood, WA near the coffee stand, where I work. I use a computer regularly and have a firm grasp of the internet.

PRIORITIES

How can I become more competitive in the job market?

I want to better help my aging father with living expenses and gain skills that will excite hiring managers.

How can my future career benefit Gambians everywhere?

I want to make a difference! I want to learn about new technologies so that I can share what I learn with other Gambians.

How can I pay for this?

I am prepared to explore the most cost effective options.

FREQUENT WEBSITES

yahoo.com | urbanoutfitters.com | asos.com | youtube.com

Name:

Masane

Description:

A young immigrant from Gambia, going to school, learning about educating himself and beginning to speak up for injustices within his own country.

Attributes: 24-year-old male with a limited education, but growing inspiration. Father died from illness when Masane was 13 and has been the third of seven children. He sees the disparity in his country and wants to make a difference. Journalism interests him as he seeks to understand how to communicate better while delivering a powerful message of truth.

Concerns and Priorities:**-How can I educate myself with a local community?**

I find being in a new country can be isolating, especially with English as a second language. I miss my people, but I like having this new opportunity.

-How much does this program cost? How can I support the growth of this program?

I don't make a lot of money for school out of pocket, but I know the importance and value of education. How can I support myself while going through school?

Interests:

Music, cooking, dancing, painting, writing.

Websites I visit:

www.youtube.com

www.independent.co.uk/topic/gambia

Name: Daniela

Description:

Daniela is an 18 year old woman who is the youngest of four children. When she was 17 she had to drop out of school in order to take care of her ailing, elderly parents. Now that her parents have passed she is looking into options for continuing her education and is very interested in photography and graphic design. She immigrated to the U.S. and lives with her oldest brother who is a software engineer.

Concerns and Priorities:

What is the time commitment for the program I am interested in? I will need to work to help my family pay bills as well as help with occasional child care.

What are the opportunities available to women? I am worried that as a woman I will be overlooked in my field of choice because of the competitive nature of the job market and computer/tech related degrees are typically male dominated.

Interests:

Art, outdoor photography, spending time with family

Frequent websites:

Pinterest.com

Instagram

Youtube.com

Gambian Talents – Internships

Card Sort Testing Report

Purpose of the Site – To provide educational resources and employment opportunities to Gambian youth who have not had the opportunity to seek education beyond primary schooling.

User 1: 34 year old male, working, uses the internet for recreational and professional use.

Home	About	Courses	Apply	Donate
Content	Instructors	Information & Communication Technology		
Gallery		Photography		
Testimonials		Graphic Design		
		Web Design		
		Videography		
		Journalism		

Notes: He specifically said that the ‘apply’ button and “donate” button should be in the navigation so that they are easy to find.

User 2: 23 year old female accountant, uses the computer for web browsing and video games

Welcome	Programs	About (Name of School)
Apply	Photography	Gallery
Donate	Videography	Testimonials
Content	Journalism	Instructors
	Graphic Design	
	Web Design	
	Information and Communication Technology	

Description: User had no difficulty arranging the cards into groups but had trouble naming the category that held Home Page type data. User was unsure testimonials were necessary and asked about tuition.

User 3: 42 year old working professional, uses the computer for work, research, shopping, movies.

Home	About	Courses (Internships?)	Contact	Donate
Gallery (of what?)	Instructors	Graphic Design	Apply	
Testimonials	Companies with Placement opportunities/ Partners	Information and Communication Technology		
	Past Intern Bios	Journalism (put 1 st if emphasis of company)		
		Photography		
		Videography		
		Webdesign		

Description: User found there was not enough information available to know what internship really meant, wanted some clarification about where these interns would be. Also considered the “About” tab would be in the home tab.



Gambian Talent Promo

Internships



apply through application

Home

About,

Courses,

Apply

Donate

Instructors
Contact
Gallery

Web
Graphic
Journalism
Videography
Photography
IT

Home Page

Content

Graubian Talent Promo

G

Internships

A

Home

About
(possibly change to
instructors?)

link to further
down page

Courses, Contact, Apply, Donate

Web
Graphic
Journalism
Videography
Photography
IT

mission / content

Instructors

Pic / Name /
bio

Pic / Name /
bio

Pic / Name /
bio



Gambian Talent Promo.

Internships

Home About Courses Contact Donate Apply

Home page content

Mission
Instructors
(link down page on home)

Web
Graphic
Journalism
Videography
Photography
IT

Home page content

Mission

Instructors

Pic/
Name/
Bio

Pic/Name/Bio

Pic/Name/
Bio

Gambian Talents Internships

Color Palette Lab

What is the different between warm and cool colors?

Warm colors tend to bring warm things like heat, sun, fire, activity. Warm colors consist of red, orange, and yellow. Cool colors tend to bring cool things, like mountains, water, ice and cold. Cool colors consist of blues, greens, and purples. Much of these color temperatures are directly associated from nature, where something “warm” is similar to the Sun, while something “Cool” is like water.

How does a color's effect become influenced by the other colors near by?

Colors are in fact quite mathematically relational. Some colors are very dominant, like yellow, while others are more balanced, like green. When dominant colors are used, you will have a different proportion of another color in order to balance it out. Tints and shades also will affect the proportions.

What are some examples of the cultural differences related to color and meaning?

Following the color orange, in the west it means affordable or inexpensive items, while in the east it represents happiness and spirituality. In Ireland, it represents a religious color for protestants, while in the Netherlands, it represents the color of the Dutch Royal Family. In different Native Tribes in America, colors are very sacred and used in the Cardinal directions representing different meanings depending on the tribe.

Sources:

- <https://trembelingart.com/warm-cool-colors-tell-difference/>
- <http://www.colour-affects.co.uk/the-wright-theory>
- <https://www.empower-yourself-with-color-psychology.com/cultural-color.html>
- <https://www.creativelive.com/blog/color-theory-how-colors-influence/>

Image 1:



Name: Ice Land Sunrise

Describe the mood or personality: Waking up from a hibernation, relaxed, slow, tender, cool

Selected Color Palette:



Image 2:



Name: Energy after a full day

Describe the mood or personality: Energetic, coming down from activity, happy, intimate

Selected Color Palette:

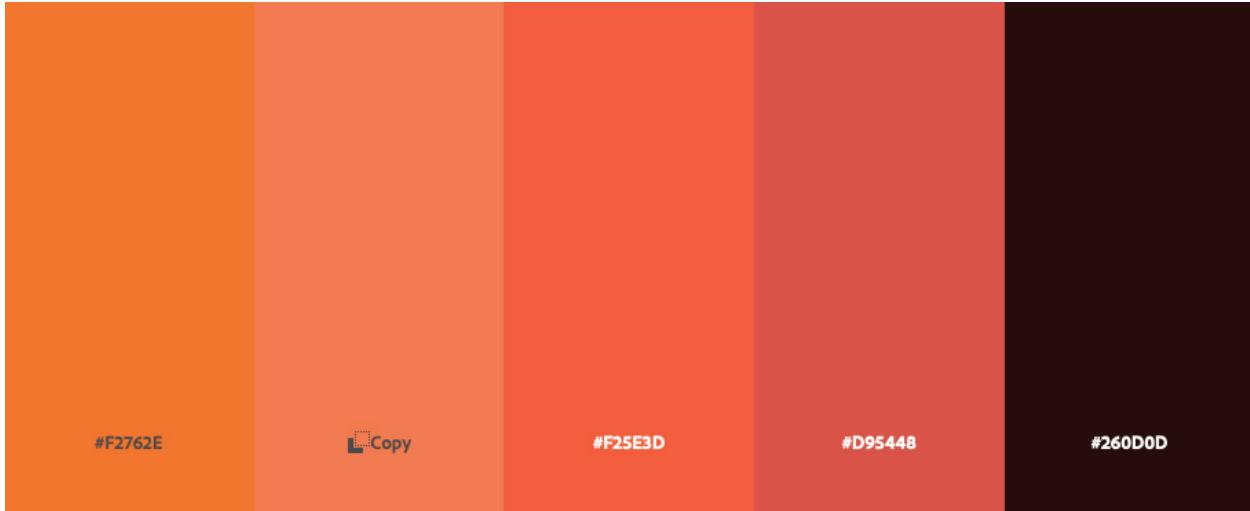


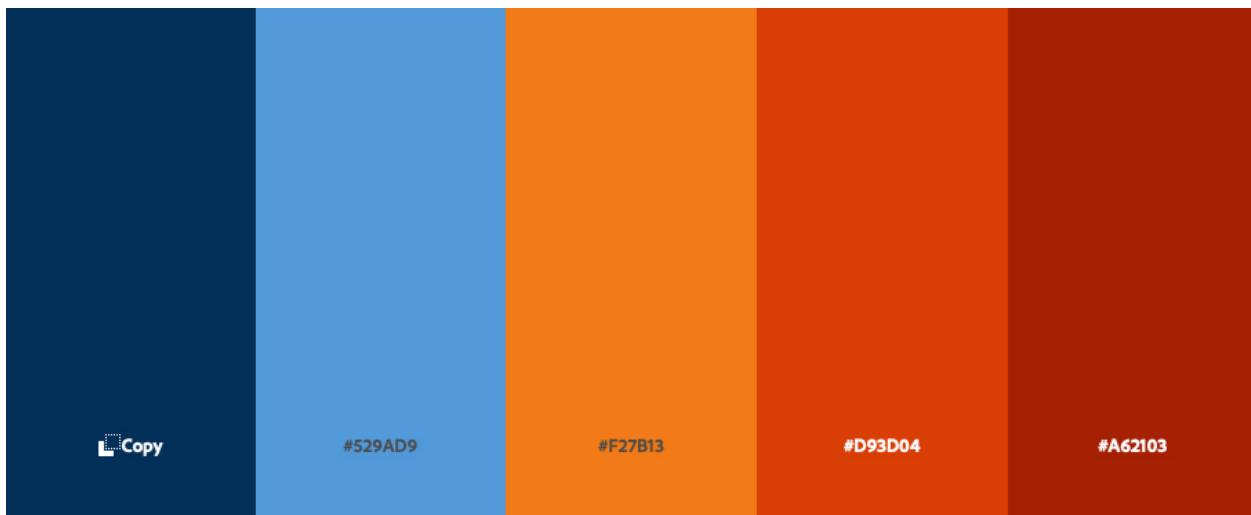
Image 3



Name: Mirroring polarity

Describe the mood or personality: Balanced yet polarized, cool and warm, tempered, mixed feelings.

Selected Color Palette



Phase 2:

Project Design

Gambian Talents Internship

Design Review

Our Client

Founder: Pa Ousman Joof

Website: www.gambiantalents.com/internship/

Mission: Secure a prosperous future for Gambians through education.

Interview Notes

Wants:

- Search Feature
- Embedded Video Testimonials
- Donation Link
- Refreshed Styling
- Updated Navigation
- Online Application

Target:

- Young Gambians - (WA or GM)
- ~High School Level Education

Needs:

- Donation Link
- Refreshed Styling
- Updated Navigation
- Online Application

Priority:

- Refreshed Styling
- Donation Link Updated
- Navigation Online
- Application

Our User

Regina

Born: Gambia

Age: 22

Current: Lynnwood, WA Education:
some highschool Interest: Web

Design

Tech Experience: Uses various tech
for work daily

Daniela

Born: Gambia

Age: 18

Current: Seattle, WA Education:
some highschool Interests:
Graphic Design Tech Experience:
Experienced

Masane

Born: Gambia

Age: 24

Current: Shoreline, WA Education: no
highschool Interests: Journalism
Tech Experience: Some experience

Card Sorting

Home

Contact

Gallery

Testimonials

About

Instructors

Courses

Graphic Design
Photography
Journalism Web
Design
Videography

Apply

Donate

Navigation

Model + Update

Home 

Contact

Gallery

Testimonials

About 

Instructors

Courses 

Graphic Design

Photography

Journalism Web

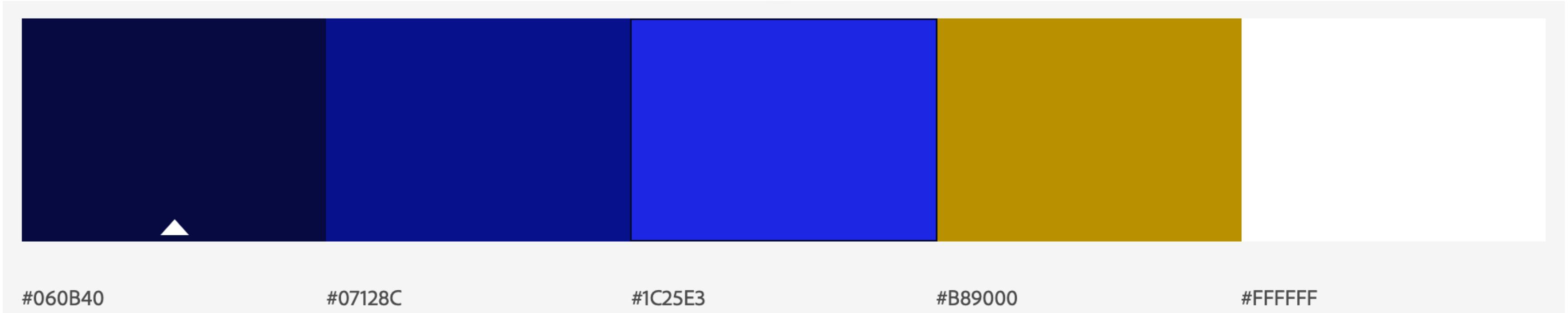
Design

Videography

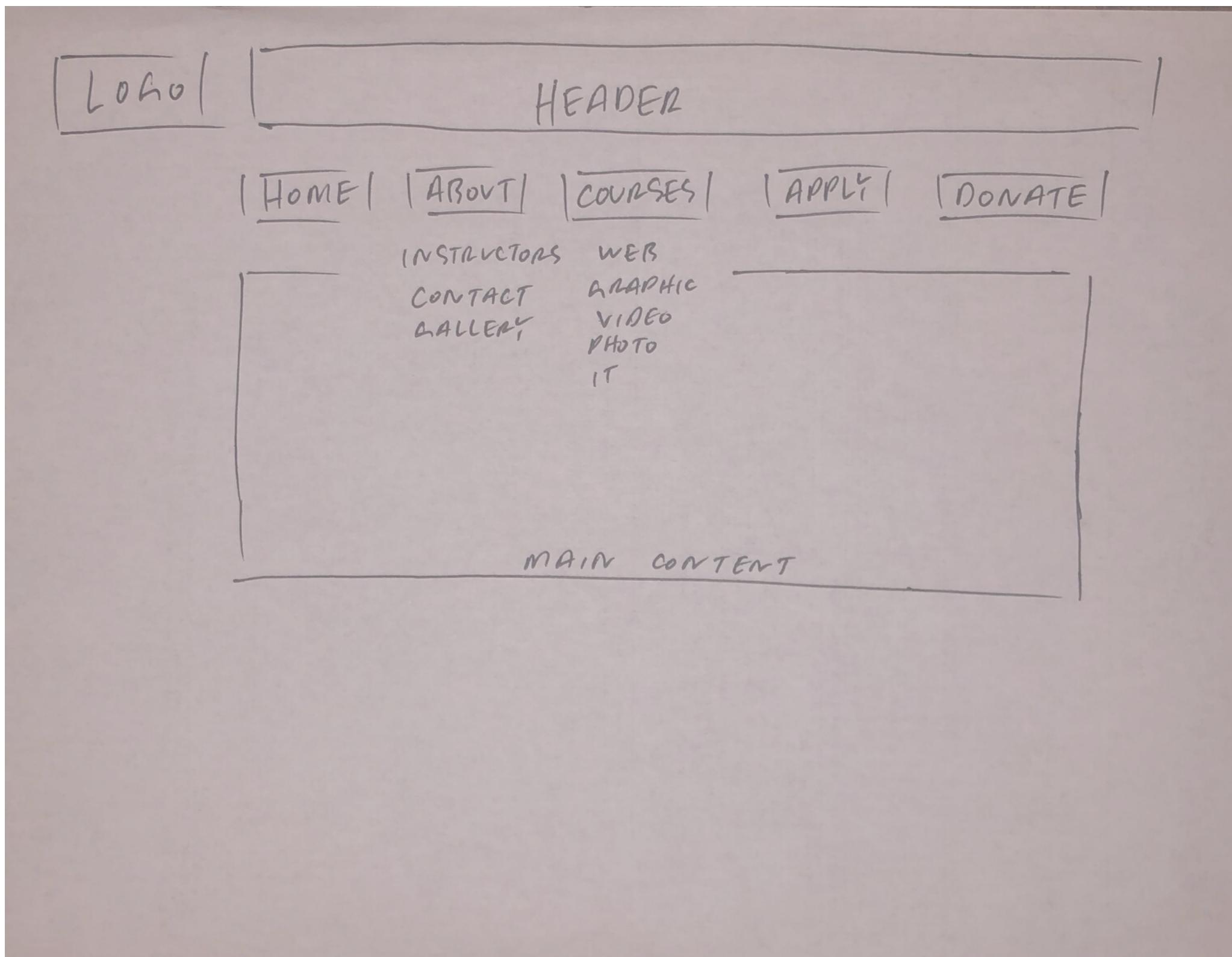
Apply

Donate

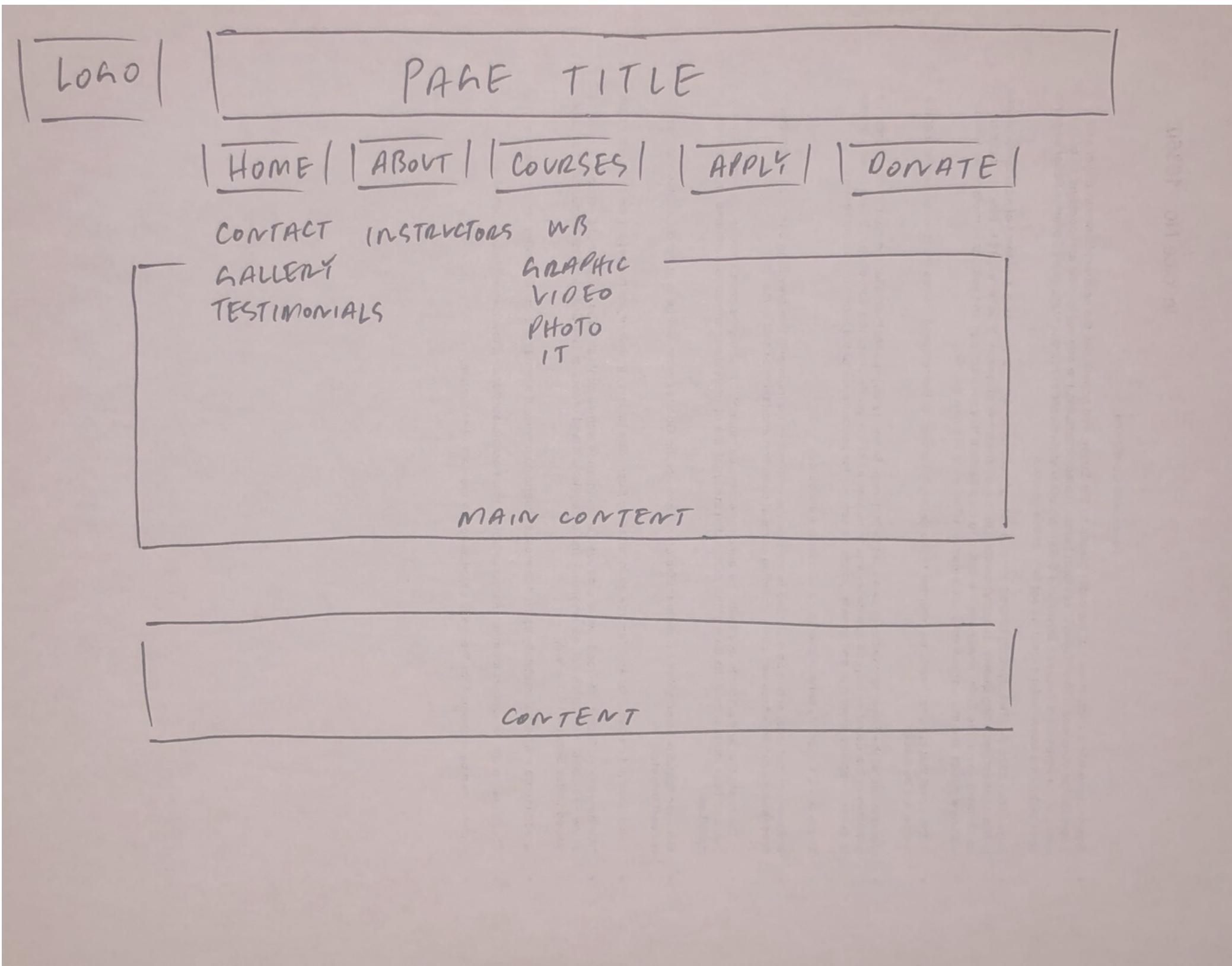
Palette



Sketch One



Sketch Two



Gambian Talent- Internship

Style and Design

Goal: To provide Gambian youth with internship resources and opportunities so that they can have a successful career in a computer technology field.

Target Audience: Youth/young adult Gambians who have not been able to finish high school.

Personality: Professional, clean, clear, easy to navigate, inviting.

Color Palette

The following is the list of colors that may be used. Tints or changes in opacity may also be used as long as they complement each other. These are Web safe Colors. Variations of tone may be used as needed to improve readability.

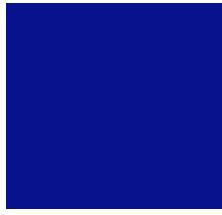
Dark Blue

#060B40



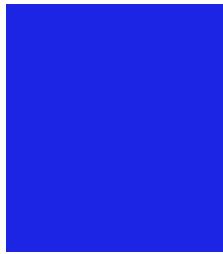
Blue

#07128C



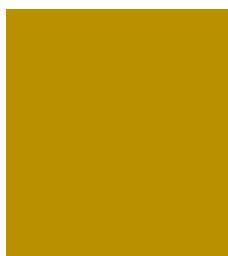
Lighter Blue

#0000FF



Yellow

#B89000



White

#FFFFFF

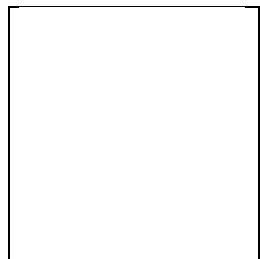


Image Licensing

All images are provided by and the property of Gambian Talent Promotions (GTI)

Font Families

Main logo font: Economia 32pt

Main Navigation font: Railway 24pt

Main Content Font: Railway 22pt

Site Styling

Overall Page Styling: White text on a light gray background. The entire page is centered. Default colors for links are white text with a yellow roll over. There are three drop down menus which are white with black text, separated by yellow dividers.

Header: GTI logo will be positioned on the left side with “Gambian Talents Internship” positioned just left of center followed by the navigation tabs.

Navigation: Navigation will be inline, white text with yellow downward facing circumflex accent that indicated a drop down menu to additional resources. Navigation font will be Railway.

Content Section: Main content will be places within a light gray background, centered, white text, and a white border surrounding the gray background.



Gambian Talents
Internship

HOME ▾

ABOUT ▾

COURSES ▾

APPLY

DONATE

main logo

main title

Graphic Design

Journalism

Photography

Videography

Web Design

Information &
Comm. Technology

navbar

container-main

main content

container-gallery

secondary content

header

body



Gambian Talents
Internship

HOME ▾

ABOUT ▾

COURSES ▾

APPLY

DONATE

header

main logo

main title

navbar

body

background image w/ darkening
layer of classroom

"We build people." - Pa Ousman Joof
Gambian Talents Internship | Founder



hq image of student

container-gallery

secondary content



header

main logo

main title

navbar

body

COURSES

container-courses

course-card

Graphic Design

Information
about
each of these
courses

Journalism

Information
about
each of these
courses

Web Design

Information
about
each of these
courses



header

main logo

main title

navbar

body

COURSES

course-card

Graphic Design

Information
about
each of these

"My testimonial about Graphic Design!"

- A. Student | 2018

container-courses

Quick Links

Student Statement

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Dui accumsan sit amet nulla. Nulla porttitor massa id neque aliquam vestibulum morbi blandit cursus. Turpis egestas pretium aenean pharetra magna ac placerat. Quisque id diam vel quam elementum pulvinar etiam non. Integer eget aliquet nibh praesent tristique magna sit. Vitae nunc sed velit dignissim sodales. Et egestas quis ipsum suspendisse ultrices. Sed nisi lacus sed viverra. Amet massa vitae tortor condimentum lacinia. Tellus in hac habitasse platea dictumst vestibulum

Student Image



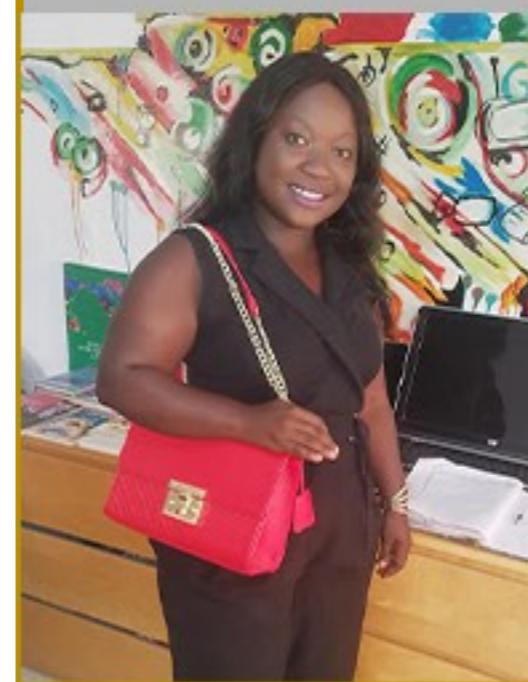
Mission Statement

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Dui accumsan sit amet nulla. Nulla porttitor massa id neque aliquam vestibulum morbi blandit cursus. Turpis egestas pretium aenean pharetra magna ac placerat. Quisque id diam vel quam elementum pulvinar etiam non. Integer eget aliquet nibh praesent tristique magna sit. Vitae nunc sed velit dignissim sodales. Et egestas quis ipsum suspendisse ultrices. Sed nisi lacus sed viverra. Amet massa vitae tortor condimentum lacinia. Tellus in hac habitasse platea dictumst vestibulum

Instructor 1



Instructor 2



Instructor 3



Phase 3:
Project
Production

Gambian Talents Internship

Site Documentation

Color Palette: Keep blues and white with an addition of yellow for contrast

Color	Hex	R	G	B	Swatch
Dark Blue	#060B40	6	11	64	
Blue	#07128C	7	18	140	
Lighter Blue	#1C25E3	28	37	227	
Yellow	#B89000	184	144	0	
White	#FFFFFF	255	255	255	

Styles:

Location	Font Size	Font Family	Font Type	Color
Navigation Tabs: Home, About, Courses, Apply, Donate	20px	Raleway, san serif	Normal	White #ffffff
Page Background Color				#ffffff
Body Text	20px	Raleway, san serif	Normal	Black #000000 White #ffffff

File Structure:

Sub Folder Name	File Name	Description
GTIDesign	Index.html	Home Page
Styles	Header.css	CSS Header Format
	main.css	CSS Home Page
	Section-instructors.css	CSS Instructor Page
	Section-main.css	CSS Main
	Section-testimonials.css	CSS Testimonial Section
Images	Gti_logo.png	Created by team
	Student_testimonial.png	Public domain
	Section-main-right.png	Public domain
	Section-main-left.png	Public domain
	Instructor_3.png	Public domain
	Instructor_2.png	Public domain
	Instructor_1.png	Public domain
	Full_class.png	Public domain
	Arrow-alt-circle-down.svg	Public domain



Student Statement

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio.

-Student Name

Student Image



Mission Statement

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Instructor 1

Instructor 2

Instructor 3



Courses

Graphic Design

Information
About
This
Course

Journalism

Information
About
This
Course

Web Design

Information
About
This
Course

Photography

Information
About
This
Course

Videography

Information
About
This
Course



Courses

Graphic Design

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Journalism

Information
About
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Course

Web Design

Information
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This
Course

Photography

Information
About
This
Course

Videography

Information
About
This
Course

Graphic Design

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Photography

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Videography

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Web Design

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Information & Comm.

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Graphic Design

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Graphic Design
Journalism
Photography
Videography
Web Design
Information & Communication

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Journalism

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Photography

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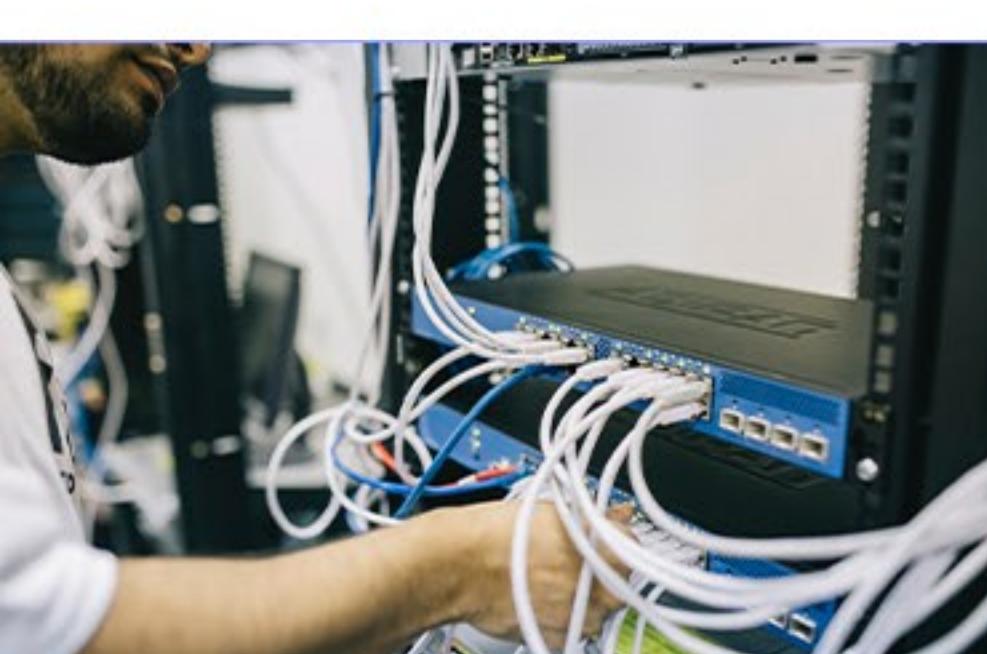


Videography

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Web Design

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Information & Comm.

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Creative Design GRAPHIC



Descriptions

But I must explain to you how all this mistaken idea of denouncing of a pleasure and praising pain was born and I will give you a complete account of the system, and expound the actual teachings of the great explorer of the truth, the master-builder of human happiness. No one rejects, dislikes, or avoids pleasure itself, because it is pleasure, but because those who do not know how to pursue pleasure rationally encounter consequences that are extremely painful. Nor again is there anyone who loves or pursues or desires to obtain pain of itself, because it is pain, but occasionally circumstances occur in which toil and pain can procure him some great pleasure. To take a trivial example, which of us ever undertakes laborious physical exercise, except to obtain some advantage from it? But who has

Where you can go

But I must explain to you how all this mistaken idea of denouncing of a pleasure and praising pain was born and I will give you a complete account of the system, and expound the actual teachings of the great explorer of the truth, the master-builder of human happiness. No one rejects, dislikes, or avoids pleasure itself, because it is pleasure, but because those who do not know how to pursue pleasure rationally encounter





Ways to Donate

Text about donation stuff

\$1000

\$500

\$100

\$50

\$25

Other

I wish to support

(This is a placeholder for a form)

Billing Address

Name

Email

Phone

Country

Add

City

State & Zip

Payment Details

Cardholder N

Card Number:

666

Zin

Donate

Phase 4 – Project Testing

James, Andrea, Austin

QA checklist

Please mark each item as acceptable or unacceptable. Include specific page references in the correction information.

Acceptable Yes / No	Baseline Validation and Content		Corrections	
x		HTML and CSS validates	I used validator.w3.org to validate, came back with no errors There is 1 contrast error. 18 errors related to heading/text/ and redundant links	
x		spelling and grammar in content and headings		
x		readability appropriate to audience		
	x	passes automated accessibility tests		
Acceptable Yes / No	Graphics and color		Corrections	
x		image quality		
x		alt tags provided for all images		
x		page download time		
x		text color accessible for differing color perceptions		
Acceptable Yes / No	Navigation		Corrections	
	x	all main navigation visible on every page	Pages not completed yet No scrolling issues Pages not complete for links	
x		scrolling issues		
	x	working links		
x		orphaned pages		
x		relative paths for pages		
Acceptable Yes / No	Browser and User preference compatibility		Corrections	
x		performance on different platforms		
	x	performance in different browsers		
x		layout works with user selected font size		
x		screen reader view of website makes sense		
General Site Comments				

Quality Assurance Corrections Form - Andrea

Website

Page	Functionality Problems(links, rollovers, scripts)	Content Problems(spelling, grammar, clarity)	Design Problems(fonts, colors, layout)
Home			Contrast issue
Home			Frequent use of H1 headings

QA checklist by Austin Finke– GTI

Please mark each item as acceptable or unacceptable. Include specific page references in the correction information.

Acceptable Yes / No	Baseline Validation and Content		Corrections
x		HTML and CSS validates	
x		spelling and grammar in content and headings	
x		readability appropriate to audience	
x		passes automated accessibility tests	
Acceptable Yes / No	Graphics and color		Corrections
	x	image quality	Too large for web
x		alt tags provided for all images	None provided
x		page download time	2.8s to interactive
x		text color accessible for differing color perceptions	
Acceptable Yes / No	Navigation		Corrections
x		all main navigation visible on every page	
	x	scrolling issues	
x		working links	
x		orphaned pages	
x		relative paths for pages	
Acceptable Yes / No	Browser and User preference compatibility		Corrections
	x	performance on different platforms	
	x	performance in different browsers	
x		layout works with user selected font size	
	x	screen reader view of website makes sense	Reader view only shows testimonials
General Site Comments			
We have put in a lot of work on this design however there is still much to be done. We are happy with our general layout and continue to work on mobile scaling and deeper pages.			

Quality Assurance Corrections Form - Austin

Gambian Talents Internship

Page	Functionality Problems(Links, rollovers)	Content Problems(Spelling, grammar, clarity)	Design Problems(fonts, colors, layout)
Home	<p>Mobile logo path incorrect.</p> <p>Mobile nav not complete.</p> <p>Nav dropdown bug (courses).</p> <p>Footer links down.</p> <p>Mobile footer incomplete</p> <p>Testimonial carousel incomplete.</p> <p>Sticky nav incomplete</p> <p>Application not downloadable</p> <p>Deeper pages completely blank</p>	None?	Class = btn-yellow poor contrast with background color

QA checklist by James Pesta – GTI

Please mark each item as acceptable or unacceptable. Include specific page references in the correction information.

Acceptable Yes / No	Baseline Validation and Content		Corrections	
x		HTML and CSS validates	Donate Button and apply button have insufficient Color contrast	
x		spelling and grammar in content and headings		
x		readability appropriate to audience		
	x	passes automated accessibility tests		
Acceptable Yes / No	Graphics and color		Corrections	
x		image quality	See error above	
	x	alt tags provided for all images		
x		page download time		
x		text color accessible for differing color perceptions		
Acceptable Yes / No	Navigation		Corrections	
x		all main navigation visible on every page	Only one page exists Nav bar has viewing issue, cannot click on links and also drops the header down	
	x	scrolling issues		
	x	working links		
		orphaned pages		
x		relative paths for pages		
Acceptable Yes / No	Browser and User preference compatibility		Corrections	
x		performance on different platforms	Safari issues	
	x	performance in different browsers		
x		layout works with user selected font size		
x		screen reader view of website makes sense		
General Site Comments				
Pages I have designed are still not applied.				

Quality Assurance Corrections Form - James

Website: Gambian Talents Internship

<https://austinfinke.github.io/fuzzy-broccoli/>

	Functionality Problems (links, rollovers, scripts)	Content Problems (spelling, grammar, clarity)	Design Problems (fonts, colors, layout)
Page			
Home	Testimonials scroll weird responsive design, instructors merge together In Safari, Nav bar appears way far over to right.		responsive design (image flips) testimonial text merges together responsive design nav doesn't work

Summary of QA reports:

Overall our site is free of errors and the HTML/CSS validates with what we currently have. The site did not pass an automated accessibility test due to insufficient contrast, a minor issue that can be fixed easily. Graphics and colors are appropriate for web but site is currently not 100% mobile friendly. The site has issues working properly in Safari and Microsoft Edge but works well in other browsers that were tested such as Chrome. We have worked hard creating this site and are happy with that has been made.

Task List - James

Here is a list of tasks we want users to test before final submission and active online presence. Please keep in mind that the links we send the user to test do not have to be accurate, just functional. In other words, if we have someone who is “Applying”, the link must lead to another website, but could simply link to www.myspace.com.

Please be unspecific in the intended destination of the interaction. Do not give away testimonials that is where we are trying to send the user.

1. Find reviews of the organization's curriculum. (Testimonials)
2. Where can you find information about the internships available? (Courses)
3. Find out where you can get more information of the organizational programs. (Apply)
4. Go look for what the goals of the organization are. (Mission Statement)

Record the number of clicks and time:

User 1: Abigail Thies

Description: 42-year old working professional female, skilled with critical analysis and average internet user. Mostly uses for online shopping and some research. Works in an educational institution, so there is an understanding of what this web site is about.

Task	Number of Clicks	Time	Notes
1	8	1:27	Commented on how little the links were working, didn't make sense.
2	6	1:12	
3	3	0:42	
4	2	0:08	Considers the mission statement belonging in the “about” section

User 2: Jim Peso

Description: 69-year old musician, average internet user. Doesn't work as well with technology as some others, so interface with website is slow. Uses the internet for movie-viewing, some mild shopping, and YouTube videos.

Task	Number of Clicks	Time	Notes
1	13	2:32	Was mostly trying to get the feel of the site
2	2	0:20	Commented on the obviousness
3	10	1:47	
4	13	3:21	Tried every link until discovered the bottom

User 3: Amy Chambers

Description: 50-year old female, therapist, average internet user. Technologically below average but understands navigation very well. Quick to adapt to browsing experience. Uses the internet for general browsing, educational purposes, and travel destinations.

Task	Number of Clicks	Time	Notes
1	7	1:42	
2	1	0:10	Easy
3	7	1:12	Thought there could be a few different places in which these could be found.
4	15	2:31	Didn't think to look at the bottom of site (footer)

Task List - Andrea

Here is a list of tasks we want users to test before final submission and active online presence. Please keep in mind that the links we send the user to test do not have to be accurate, just functional. In other words, if we have someone who is “Applying”, the link must lead to another website, but could simply link to www.myspace.com.

Please be unspecific in the intended destination of the interaction. Do not give away testimonials that is where we are trying to send the user.

1. Find reviews of the organization's curriculum. (Testimonials)
2. Where can you find information about the internships available? (Courses)
3. Find out where you can get more information of the organizational programs. (Apply)
4. Go look for what the goals of the organization are. (Mission Statement)

Record the number of clicks and time:

Task	Number of Clicks
1	0 clicks/4 seconds
2	1 click/3 seconds
3	1 click/2 seconds
4	1 click/7 seconds

Task	Number of Clicks
1	1 click/6 seconds
2	1 click/2 seconds
3	1 click/2 seconds
4	2 clicks/10 seconds

Task	Number of Clicks
1	0 clicks/ 3 seconds
2	1 click/ 3 seconds
3	1 click/3 seconds
4	2 clicks/10 seconds

Task List - Austin

Here is a list of tasks we want users to test before final submission and active online presence. Please keep in mind that the links we send the user to test do not have to be accurate, just functional. In other words, if we have someone who is "Applying", the link must lead to another website, but could simply link to www.myspace.com.

Please be unspecific in the intended destination of the interaction. Do not give away testimonials that is where we are trying to send the user.

1. Find reviews of the organization's curriculum. (Testimonials)
2. Where can you find information about the internships available? (Courses)
3. Find out where you can get more information of the organizational programs. (Apply)
4. Go look for what the goals of the organization are. (Mission Statement)

Record the number of clicks and time:

Task	Number of Clicks
1	1 / 15 SEC
2	1 / 2 SEC
3	2 / 6 SEC
4	4 / ? SEC

PAGE NOT UP

MOBILE

Task	Number of Clicks
1	0 / 4 SEC
2	2 / 3 SEC
3	3 / 4 SEC
4	1 / 6 SEC

Task	Number of Clicks
1	
2	
3	
4	

FAILED

User Testing – Summary

Eight (8) users were used for the testing parameters, facilitated by each of the three (3) group members. Most average clicks were below 10 seconds. The mediation parameters could be considered different between the moderators, as James' participants overall were considerably slower than those of Andrea and Austin.

At the time of the testing, several pages were still not placed into the main website which added some potential conflicts of appropriate navigation. One user attempted the mobile version which resulted in quick navigation. One user commented on the location of a link (Mission Statement) might do better in another location (About).

In summary, the navigational efforts by the participants are considered within appropriate parameters to achieve the goals of the sites purpose.

Website Design Heuristic (a checklist for effective design)

Website to Evaluate:	
https://austinfinke.github.io/fuzzy-broccoli/	
Purpose of the Site (one sentence):	
Enrich people lives through education and mentoring.(internship)	
Intended Users (list the different types):	
Gambian community in Seattle, WA.	
Evaluation Scale: 2=strongly agree; 1=agree; -1=disagree; -2=strongly disagree; 0= doesn't apply	
(-2 to 2) Purposeful (please use complete sentences)	
1	Site purpose is clear
1	Content is relevant to purpose and intended audience
1	Page keywords, headers, and content match
-1	Site content is current enough to serve audience's purpose
(-2 to 2) Appealing Visual Logic (please use complete sentences)	
1	Site is appealing, graphics fit well with site purpose
1	Visual design establish a consistent mood / feel
1	Visual hierarchy shows relative importance of information
1	Text is easily readable
1	Site displays well in variety of browsers / readers / devices
1	Site includes an appropriate level of details, open space, and chunking of information
(-2 to 2) Functionally Appropriate (please use complete sentences)	
1	Site provides good sign-posts (headers/nav) to identify content
-1	Site provides for user search and/or site index
1	Site provides appropriate functionality for its purpose

Website Design Heuristic (a checklist for effective design)

1	Site downloads quickly (<30 seconds on 56 k)		
(-2 to 2) Navigation Clarity (please use complete sentences)			
-2	Site is identified on every page		
-1	Navigation elements are consistent and predictable throughout		
1	Navigation labels are familiar to the user, chunked by need		
-2	Sub-navigation is organized well and linked correctly		
1	All navigation is visible at appropriate resolutions		
General Site Comments (use complete sentences)			
To assess proper site navigation and conformity could not do because rest of the page are yet to be implemented. Felt the home page is a good start in terms of color layout and fonts. The main menu items could use some redesign - Overall a nice design start.			

Website Design Heuristic (a checklist for effective design)

Website to Evaluate: https://austinfinke.github.io/fuzzy-broccoli/	
Purpose of the Site (one sentence): The mission statement is clearly listed on the site: "We strive to enrich the lives of others through education and mentorship."	
Intended Users (list the different types): Possible users include anyone looking to learn and take variety of classes offered on the site. Primarily the site is marketed to Gambian population.	
Evaluation Scale: 2=strongly agree; 1=agree; -1=disagree; -2=strongly disagree; 0= doesn't apply	
(-2 to 2) Purposeful (please use complete sentences)	
2	Site purpose is clear
2	Content is relevant to purpose and intended audience
2	Page keywords, headers, and content match
2	Site content is current enough to serve audience's purpose
(-2 to 2) Appealing Visual Logic (please use complete sentences)	
2	Site is appealing, graphics fit well with site purpose
1	Visual design establish a consistent mood / feel
1	Visual hierarchy shows relative importance of information
2	Text is easily readable
1	Site displays well in variety of browsers / readers / devices
1	Site includes an appropriate level of details, open space, and chunking of information
(-2 to 2) Functionally Appropriate (please use complete sentences)	
-1	Site provides good sign-posts (headers/nav) to identify content
-2	Site provides for user search and/or site index
1	Site provides appropriate functionality for its purpose
2	Site downloads quickly (<30 seconds on 56 k)
(-2 to 2) Navigation Clarity (please use complete sentences)	
-2	Site is identified on every page
1	Navigation elements are consistent and predictable throughout
2	Navigation labels are familiar to the user, chunked by need
1	Sub-navigation is organized well and linked correctly
1	All navigation is visible at appropriate resolutions
General Site Comments (use complete sentences) Overall, the site looks nice. It has a simple yet professional color scheme and good organization. Just needs to address a few navigation concerns.	

Purposeful:

The site has clear purpose, and it is presented very well. Easy to get the purpose from first few glances.

Appealing Visual Logic:

The home page looks great, but things are a little large. I would decrease the size of the header and the picture on home page so you can fit more things on the screen. Also, in the navigation bar, I would put the “Apply” button last, swap it with “Donate.” Since “Apply” is emphasized, my eyes go straight to it, and disregard “Donate” button when scanning the navigation bar. In some browsers, when not in fullscreen the drop-down menus are shifted.

Functionally Appropriate:

In my opinion, the “Home” button shouldn’t include a drop down to “Testimonials.” I don’t think it makes logical navigational sense. The “Courses” drop down button doesn’t allow to select the options. It shows the drop down when hovered, but when you try to go and click on one of the options it disappears. Also, there is no search field.

Navigation Clarity:

The subpages aren’t complete, so I can’t comment on this section. The few errors with navigation bar are addressed in different sections.

Website Design Heuristic (a checklist for effective design)

Website to Evaluate:		
http://austinfinke.github.io/fuzzy-broccoli/index.html#		
Purpose of the Site (one sentence):		
advertise GTI, gambian talent's internship programs and connect qualified people with those resources.		
Intended Users (list the different types):		
Gambians looking to start an internship, possibly instructors / companies willing to work through them.		
Evaluation Scale: 2=strongly agree; 1=agree; -1=disagree; -2=strongly disagree; 0= doesn't apply		
(-2 to 2) Purposeful (please use complete sentences)		
2	Site purpose is clear	most of the content is not yet finished so its hard to say if ALL of it is for the intended purpose or if the contents match headers.
1	Content is relevant to purpose and intended audience	
1	Page keywords, headers, and content match	
2	Site content is current enough to serve audience's purpose	
(-2 to 2) Appealing Visual Logic (please use complete sentences)		
2	Site is appealing, graphics fit well with site purpose	Sites graphical presentation is top tier. home page presents instructors above testimonials, but if prospective interns are the main audience, maybe those should be higher?
2	Visual design establish a consistent mood / feel	
1	Visual hierarchy shows relative importance of information	
2	Text is easily readable	
2	Site displays well in variety of browsers / readers / devices	
2	Site includes an appropriate level of details, open space, and chunking of information	
(-2 to 2) Functionally Appropriate (please use complete sentences)		
0	Site provides good sign-posts (headers/nav) to identify content	idk if this is where i should put
-2	Site provides for user search and/or site index	

Website Design Heuristic (a checklist for effective design)

1	Site provides appropriate functionality for its purpose	
N/A I have no way to test this.	Site downloads quickly (<30 seconds on 56 k)	this, but some of the nav options have drop downs, but you can't actually hover over the drop downs, the menu disappears. The drop down also stretched the nav bar down with it and squishes the rest of the page it looks pretty weird. Also I don't see a search bar.

(-2 to 2) Navigation Clarity (please use complete sentences)

1	Site is identified on every page	Only one page done so far but it is identified as the home page.
0	Navigation elements are consistent and predictable throughout	Again nav doesn't quite work how I would expect so I can't click on options.
2	Navigation labels are familiar to the user, chunked by need	At smaller resolutions, the nav bar turns into a sandwich menu which is GREAT but it isn't actually functioning yet.
0	Sub-navigation is organized well and linked correctly	
1	All navigation is visible at appropriate resolutions	

General Site Comments (use complete sentences)

Fantastic look to it, once it's finished I bet it will look and feel incredibly professional.

Website Design Heuristic (a checklist for effective design)

Website to Evaluate: https://austinfinke.github.io/fuzzy-broccoli/index.html		
Purpose of the Site (one sentence): To educate protentional internship applicants on what their internship has to offer.		
Intended Users (list the different types): Gambian young adults		
Evaluation Scale: 2=strongly agree; 1=agree; -1=disagree; -2=strongly disagree; 0= doesn't apply		
(-2 to 2) Purposeful (please use complete sentences)		
1	Site purpose is clear	-site purpose requires some investigation
2	Content is relevant to purpose and intended audience	
2	Page keywords, headers, and content match	
2	Site content is current enough to serve audience's purpose	
(-2 to 2) Appealing Visual Logic (please use complete sentences)		
2	Site is appealing, graphics fit well with site purpose	-for visual hierarchy, the page above the fold does not move your eye very well. -site displays poorly in mobile browsers, also multiple elements have vertical scroll bars that make no sense
2	Visual design establish a consistent mood / feel	
-1	Visual hierarchy shows relative importance of information	
2	Text is easily readable	
-2	Site displays well in variety of browsers / readers / devices	
1	Site includes an appropriate level of details, open space, and chunking of information	
(-2 to 2) Functionally Appropriate (please use complete sentences)		
2	Site provides good sign-posts (headers/nav) to identify content	
2	Site provides for user search and/or site index	
2	Site provides appropriate functionality for its purpose	
2	Site downloads quickly (<30 seconds on 56 k)	
(-2 to 2) Navigation Clarity (please use complete sentences)		
2	Site is identified on every page	-sub nav is organized into categories, however it could benefit from a less vertical arrangement, forcing the user to
2	Navigation elements are consistent and predictable throughout	
2	Navigation labels are familiar to the user, chunked by need	
-1	Sub-navigation is organized well and linked correctly	
2	All navigation is visible at appropriate resolutions	

Website Design Heuristic (a checklist for effective design)

		scroll down screen is frustrating.
General Site Comments (use complete sentences)		

Website Design Heuristic (a checklist for effective design)

Gambian Talents Internship

This is the final review from other classmates review of the site. Numbers in the column are the average of the sum of four (4) reviews. Revised the comments of students below into format for team review.

Evaluation Scale:

2=strongly agree; 1=agree; -1=disagree; -2=strongly disagree; 0= doesn't apply

(-2 to 2) Purposeful (please use complete sentences)

1.5	Site purpose is clear
1.5	Content is relevant to purpose and intended audience
1.5	Page keywords, headers, and content match
1.25	Site content is current enough to serve audience's purpose

(-2 to 2) Appealing Visual Logic (please use complete sentences)

1.75	Site is appealing, graphics fit well with site purpose
1.5	Visual design establish a consistent mood / feel
0.75	Visual hierarchy shows relative importance of information
1.75	Text is easily readable
0.5	Site displays well in variety of browsers / readers / devices
1.25	Site includes an appropriate level of details, open space, and chunking of information

(-2 to 2) Functionally Appropriate (please use complete sentences)

0.25	Site provides good sign-posts (headers/nav) to identify content
-0.75	Site provides for user search and/or site index
1.25	Site provides appropriate functionality for its purpose
1.5	Site downloads quickly (<30 seconds on 56 k)

(-2 to 2) Navigation Clarity (please use complete sentences)

-0.5	Site is identified on every page
0.5	Navigation elements are consistent and predictable throughout
1.75	Navigation labels are familiar to the user, chunked by need
-1.0	Sub-navigation is organized well and linked correctly
1.25	All navigation is visible at appropriate resolutions

General Site Comments (use complete sentences)

Purpose Section:

Questions arise from other users if purpose match all pages.

Appealing Visual Logic Section:

Apply button looks inappropriate aesthetically, suggested moving at the end because of the color attraction. Site displays poorly in mobile design. Has vertical bars in which were confusing to one user. Font was considered to be a bit large and header too long. Instructors were misplaced over testimonials to one user. Still need overall mild refinement in Visual Logic Section.

Functionally Appropriate:

Website Design Heuristic (a checklist for effective design)

Two users commented on a search bar. Will this be appropriate? Menu drop downs lacking functionality. One user comment on testimonials being in the wrong navigational area. Functionality is determined to needing work.

Navigation Clarity:

Navigation clarity has been addressed in other sections. Most important piece is that no pages besides the Home exist. Why is this?

Final Comments:

Navigation is incomplete, but aesthetics are appropriate, simple, and professional.

Summary of Suggested Revisions

Error Description	Testing Phase where Error Discovered	Revision Recommendation	Team Comments
Navigation Errors – many links inactive	QA, UX, Heuristic	Revision in progress	Difficulties with getting a functional navigational bar to work
In Safari, Navigation very broken	QA, Heuristic	Revision needed	James gives feedback, as he is a Mac user
CSS contrast issue	QA	Revision needed	Adjust contrast to comply with accessibility standards
Testimonials scroll issue	QA	Revision needed	In progress
Search/site index lacking	Heuristic	Revision suggested	Consider discussing with client about implementation of search, or design index
Site is not identified on every page / Subnavigation is not linked correctly	Heuristic	Revision needed	Feedback reflects incomplete additional pages



"We build people." - Pa Ousman Joof

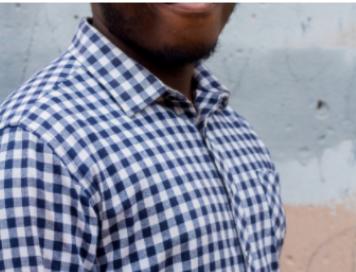
Gambian Talents Inc | Founder

**"WE STRIVE TO ENRICH THE LIVES OF
OTHERS THROUGH EDUCATION AND
MENTORSHIP."**



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MENTORSHIP."**





Akachi Prince



Rotimi David



Hatham Oby

TESTIMONIALS



[LOCATION INFORMATION](#)

[MISSION STATEMENT](#)

[APPLICATION](#)

[SAFETY](#)

[POLICIES](#)

[NON-DISCRIMINATION](#)

[PRIVACY POLICY](#)

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COURSES



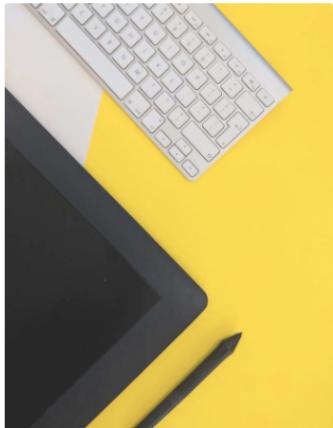
JOURNALISM



MARKETING



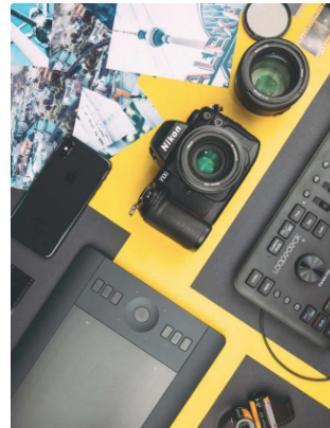
PUBLIC SPEAKING



GRAPHIC DESIGN



VIDEOGRAPHY



PHOTOGRAPHY



WEB DESIGN



INFORMATION TECHNOLOGY

Graphic Design



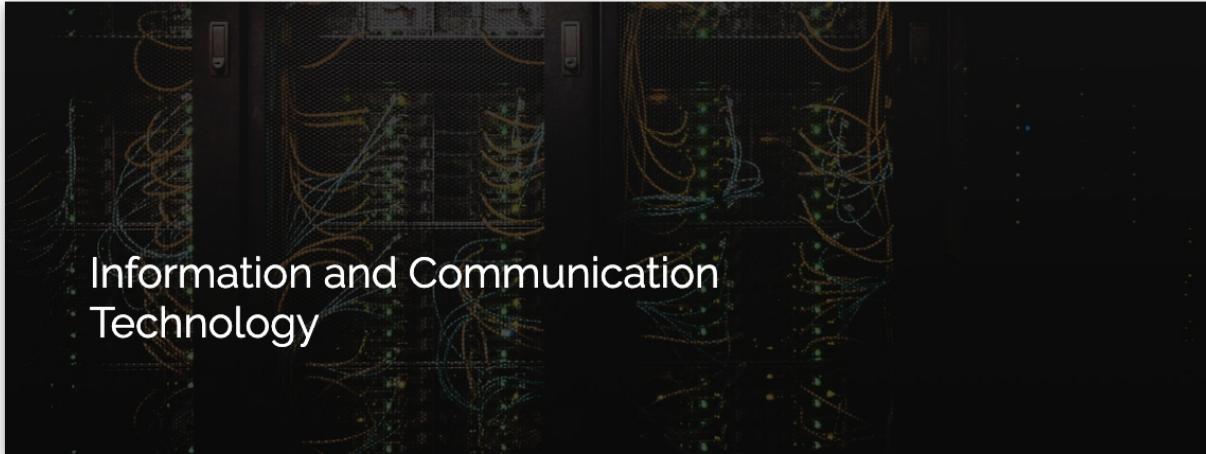
Course Description

But I must explain to you how all this mistaken idea of denouncing of a pleasure and praising pain was born and I will give you a complete account of the system, and expound the actual teachings of the great explorer of the truth, the master-builder of human happiness. No one rejects, dislikes, or avoids pleasure itself, because it is pleasure, but because those who do not know how to pursue pleasure rationally encounter consequences that are extremely painful. Nor again is there anyone who loves or pursues or desires to obtain pain of itself, because it is pain, but occasionally circumstances occur in which toil and pain can procure him some great pleasure. To take a trivial example, which of us ever undertakes laborious physical exercise, except to obtain some advantage from it?

Where can you go?

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Journalism



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Web Design



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Videography



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