CP3402 Week 1 - Web Design Basics

blackrabbits.xyz

Learning Resources: [Introduction to Web Design and Development](#)
Practical: [Basic Web Design](#) - static web site

Week 2 Prac 1 - Learning Activities - *Web Design Basics (Create a Static Website)*

The aim this week is to come up with a suitable start up idea which is different to previous attempts at this subject. Not only to address plagiarism, but also to adapt to a new mindset. This mindset is about passing this subject hopefully with empirical evidence. i.e to learn from my mistakes and to change my actions, so I don't make the same mistakes. This will be a common theme with my subjects in SP1 2022.

My domain name <blackrabbits.xyz> comes courtesy of Namecheap and the webhosting service will come courtesy of Digital Ocean with a surprise of $100 of free credit. Yassssss.

1. It's the right price.

2. Rebranding of bootstrap theme to include a hero image (orginal artwork - Earl Rosas)
    Download Free Bootstrap Theme. Basic HTML knowledge to rebrand and utilise quickly.
    I decided on the 'album' template in the examples download. (see [Examples · Bootstrap v5.0 (getbootstrap.com)](#)

The Start Up

I still don't believe that I have a grasp of the idea of a 'Start Up'.   Also, in my mind, a start-up could be considered as a re-orientation of something that already exists. I also think that I will create content if I can align my values to it. With this in mind I have decided to start with a target audience. Who better to fashion this market on than myself. I've always had this idea of printing t-shirts with environmentally friendly materials. (Believe it or not.. cotton is not that environmentally friendly, so I am going to go along the route of recyclable and eco-friendly materials to make eco-friendly sports wear, for middle-aged men, who want to contribute in a small way to the environment

I have the domain name of BlackRabbITsolver.club (With this branding in mind, I thought, why not design

a running shoe under the brand name Black Rabbit. Promotional products such as clothing and accessories, would be easy to achieve. Now I just have to design a shoe. (or think of some other idea apart from IT services which was my idea last year).

So I surfed around to look at the market for recycled textiles in sports shoes and I came across vegan shoes on https://www.adidas.com.au/me. The first thing that struck me was the layout, the images and the colors. The message was very cool too.

The colors resonated with me. I also remember a lab that made flip flops out of plant algae, which is bio-degradable. I wear thongs (sorry flip flops) and I would love to wear a pair of bio-degradable flip flops. I am far from a Environmental Warrior, but maybe that should (and could change).

Gotta Learn This Stuff
Environmentally safe / Bio-degradeable textiles

Estimated Hours
Static website design including bootstrap template and HTML (6 hours over 2 to 3 days)
Researching sustainable clothing start ups (1 hour)

Namecheap
Digital Ocean

Week1 - Thursday - Help Session

Resources/Links

Sustainable Clothing Brands & Startups Reinventing The Industry By Linchpin (linchpinseo.com)

https://www.adidas.com.au/men

Mizuno TF-02 - Mens Training Shoes - Black/Phantom | Sportitude Training

Men's Sweatsuit Hoodies Set Solid Color Pocket Casual Daily Sports Sportswear Casual Hoodies Sweatshirts Blue Black 8888165 2022 – $103.52 (lightinthebox.com)

sports shorts - Bing images

Content Insights

Content is being worked on (more research needed) as well as working on layout. I really wanted to apply myself to the bootstrap template and see what I could customise. However, I did watch a particular youtube video. Bootstrap 4 Tutorial [#7] Free Template Examples - YouTube

The interesting thing was that this video customised the same album template, however, I worked with

the min.css file. The min.css file was very difficult to read especially with no formatting and tabulation. The template in the video actually had an album css file, but the album template that I downloaded did not seem to have one. But I assumed that the dist folder int he examples download folder held the css file for any example that did not have an accompanying css file.

Working with the VS Code was very smooth as well. That would be the best way that I could describe it.

- recycled running shoes
- Insipirational quotes (excercise, running, kindness, the environment)
- Links to social media: Facebook; LinkdIn
- Personal bio
- Adding gallery images of 1) sportswear/shorts 2) Black t-shirts (to edit with logo and quotes 3) sportswear/shoes
- Inserting profile picture into the "About" section with a simple email

I also wanted to add a php form to sign up for a catalogue, to build a database of customers. Also giving me practice on php.

GitHub pages

I had trouble adding files to my GitHub Repo. I don't know what I was doing wrong.

I couldn't add the files in folders which is how I was able to link the stylesheet.

Employability Insights.

I used to think of my logo of the Black Rabbit as akin to Dark Swan; Dark Horse, Ugly Duckling etc representing 'the other'.

But my ideas around branding have changed recently. I think it is necessary to balance both the dark and light. Hence, the use of a white and black rabbit - more aligned with Yin and Yang. Balance. Not either / or and that way both can exist.

I wanted to have a philosophy associated with my static web page, especially to be able to talk to my target audience. In terms of sustainable clothing something new is made from waste, but ultimately it is a balance between waste and renewel.

So I started with the branding first, because I have a belief that there is a marketplace for people like me who want to help people catch up with technology, or at least just see themselves in wider popular culture. There are too many challenges with dissemination of information and it could be so simple just to be inclusive. But hey, whatever sells right?

With an interest in capacity building amongst the vulnerable as well as developing research ideas for Post Graduate studies around increased meaningful stakeholder engagement between Indigenous and non-indigenous Australians, I wanted to utilise this theme of balance.

Hours target: 4 Hours
Current: **00 Hours**   Remaining: **04 Hours**

Points target: 4 points
Current: **0 Points**   Remaining: **4 Points**

There are 0 assets in this activity log

DISPLAYING RESULTS BY CREATED DATE (OLDEST FIRST)

No assets match the criteria for this activity log, or the criteria has been deactivated.

TOTAL		00 HOURS 00 MINUTES		0 POINTS
REMAINING		04 HOURS 00 MINUTES		4 POINTS

Appendix

[blackrabbits.xyz (1 of 1).jpg - 5985x1307](#)
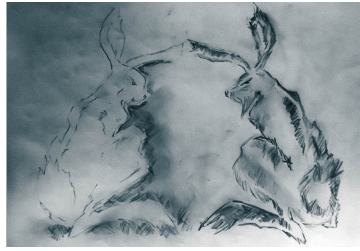
blackrabbits.xyz (1 of 1).jpg - 5985x1307

png (4231 KB)