FIT 1012 ASSIGNMENT 1

**USR.com (United States Robotics)**

1. Concept
2. The concept of the website is based off the 2004 science fiction action film, iRobot directed by Alexis Proyas and produced by Davis Entertainment and Overbook Entertainment.
3. Based on the movie, the website aims to act as the USR company website to advertise their robots internationally.
4. Target Audience
5. The website aims to target the general public including individuals and companies.
6. Vivid light colours and simple layouts were used to make it appealing to the public and easy for anyone.
7. Site Aims and goals
8. The site uses bright vivid colours to make it more appealing and stick to the product theme for the general product and the public.
9. The website is made very simple and readable for anyone to understand despite the attractive colours used.
10. The website aims to achieve USR higher sales with easier information about their robot models and easy access to placing orders with up to date news about their robots to the public.
11. The website aims to make contact with a lot of contact information to the international public to keep up to date with news or issues.
12. The website also aims to make it easier for the public to know where and how to order their products from the online orders option to the way the company handles with dealers to make distribution easier.
13. Website Features/Architecture
14. 17 images
15. 1 Video
16. 6 html webpages
17. 1 cascading style sheet
18. References and Source material
19. Despite the website being based off the 2004 movie, more material inspired the content such as eset’s marketing robot figure.
20. The entire website concept background is fully based on the USR company from the movie and its marketing aims.
21. The following images and video with their source and references are listed below:
    1. Video1- edited and obtained from the “I.Robot- Official Trailer[HD]” youtube video from the channel, VikiTrailers.
    2. Assembled 1.jpg- obtained from <http://www.moustachemagazine.com/wp-content/uploads/2013/12/irobot1.jpg>
    3. Store.png- obtained from <http://91.207.61.14/m/uploads/v_p_images/2004/01/1425_6_screenshot.png>
    4. Custom Hub.jpg- obtained from <http://preview.turbosquid.com/Preview/2014/05/23__13_05_27/IRobot1.jpgef7ec06a-4543-4ef3-a641-7d27dcbbf1e6Original.jpg>
    5. Robotx.jog- obtained from <http://static2.wallpedes.com/wallpaper/wallpapers/wallpapers-for-gt-robot-background-hd-colorful-robot-wallpaper-hd-wallpapers-for-android-walls-mobile-iphone-tumblr-phones-home-5.jpg>
    6. Robotz.jpg- obtained from <http://images7.alphacoders.com/437/437928.jpg>
    7. Order Robot.jpg- obtained from <http://cdn2.itpro.co.uk/sites/itpro/files/styles/gallery/public/images/dir_162/it_photo_81106.jpg?itok=pf4BZVc8>
    8. Robot-and-human-team.jpg- obtained from <http://www.discountshop.com/blog/wp-content/uploads/2014/01/Robot-and-human-team.jpg>
    9. Robot.jpg-obtained from <http://images4.alphacoders.com/113/113178.jpg>
    10. Master-in-Robotics\_smaller.jpg-obtained from <http://imgkid.com/dload.php?i=http://lasallealmere.nl/wp-content/uploads/2013/08/Master-in-Robotics_smaller.jpg>
    11. Humanoid-robot-robots-3d.jpg- obtained from <http://pixshark.com/dimg.php?i=http://www.hdpaperwall.com/wp-content/uploads/2013/11/humanoid-robot-robots-3d.jpg>
    12. Locations Mao.jpg-obtained from <http://p1.pichost.me/i/56/1800322.jpg>
    13. Background.jpg- obtained from <http://img.wallpaperstock.net:81/minimal-gray-to-white-gradient-wallpapers_33797_1920x1200.jpg>
    14. Robot 3.jpg-obtained from <http://p1.pichost.me/i/72/1968834.jpg>
    15. Robot 2.jpg0obtained from <http://wallpapers87.com/wallpapers-n/robots-technology-security-bot-modern-think-eset-softwares-_255063-59.jpg>
    16. Humanoid\_robot-1920x1080.jpg- obtained from <http://www.hdwallpapers.in/download/humanoid_robot-1920x1080.jpg>

Research made from:

1. [www.W3dschools.com](http://www.W3dschools.com)
2. Jon Duckett’s “HTML and CSS design and Build Websites” 2011 published by John Wiley and Sons, Inc. in Indianapolis, USA.
3. <http://css3.bradshawenterprises.com>
4. <http://www.sitepoint.com/html-css/>