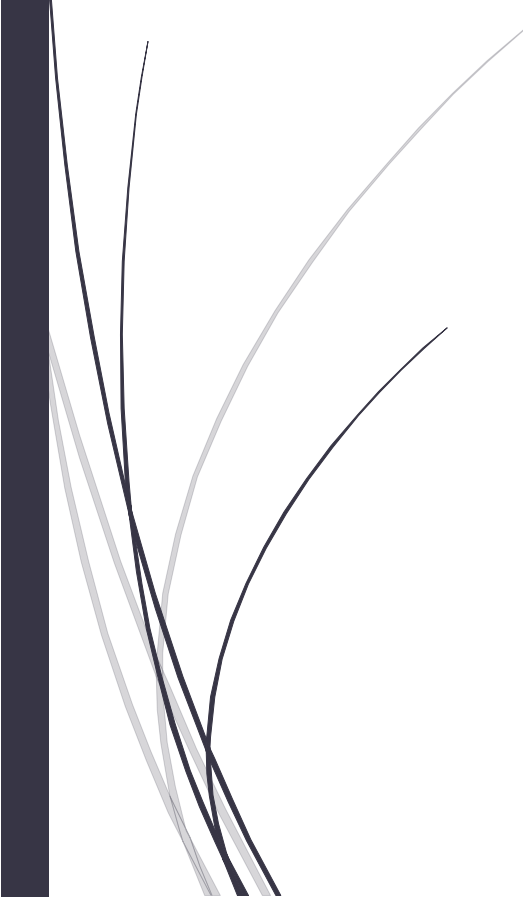
A thick dark blue vertical bar runs down the left side of the page. A blue arrow points to the right from this bar, containing the date.

21/03/2014

# Assignment 2

Design and Time-Frame Plan

Several thin, curved lines in dark blue and light grey originate from the bottom left corner and sweep upwards and to the right.

26063875  
COMP1056

# Assignment 2

## Design and Time-Frame Plan

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## Website theme, pages and structure

My website is going to be for a children's book publishing company called 'Big Wolf Books', so its primary purpose will be for branding. The website's audience will be mostly children's book writers or illustrators but also potential investors, primary school teachers and parents. Due to the fact that this is the target audience branding will be very important, the website will need to create a clear idea of what the company does, what their style is and who the main audience of their books are. The age range of their books will be 3-9 and so the theme and style of the site will centre around this age range to clearly put this across.

### Information Architecture

#### Organisation Systems

My organisation system will be more ambiguous because I do not think that for the majority of the website an exact organisational structure such as alphabetical would be appropriate. However, I will use a mixture of organisational structures the majority of the website will either be organised by content/topic or by audience. My organisation structure will be hierarchical and I will balance breadth with depth so that I have both a range of pages but that also where appropriate I go into more detail.

#### Labelling Systems

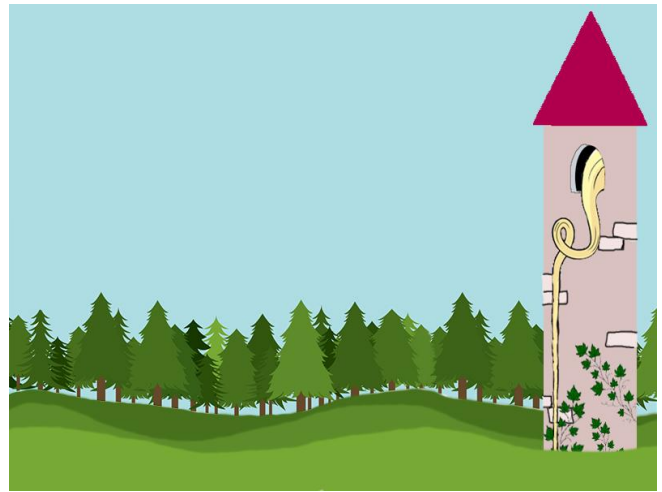
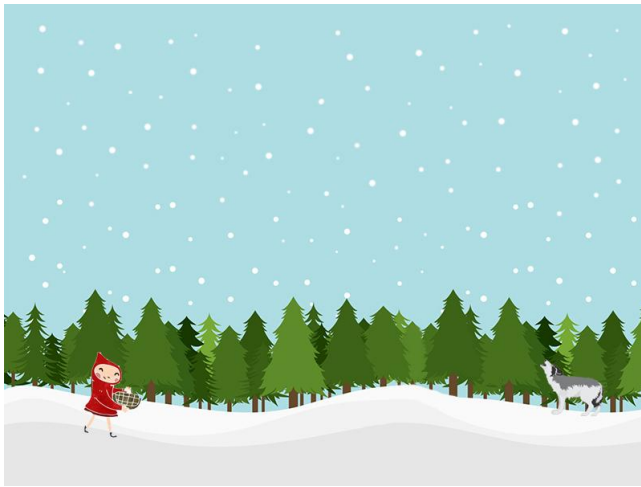
I will be careful and intentional in my choice of language for labels such as the links on the navigation bar and page headings, it is important that the language chosen is appropriate for the audience therefore the pages such as About that are targeted at potential investors or authors will use more formal language. Also the Events page directed at teachers and parents will need to have a balance of formal and fun, so that it seems both professional and child-friendly. For headings and key points on the page numbering, bullets, bolding and indentation are especially important. Headings must make it clear what the page talks about and also eye-catching. Consistency is of the utmost importance when it comes to labelling.

#### Navigation Systems

The website will have both a site wide navigation system through the navigation bar at the top of the page but some pages will also have their own contextual navigation systems and these systems will differ from each other but I will try to keep them intuitive and easy to understand. In addition to this I will include a sitemap as an alternative navigation system. Three big navigational issues that I will avoid are: inconsistent colouring with visited/unvisited links, breaking the back button and disabling the bookmark feature. It is important to keep the navigation flexible so that users can easily navigate back to pages without having to step back through each page they have clicked on since the homepage. For example, it must always be easy for the user to navigate back to home so not only will it be on the navigation bar but the logo in the top left will also serve as a home link.

## Theme

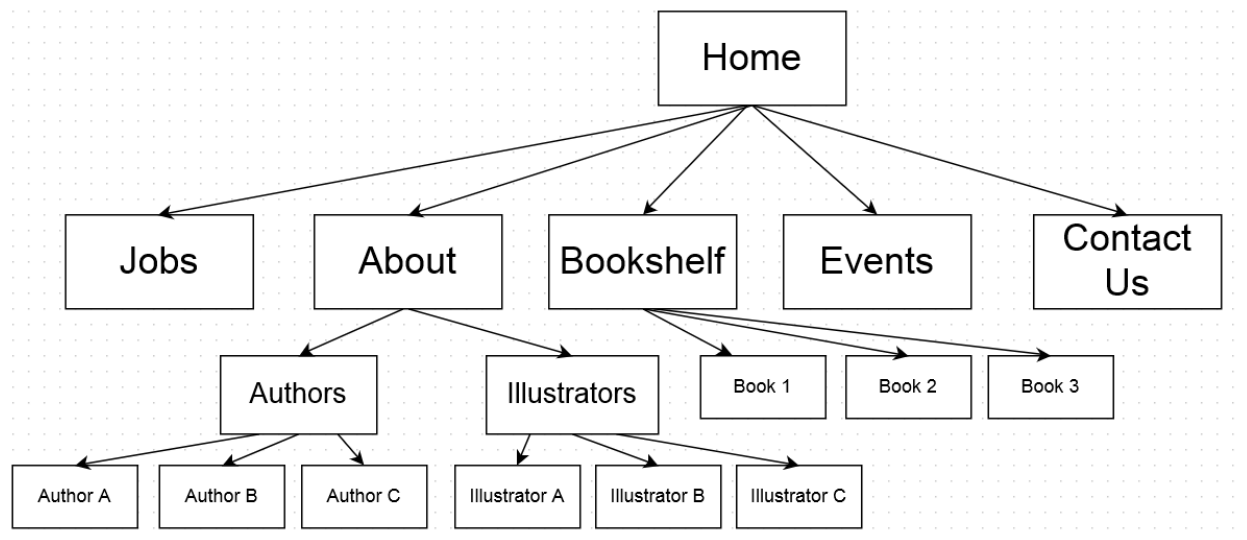
The theme of the site will be focused around classic fairy tales such as red riding hood, Rapunzel and Cinderella by authors including Charles Perrault, Hans Christen Andersen and Grimms Brothers. These will make up the backgrounds of the pages but it will be important to make them simplistic and not too overbearing or distracting from the actual content of the pages, which is also important in balance with the branding and style. The style of the background and content such as navigation bar will therefore be a relatively simplistic cartoon. It will be important to ensure a consistent style across the site, in all aspects of the site including colour scheme and typeface which I will go into later.



## Pages

The site will contain a number of main pages, some of which will have a number of pages expanding on that page, others will simply be one page that connect to the other main pages through the navigation facilities. The main pages (those on the navigation bar) will be the Home page, About page, a Bookshelf page, a Jobs page and Events page and a Contact Page. The About page will include the information about my development of the site and some information about the company which is what would usually be on that page. It will also contain links to the authors page and the illustrators page. The Bookshelf page will have a collection of images of the published books and each of these images will link to another page with some more information about each book and it will use an alphabetical organisational structure. The Contact page will have contact information for the company but also social networking links. This page will also have a google map embedded in the page for the location of the offices. The Events page will have a calendar of all the upcoming events such as book signings by any of the authors or one-off classes run by the illustrators. It will also have information for schools who want to arrange sessions with any of the authors or illustrators. The Jobs page will be directed towards any people interested in applying for a job at the company this will also include a small form to sign-up for updates of any job opportunities.

### Site layout, and Navigation



I will include links to a sitemap of my website to help with navigation. I will have one main source of navigation, the navigational bar at the top of the page but the About page and the Bookshelf page will have their own inner navigation system. The Bookshelf page's has been described above but the About page will have image links to the authors page and the illustrators page which will in turn have inner page links to the individual author or illustrator page. For this section of the site I will have a link trail to show the user where they have been and to help them navigate backwards and to build context, the example of this can be seen below.

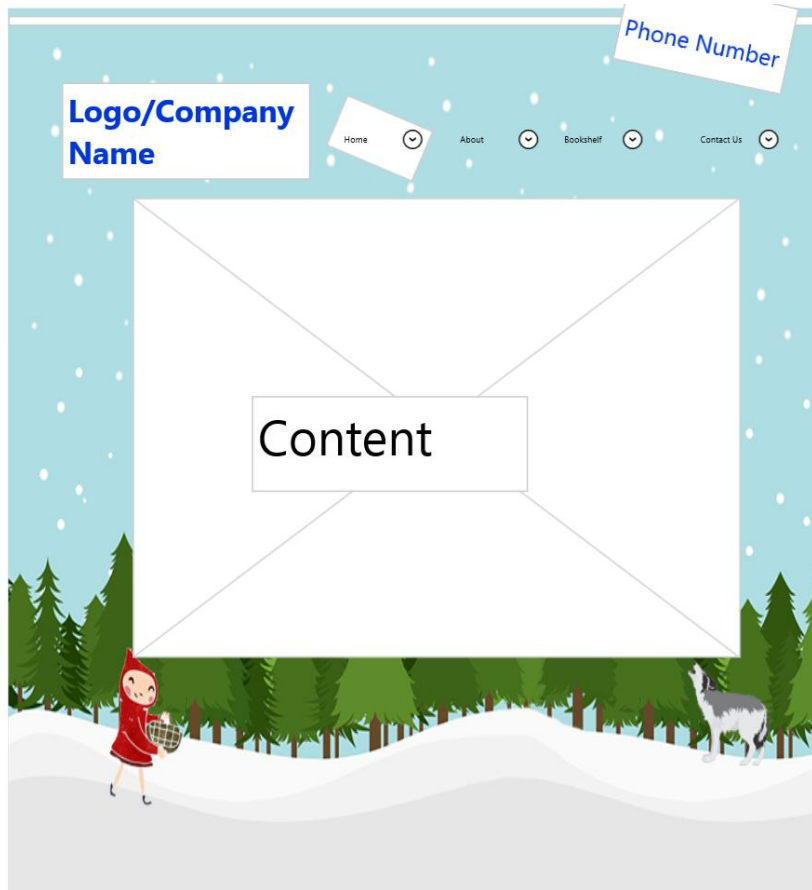
🏠 Home > Dresses > Pencil Dresses

My site will use a mixture of topic and audience organisational structures. For example the About page and subpages will be organised by topic. The Jobs and Events pages are clearly organised by audience the Jobs page is for prospective employees or people who are interesting in working for the company. The Events page is for teachers or parents who are interested in either running an event or attending one. The Bookshelf page might be for prospective authors to see examples of the companies work.

### Structure and Page Layout

My site will contain one main navigation feature. The main navigation bar with links to the pages as named above will be horizontal. The navigational bar will be available on all pages in the same place and will look the same because consistency is very important. The page layout has been roughly sketched out in the image below. At the top of the page on the left will be the company name and logo. To the right of this will be the horizontal navigation bar. At the very top of the page on the right will be the phone number and these things will be consistent on all pages. The content of the page will sit in the middle 80% leaving 10% page space either side. This will space things out a little and will serve both to show a bit of the background and to try to keep the page from looking cluttered. Some pages such as Jobs page will fill this with text content mostly and will have a well organised layout that I will try to keep consistent wherever possible. I will stick to a 2/3 and 1/3 column layout (rule of thirds) for this inner content section,

with the left column taking up 2/3 of the space and the right 1/3. However, some other pages will have a more distinct inner layout of their own namely the home page and the bookshelf page. The reason that the Home page will have a slightly different layout is that it needs to look interesting and eye catching to keep the users attention and also because it will have different content to the other pages due to its nature. The Bookshelf page will have a different layout, not complying to the 2/3 1/3 columns, it will have a sort of collage of the different books produced by the company. These images will then link to another page with a bit more information about each book.



### Accessibility

It will be important to make my site accessible, this the main audience but it is important that the site is accessible nonetheless. The W3C has a number checks for things that must be included for increased accessibility. This includes a page title, alt text, headings, resize text and contrast ratio throughout the website. I will need to ensure that my site includes or allows for all of these things. I have also discussed throughout the ways that I will ensure the sites usability.

### Widgets

The Events page will have a calendar of all the upcoming events such as book signings by any of the authors or one-off classes run by the illustrators. I will use some of the jQuery UI to help with

this, namely the date picker widget, but I will implement this slightly differently so that any dates which have an event on will be highlighted in green, these dates can then be selected to get information about what that event is. I will have 2 forms on my website one also on the events page to receive monthly emails about upcoming events and the other will be on the jobs page for anyone interested in working for the company to receive updates about job vacancies. For both of these forms I will use the jQuery UI and cookies to help with the autocomplete of the forms, for example with the email address field.

## Colour Scheme and Typeface

The main colour scheme for the site will be blue and green predominantly for the background and features and then I will stick to a simple black for the text that isn't a link. I think that the black text will stop it from getting too much and having too many colours as the background will be quite colourful, although as I said I will try and stick to predominantly blue and green. Because the website is for a children's book publisher and the website aims to create a brand around that audience, it is quite important for the website to be colourful and interesting.

The main font for the content of the site will be 'Corbel' a relatively simple but round font, it is quite a small font so I will be sure to make sure that it is size 12 or 14 at least because it is important that it is easy to read. The other fonts that I will be using are 'Axure Handwriting' which is a nice round and quite casual font, which is in keeping with the style of the site as a whole, this I will use for page headings and subheadings below the navigation bar. I will also need a font for the logo and company name at the very top of the page above the navigation bar. I am considering one called 'Orange Juice' and another called 'Wolf in the City' but I have not decided yet, for this I will try a few different style once I have most of the website done to get a better idea of which will fit the most.

*Wolf in the City*

*orange  
juice*

ABCDEabcde

-Axure Handwriting

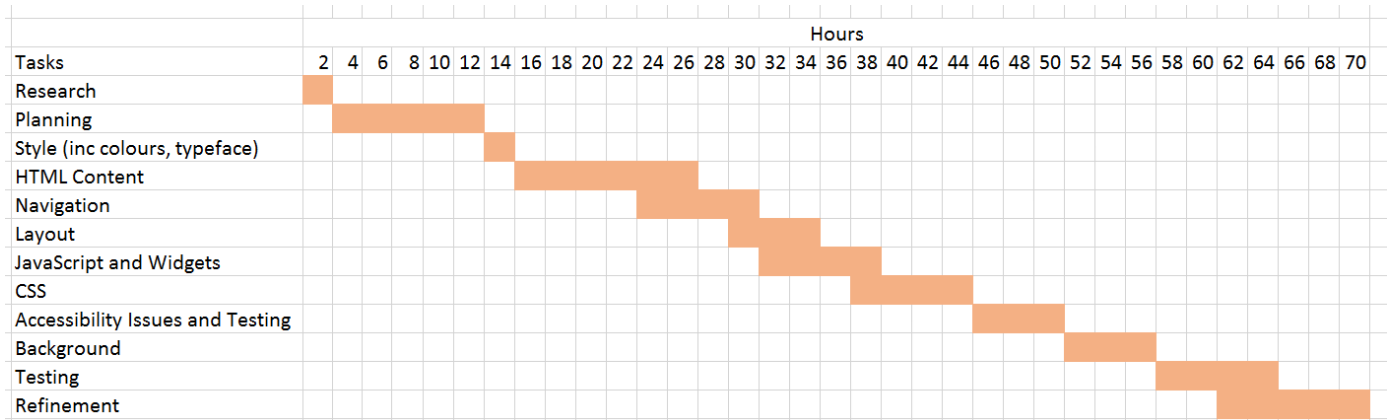
## Corbel Sample

This is a sample of the font which I will use for the bulk of the content on the website, this text is just to see how it will look in a larger volume of text.

The section of the website that the user is currently in will be indicated in the navigation bar by a diamond shape behind the item in the bar. The text will also have changed colour to a medium blue and the other options on the navigation will be black. When the item is hovered over in the

navigation bar it will turn green. For any links within the page the text will change colour after the user has visited them, these visited links will also change to blue once clicked, unvisited links will be green. It will be important to ensure that the colours used for font contrast with the background and are easy to read to help usability and accessibility.

## Site Features and Gantt chart



## List of Features

Page the feature fits	Feature	Priority(1-5, 1 is high)	Time allocated (hours)
All	Company logo	4	1
All	Navigation	1	4.5
All	Page Layout	1	2
Home	Scrolling photo banner	3	1
All	Text content	2	2.5
Home	Large image tile links to other pages	2	1
About	Subpage navigation	1	1.5
Events	Event Calendar Widget	1	3
Jobs	Job opportunities Newsletter Form and form validation	2	1.5
Jobs	Jobs form cookies/autocomplete	3	1
Events	Events Newsletter Form and form validation	2	0.5
Events	Events form cookies/autocomplete	3	1
All	Page background	4	6
All	Sitemap	2	1
All	Specific colour scheme for the site	2	2
All	Accessibility features and testing	1	4
All	All other CSS (inc. font etc.)	2	4
Home	Sourcing images	5	1



Bookshelf	Sourcing images	5	0.5
Authors and illustrators	Sourcing images	5	0.5
Contact Us	Social network site links and icons	4	1
Bookshelf	Centre page layout	2	2
Home	Contact info banner	4	1