Digital Imaging and Digital Interfaces Final Project – Semester 1

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# Pitch

The author intends on creating a new sports news website for both desktop and laptops to allow sporting fans to catch up with the latest updates on numerous sports including rugby, golf, GAA and tennis. The name of the sports news website will be called “The Sport Locker”. There would also be articles on new, original sports that are emerging which aims to make sport more fun and enjoyable for greater fitness. There will also be live blogs to keep up to date with upcoming matches as they progress throughout the day. More images will be included in the tablet version of the home page while less images will be used in the desktop version. Less text will be featured in the tablet version which will lead to more text being written down for the desktop version. The navigation bar will be altered in size for the tablet version in order to fit in with the site as the desktop version will contain a bigger navigation bar for links. It will feature links including opinion pieces, live blogs, results and videos across the navigation bar.

# Designer’s Statement

## Goals and Achievement of Goals

The goal of the author’s project on a sports news website was to form a brand new sports news site in a world where the sporting events are becoming more dramatic and entertaining. Therefore, it was the author’s intention to develop a new homepage for “The Sport Locker” which would allow all sports fans and people in general to keep up to date with all of the latest sports headlines.

Another important aim for the “Sport Locker” was to create two separate versions of the same website for tablet and desktop to display similarities between both formats. It was a vital process due to the challenge of making different navigation tools for the two websites.

For inspirational purposes, the author researched various sports news websites to look at the layouts for the websites which showed that massive images were used for the desktop version. Initially, the desktop version was going to be designed like a tablet version but it was questioned because the similarity between this version and the tablet format would have been an issue for some experts who create websites.

Another goal was to make the site more visual with numerous videos which would enable visitors to easily watch the best videos from matches. The navigation bars in the site were part of the primary aim to enforce better accessibility so anybody can search for the preferred sport that the people want to see. The author attempted to achieve these goals by sketching the plans for the sports news website which was inspired by viewing the most popular sports news websites online. For the tablet version, a major aim was to make the site more accessible to visitors who have reading problems. This was carried out by making the font bigger in most of the texts to make the reading easier for visitors.

## Decisions

One important decision that was vital for the tablet website was to place the final scores board at the top of the screen instead of the desktop’s bottom due to the potential for greater accessibility when the user visits the tablet website for immediate access to the latest scores from the moment the user enters this website. This was carried out by putting the scoreboard beside the title of the website. It was tinted blue to give the site different colours for attractive graphics. This fused with the goal to enable users to immediately view the website as the arrow beside the live score box could allow the visitors of the website to scroll through the results and current scores. It gives the sports news website a calm and entertaining feel.

In both versions of the website, blue colour was mostly used for the fonts as the appropriate colour layout was used in conjunction with a yellow background. Green colour was also painted onto some of the texts to brighten up the website as the blue colour would have been darkened on some of the images if it was still used. The blue colour worked well with most of the text as it provided calmness for those who want to read the best sporting moments from the past couple of months.

## Form of Project

The project took both the tablet and desktop versions in their respectable forms due to the differences that exist between both versions. The desktop version fared well in its form because of the fact that the navigation bar was required for easy access to other sections of the website and less images were needed to fill up the white space for the homepage. In contrast to this, the tablet format was taken brilliantly as a rectangular menu was placed into the homepage of the tablet version due to less requirement of a navigation menu that fills numerous space. The presence of more images for the tablet version increased the expected form of the tablet website as it makes the site more responsive and it will gain the greater attention of website visitors because of the typical user’s desire for visual imagery.

## Difficulties

One initial difficulty with the formation of the project was the reduction of the imagery and text for the tablet version due to the smaller size of the tablet resolution. This was resolved by using free transform to make the image visible even though it was reduced substantially from the desktop version. The space for the images in the tablet version had to be taken seriously because of less space which created a little problem during the design process. The presence of more images resulted in some of the text which accompanied the images to become small for the various fonts used in the tablet version. The desktop version was easier for increasing the font size within the images as the tablet format almost increased the risk that the text would be too small to read. If this project was done again, the size of the images will be put in at a better height and width that will be suitable for the text underneath the image that relates to the sporting match.

During the research process, a complication that emerged from the search for sports news websites was the lack of websites that contained a sample of a tablet version on “Pinterest” and “Google Images”. This increased the pressure to find an example of a tablet version for inspiration. Fortunately, one website was found on Pinterest which was useful for the formation of the websites on “Photoshop”. If the author was to create this again, the tablet version would have required more research on the format due to the time allotted for the project.

A difficulty that was seen in the project in relation to the desktop version was the headings for the homepage in the body of the sports news website. The “Top Stories”, “Latest News” and “Videos” headings were initially going to be placed in front of circular and rectangular borders to make the headings appealing. However, this could not be done because the images were too big for the borders to be created underneath the main image in the navigation scroller section beneath the navigation links. If this project was repeated, the borders would be included which will be smaller along with the main image in the middle of the homepage.

## Result

The “Sport Locker” news website lived up to my initial aims as the author planned to combine recent sports news stories with all the latest sports headlines. The layout proved to be inspirational as it was reminiscent of the sports websites of the modern era. This website hopes to be useful for non-sporting fans as well due to the greater presence of videos to live in the present time which was enhanced by the yellow background that represents freshness since users demand innovative and new websites on their favourite topics in an original style. “The Sport Locker” seems to appeal to sport fanatics because the mixture of sections between the latest stories, opinion pieces and reports from matches was important in making the sports news website design relevant. The images were edited impressively so they could stand out in the website.

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