**MS321 Assignment 3 - Web Site Design and Development**

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1. **Introduction:**

We chose brief #1 – to design a website for an upcoming Irish designer, as we knew there would be a lot of resources available such as high-quality images, videos, etc, that we could incorporate into the website to achieve a modern design.

We created a site for the fashion designer Joanne Hynes, best known for her collections with Dunnes Stores. We chose this designer because she has a unique and striking style and we knew we could translate this into a stylish website that reinforced her brand and image.

1. **Theme / Overall Design:**

We wanted to create a minimal, modern looking site – we chose to keep a white background and grey or black text across the site, as Joanne’s colour schemes and style vary from collection, therefore this theme would complement the various striking colours present in her designs. We edited the CSS of our first HTML page until we achieved our desired design, and then used this as a template for the other pages. Another element of our theme was to include a repeating title on pages such as collections, exhibitions, awards, etc., which creates a banner effect and distinguishes the header from the content, as the white background can cause the two to blend in to one.

1. **Header:**

We created a logo for Joanne using Photoshop and placed this in the header on the left. We inserted hyperlinks across the rest of the header to act as a menu to allow access to the other pages on the site.

1. **Footer:**

As well as including copyright text, we though it was important to include links to the designer’s social media, to allow the user to keep up with her latest posts and updates. We implemented this in the form of social media icons in the footer. We downloaded the icons and resized them in Photoshop. We decided we wanted a ‘focus’ effect where the icon would lighten when hovered over by the user. We achieved this by using a rollover image and used Photoshop to lighten the icon and use this as the second image. We sourced the icons from ( <https://www.iconfinder.com/social-media-icons?price=free> ).

1. **Pages**
   1. **“Enter” Page**

We decided that we wanted to use a welcome/enter page with a rollover image to immediately showcase Joanne’s distinctive style. We sourced an image from her latest collection and used Photoshop to create an eye-catching mirror effect and overlay the logo over it. We then further edited this image by changing the saturation on top of the logo and the enter text. We inserted the rollover image as the only element in the page and used an image map to allow the user to click the “ENTER” text on the image to go to the homepage of the site.

* 1. **Home Page**

As the focus of the website is to promote Joanne’s products and collections, we created a graphic to advertise her latest collection’s availability in Dunnes Stores and displayed this front and centre in the homepage. Keeping up with the theme established by the image in the enter page, we again used saturation and rollover images to draw attention to this graphic, which links to Joanne’s products on the Dunnes Stores website.

Below this image, we used a table to display alternating links to the most important parts of the website, and images of Joanne’s designs. To keep things simple and user-friendly, we used minimal text, and arrow icons as buttons which link to the pages.

* 1. **Collections**

To add to the user’s experience, as people take in more information through visuals than through text alone, we embedded a video in this page promoting the latest collection by Joanna. We created graphics in Photoshop for the four collections we included in this page and inserted them below the video – when clicked they bring the user to the corresponding collection page.

* 1. **Individual Collection Pages – AW18, SS18, AW17, SS17**

In these pages, we firstly included the graphics mentioned above in 5.3. We then inserted rollover images for each piece from the collection – when hovered over they show the user further detail of the piece. Below each image we included the name and price of the piece, which when clicked brings the user to the Dunnes stores link where they can purchase the product.

* 1. **Press & Awards Page**

This page acts as navigation page where the user can choose to look at either press or awards – we used the same style as previously used in the homepage, with images and arrow buttons to guide the user towards the desired page.

* 1. **Press Page**

This page contains links to articles/press releases about Joanne’s exhibitions and designs. We included the headlines from these articles as well as associated images and a short overview of each article, to entice the user to open the link.

* 1. **Awards Page**

We used a collapsible panel to allow the user to view Joanne’s awards by year to make the page more concise, and to showcase each year’s progress. To keep the page interesting and not completely text-based, we inserted an image of the designer.

* 1. **Clients Page**

The purpose of this page is to showcase the various brands and celebrities that Joanne has designed for. To keep the experience interactive, we used rollover images to display firstly, the brand/celebrity’s name, and secondly, Joanne’s work for this individual or brand. We purposely chose, or in the case of celebrities that did not have a logo, created, graphics that were black and white, to keep the page uniform. We also included a short line about each piece being displayed, allowing the user to find and purchase the product if they wished.

* 1. **Exhibitions Page**

On this page, we again used collapsible panels to display the different exhibitions. In each panel, we embedded a video from the exhibition, and inserted pictures of the highlights from the show. As this page is more about showcasing the pieces than advertising them, we did not include any text.

* 1. **Contact Page**

This page provides the user with the opportunity to directly send a message to the designer. We inserted text fields and areas where the user can enter their name, email, and finally their message. Below this we inserted a Send button.

* 1. **About Page**

This page consists of two rollover images which when clicked, allow the user to enter the “About Joanne” page, or the “About The Studio” page. As the ‘About’ section is split into two, we decided to split this page into two halves. We incorporated the saturation effect once more in the rollover images, to keep this theme consistent throughout the site.

* 1. **About Joanne Page**

This page is a simple informational page which gives an overview of Joanne’s life and achievements so far. We again used Photoshop to create a graphic which would add some colour to the page.

* 1. **About The Studio**

We used a similar layout as above for this page which provides information about the design process and fabrics used in the studio.