

Individual Assignment #1 –

Website Design and Development Using Computer Management Systems (CMS)

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CIT2011: Web Programming

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Module Name: Web Programming

Module Code: CIT2011

Name and Description of CMS

Wix is one of the most popular content management systems (CMS), that was created to suit beginner and professional website builders alike. It offers creators a variety of drag and drop templates after they have completed a quick questionnaire to get an idea of what their site will be about, making development quick and easy – the option to create starting with a blank canvas is also available.

Wix's website boasts built-in features for eCommerce, marketing, scheduling, branding and it was the first CMS to introduce AI development assistance to its users (since 2016). An in-site video maker (powered by Vimeo) and a photo editor are also provided. Wix also accommodates professional web developers as they have implemented a full stack development system in Velo by Wix. There is a limited free version and payment options if users desire to continue using the platform.

No template was used, the project was built entirely from blank canvases.

Why Was Wix Chosen?

I recall using the Wix platform to build my website for my Information Technology SBA in high school. The drag and drop editor (at the time) was simple and easy to use, I would like to see how things have changed and possibly improved.

Three key advantages of using Wix are: as stated above its tools are highly user/beginner friendly, the platform provides a myriad of design and development tools so users do not have to source those tools themselves (some important ones are SEO/ marketing, eCommerce and branding) and the platform offers a space for freelance developers (Wix Studio) and professional web developers (Velo by Wix), this makes serverless creation easy and collaboration seamless.

However, though Wix is a superb platform, it has its cons three of which are: its lowest paid plan does not include a free domain and Wix branding will show up on the creator's site, this is undesirable as many top competitors have better plan options for lower the cost. Another disadvantage is once a template is chosen the user cannot change it, if the user decides on another template later all the content from the first will have to be manually transferred to the other. Finally, there is no free tracking and analytics, even if it's free outside analytics the creator must upgrade their plan to connect it, this is objectionable as website owners usually check how often their sites are visited and want to analyse visitor activity.

Using a CMS Versus Building a Website from Scratch with HTML, CSS and JavaScript

There are a multitude of benefits to using a Content Management System rather than building a website from scratch using Hypertext Markup Language (HTML), Cascading Style Sheets (CSS) and JavaScript.

Quick/ Time Efficient - for a person who just wants to get a site up and running, a CMS would be a better option since they don't have to take time to write, edit and debug multiple lines of code. But depending on the CMS used creators/ developers will still have the option to inspect background code and tweak it to their liking as the content and code are displayed and accessed separately.

Ease of Use - in the case of creators who have little to no experience with code, it would be in their best interest to use a CMS. Most platforms are conscious of beginner and mildly seasoned website builders and optimize their sites with them in mind. Ease of use being the ability to build and manage a website and publish content as though they were using a word processor.

Cheaper/ Cost Effective - any person, organization or institute wanting to build a website but does not have the budget for a professional developer would go in the direction of a CMS. of course, to have a fully functional site in the long term they will have to invest in various payment plans, which may be cheaper than paying a developer to update and maintain their site.

Freedom - any creator wanting complete and ultimate control over the vibe and functionality of their website may turn to a CMS and create it themselves, rather than seek out a developer/ designer that might lecture them on what the site should and should not do or should and should not look like.

Extensive Plugins - when users build their sites from scratch, they must source and link additional tools for the site themselves, though if a CMS is used highly useful plugins are (often) conveniently offered to users for a fee - usually included in their paid plans. They can immediately link and setup these plugins, maybe even with the help/ advice of the platform being used.

Business Description

History and Story/ Inspiration

Introducing Bourre Legacy Winery: Where History Meets Flavour

In the heart of the Caribbean, amid the lush landscapes of Jamaica, lies a story of resilience, heritage, and the pursuit of a dream. It is a tale that stretches back through generations, tracing its roots to the enigmatic and determined figure of Monsieur Bourre, a man whose legacy has been transformed into something truly extraordinary. Welcome to Bourre Legacy Winery, where we celebrate the indomitable spirit of our great, great, great grandfather Bourre.

A Journey Through Time

Bourre Legacy Winery is not just a name; it is a story etched in time. Our story begins with Monsieur Bourre, a Frenchman who found himself entangled in the turbulent history of colonial Jamaica. In an era marked by the grim shadows of the slave trade and the relentless pursuit of wealth, Monsieur Bourre managed an estate like no other. He was one of the few Frenchmen who clung to his land in the face of British dominance, a testament to his unwavering determination.

The Solace in the Glass

Monsieur Bourre's life was not without its burdens. Fearing the relentless pursuit of the British and the loss of his beloved estate, he turned to the solace of spirits to ease his worries. Yet, amidst the chaos and solitude, there was a shining light – the love he shared with his late wife, Madame Bourre.

After her passing, Monsieur Bourre found himself raising their three children, a responsibility that ultimately fell upon the house slaves. The weight of loneliness and the

relentless pressures of life drove him deeper into the world of spirits, leading to the development of chronic liver disease.

A Glimmer of Hope

In a desperate bid to reclaim his health and a semblance of happiness, Monsieur Bourre embarked on a fruit diet, savouring the flavours of grapes, cherries, and pineapples – his favourites. It was a noble effort, but fate had other plans. He departed this world a wealthy but lonely man, leaving behind a legacy that would live on through the generations to come.

Honouring Tradition with Innovation

Today, Bourre Legacy Winery stands as a tribute to the indomitable spirit of Monsieur Bourre. His three children, heirs to his dream, took over the estate and transformed it into a sanctuary of taste and heritage. In his honour, they set up a winery that exclusively brews his beloved fruit flavours – grapes, cherries, and pineapples.

At Bourre Legacy Winery, we blend tradition with innovation, offering a range of exquisite wines that pay homage to our family's history while embracing the rich flavours of the Caribbean. Every bottle carries within it a piece of our legacy, a taste of our story.

Sip History, Taste Legacy

Join us on a journey through time and flavour at Bourre Legacy Winery. With every sip of our meticulously crafted wines, you become a part of our story. Experience the resilience, the passion, and the flavours that have been cherished for generations. Discover Bourre Legacy Winery, where history meets flavour, and let our wines transport you to a different era, a different world.

Sip history, taste legacy, and be a part of our enduring story. Cheers to Monsieur Bourre and the legacy he left behind.

To Note: None of the information here is true to actual Jamaican History.

Slogan

“Sip History, Taste Legacy”

Vision and Mission Statements

Vision Statement:

Embracing the Past, Crafting the Future:

At Bourre Legacy Winery, our vision is to honour the enduring legacy of Monsieur Bourre by crafting exceptional wines that seamlessly blend the flavours of our rich heritage with innovative excellence. We envision a world where each bottle not only tells a story but also preserves the history of a bygone era, inviting our customers to savour the tastes of the past while forging a path towards a brighter, more inclusive future. We strive to be recognized globally as a symbol of heritage, quality, and social responsibility, uniting people through the shared experience of our extraordinary wines.

Mission Statement:

Celebrating History, Creating Excellence:

Our mission at Bourre Legacy Winery is to meticulously craft wines that pay tribute to our great, great, great grandfather, Monsieur Bourre, while embracing the flavours of the Caribbean. We are dedicated to preserving the historical significance of our family's legacy and the region's cultural richness by offering a range of wines that reflect our heritage.

We are committed to sustainable and ethical practices in every aspect of our winemaking, from vine to bottle. We aim to contribute positively to the communities we serve, providing opportunities for growth and development. Through innovative techniques and an unwavering commitment to quality, we ensure that each sip of Bourre Legacy wine is a journey through time and a testament to the enduring spirit of our family.

Bourre Legacy Winery is not just a brand; it is a symbol of our dedication to history, innovation, and the pursuit of excellence. Our mission is to share our legacy with the world, one bottle at a time, fostering connections, and leaving a lasting mark on the world of wine.

Logo

The logo was made using the Canva app.



Colour Justification

Only three colours were chosen to represent the brand:

Black (HEX #000000): the brand's primary colour was chosen mainly in remembrance of Monsieur's life and in celebration of the traditions and legacy he left with his descendants. It was also chosen for its evocation of prestige and sophistication and protection; Bourre is an ethical brand and business, ensuring customers feel safe with every engagement.

Red/ Red-Violet (HEX #9F0013): the cliché colour of most wines, red but more accurately red-violet (sitting between red and purple on the colour wheel) was chosen as the brand's secondary colour. Monsieur Bourre's story tells readers he was passionate about his spirits and strong in his fight to uphold his estate. Red signifies these qualities. The bold

colour is also strongly linked to courage, desire and confidence, qualities the brand wishes to instil in customers, stimulating them to act and engage with the business.

Gold (HEX #FFC000): a signifier of success, this colour was chosen to point to the immense wealth left behind by Monsieur and hope for continuous prosperity. Gold is also an inspirational colour that embodies compassion and generosity and through the Bourre Foundation, the family and customers can give in support of communities and causes that need assistance. And it fits well with both the primary and secondary colours, hence it's choice as the compliment.

Intended Audience

The intended audience for Bourre Legacy Winery would likely encompass a diverse group of individuals who appreciate not only the fine qualities of wine but also the historical and cultural significance behind the brand. Specifically, the audience could include:

1. *Wine Enthusiasts*: People who have a passion for wine and enjoy exploring unique flavours and stories associated with the wines they consume.
2. *History Buffs*: Those who are interested in history and enjoy learning about the historical context and stories behind products and brands.
3. *Cultural Enthusiasts*: Individuals who appreciate cultural diversity and the fusion of different cultural elements, such as the Caribbean heritage intertwined with French influence in the winery's story.
4. *Sustainable and Ethical Consumers*: People who prioritize businesses that engage in sustainable and ethical practices, as mentioned in the mission statement.
5. *Socially Responsible Consumers*: Those who want to support businesses that have a positive impact on the communities they serve.

6. *Storytelling Aficionados*: Individuals who are drawn to brands that tell compelling stories and offer a unique and immersive experience through their products.
7. *Heritage and Legacy Seekers*: People who value products with a strong sense of heritage, tradition, and legacy.
8. *Wine Collectors and Connoisseurs*: Collectors and connoisseurs who seek premium and limited-edition wines that have a special story and history behind them.

Bourre Legacy Winery's appeal lies not only in its wine but also in the narrative and values it embodies. Its target audience is likely those who appreciate the fusion of history, culture, and craftsmanship in their wine choices and who want to be part of a unique and meaningful wine experience.

Free Hosting Link/ Website Link

<https://iyanataylor313.wixsite.com/bourre-legacy-winery>

10 Minute Pre-Recorded Website Presentation

Site will be demoed and recorded using pc controls (Windows key + Alt + R) and submitted with all other files in a folder to the appropriate platform.

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**All videos were made using Canva*

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