

# Website Design Rationale

October 2018 | By Joshua Wren | u3063232



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# Broadcasting a unique mix of Jazz, Blues, Folk, World & Classical Music

ArtSound FM is a volunteer-powered community radio station in Canberra, Australia. We promote and nurture the full spectrum of visual and performing artists, and broadcast a unique mix of jazz, blues, folk, world and classical music.

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# Project / Event Overview

## Project Background

The task was to re-design the ArtSound fm Home, Arts Diaries, Membership & Donations web page/s to a more responsive structure for all screen sizes as the current is not. This involved understanding the current web site and its requirements, devising a new design that is responsive but does not compromise the original site's content or purpose. The web site pages are also to be designed in a more modernistic look and have a better level of functionality for the user to navigate through seamlessly, eliminating any chances of frustration that may build from a hard to navigate or understand web site.

Wire framing and mocking up design concept are required to show that a planned level of execution was undertaken with the overall build of the web pages.

Executing the proper HTML and CSS is required to make the web pages function properly in its responsive forms.

## Design Deliverables

### 1. Home web page re-design and development

<http://www.artsound.fm>

### 2. Arts Diaries web page re-design and development

<http://www.artsound.fm/arts-diaries>

### 3. Membership web page/s re-design and development

<http://www.artsound.fm/membership>

<http://www.artsound.fm/product/membership-all/>

## Desired Outcomes

1. Study existing website structure and different forms of functionality to then execute a better functioning modernistic design.
2. Receive feedback from outsiders in order to address any issues and or better the design.
3. Execute proper HTML and CSS in order to build the web page designs into working mock-ups.

## Target Audience

People interested in jazz, blues, folk, world and classical music particularly situated in the Canberra (ACT, Australia) region as is the location of the radio station.



## Homepage web page design/functionality concept

ArtSound  
fm 90.7 fm 92.7

HomeAbout usProgramsArts diariesMembership & DonationsSupportersContact us

Broadcasting a unique mix of Jazz, Blues, Folk, World & Classical Music

ArtSound FM is a volunteer-powered community radio station in Canberra, Australia. We promote and nurture the full spectrum of visual and performing artists, and broadcast a unique mix of jazz, blues, folk, world and classical music.

Discover More

Donations\$

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Notices and upcoming events

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We're updating our websiteJul 11 @ 12:00am till Nov 1 @ 12:00amWe are in the process of updating our website to make a better online space for our listeners, presenters and supporters. Please bear with us while we undertake these changes over the next few months.

More info

September 2018October 2018November 2018Into the future

A Garden Party of Delights @ Reid HouseOct 6 @ 10:00 am till 4:00 pmArtSound is throwing a Garden Party on Saturday 6 October to raise funds to assist with the renewal process across all areas of the Station's operations. You, our much-valued members, friends, and your family and...

More info

See full program schedule

Local arts and concert recordings

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September 2018October 2018November 2018Into the future

Arts CafeSep 25 - 28 @ 12:00 pm till 1:30 pmEvery weekday at noon, straight after the news, the "Arts Café" opens its doors to bring you a delectable smorgasbord of bright music, interviews, arts stories from the region, Arts Diary plus The

More info

Concert Hall repeatSep 26 @ 1:30 pm till 3:30 pmA repeat of Sunday Night's Concert Hall

More info

On StageSep 26 @ 3:30 pm till 4:00 pmLen Power presents an exciting performing arts program with topical reviews, interviews, announcements and related music from the performing arts in and around Canberra. Long-time

More info

See full program schedule

Members loginOr sign up today!

Username or emailPasswordRemember meLog inSign up

Recent Posts

The Music Academy at Canberra Girls Grammar SchoolThe Music Academy provides ensemble and class opportunities for CGGS students, non-CGGS students...Learn moreSeptember 4, 2018 in Arts partners, News.

CordeltaCordelta is a Canberra professional services firm that helps clients achieve better outcomes by improving the effectiveness of their management, technology and people...Learn moreAugust 22, 2018 in Sponsors.

Aussie Artists Named Winners in 2018 Unsigned Only Music CompetitionThe Unsigned Only Music Competition has announced its 2018 winners on Tuesday 21 August, including a total...Learn moreAugust 22, 2018 in News.

<>

Sponsors and Partners

ACTGovernment of Australian Capital Territory

Canberra City Council

THE MUSIC ACADEMYat Canberra Girls Grammar School

ACT Festival 2019

Arts & Culture

ARTSOUND FM

Festival Chamber Music

ASAUSTRALIAN STRING QUARTET

HINEARI

Canberra Philharmonic Orchestra

Ginninderry

CANBERRA THEATRE CENTRE

AddressCnr NSW Crescent and Manuka Circle, Griffith ACT 2603 (next to Manuka Pool)

Contact info02 6295 7444admin@artsound.fm

Newsletter SingupEnter your emailSend me

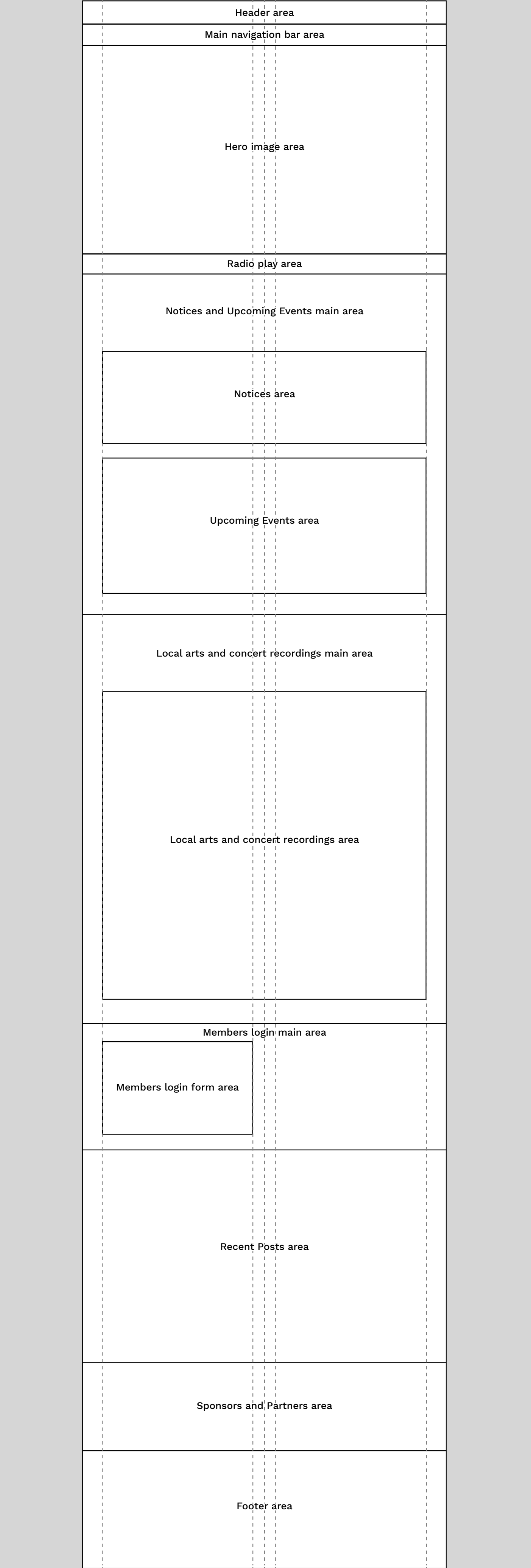
\*Please note - we do not spam your email

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Designer: Advanced Graphics

# Homepage web page design wireframe



## Arts Diaries web page design/functionality concept

ArtSound  
fm 90.3 fm 92.7

Home

About us

Programs

Arts diaries

Membership & Donations

Supporters

Contact us

Arts Diaries

Each of our six Arts Diaries is updated each week to inform listeners about events such as gallery and museum exhibitions, festivals, theatre, dance and music performances. Arts Diaries are broadcast at the following approximate times.  
**Monday to Friday** 7.30am, 8.30am, 10.05am, 12.30pm, 5.30pm, 6.30pm  
**Saturday & Sundays** 7.30am, 8.30am, 12.30pm, 1.30pm

Submit your event

1

Arts Diary 1  
with Isobel Griffin

02:35

<< >>

05:00

< >

2

Arts Diary 2  
with Barbie Robinson

02:35

<< >>

05:00

< >

3

Arts Diary 3  
with Isobel Griffin

02:35

<< >>

05:00

< >

4

Arts Diary 4  
with Richard Scherer

02:35

<< >>

05:00

< >

5

Arts Diary 5  
with Isobel Griffin

02:35

<< >>

05:00

< >

6

Arts Diary 6  
with John Doe

02:35

<< >>

05:00

< >

Submit your event to Arts Diary

ArtSound Arts Partners receive priority.  
Please submit your item at least two weeks prior to your event.

Already an Artsound Arts Partner?  
Tell us which one you are - otherwise please use the Not yet an Arts Partner below.

Not yet an arts partner?

Organisation name \*:

☐ Optional: Please send me information about becoming an arts partner

Event details

Name of your event \*:

Brief description of your event - 250 characters maximum.  
Please write in third person - e.g. "this event..." not "our event..." \*:

Date or opening date of event and Closing date (if applicable) \*:  

till

Opening hours (if applicable) (24 hour clock):  

to

Phone number for public inquiries \*:

Personal details (not for publication)

First name \*:

Phone number \*:

☐ I understand that preference is given to Arts Partners and Sponsors of ArtSoundFM. and that publication is not guaranteed. I certify that the information above is correct.

Submit

Event address \*:

City \*:

State \*:

Postcode \*:

Further address information or instructions (if applicable) (maximum 250 characters):

Website address for information:

Last name \*:

Email address \*:

Sponsors and Partners

Sponsored by

Address

Cnr NSW Crescent and Manuka Circle, Griffith ACT 2603 (next to Manuka Pool)

Contact info

02 6295 7444  
admin@artsound.fm

Newsletter Singup

Enter your email

Send me

\*Please note - we do not spam your email

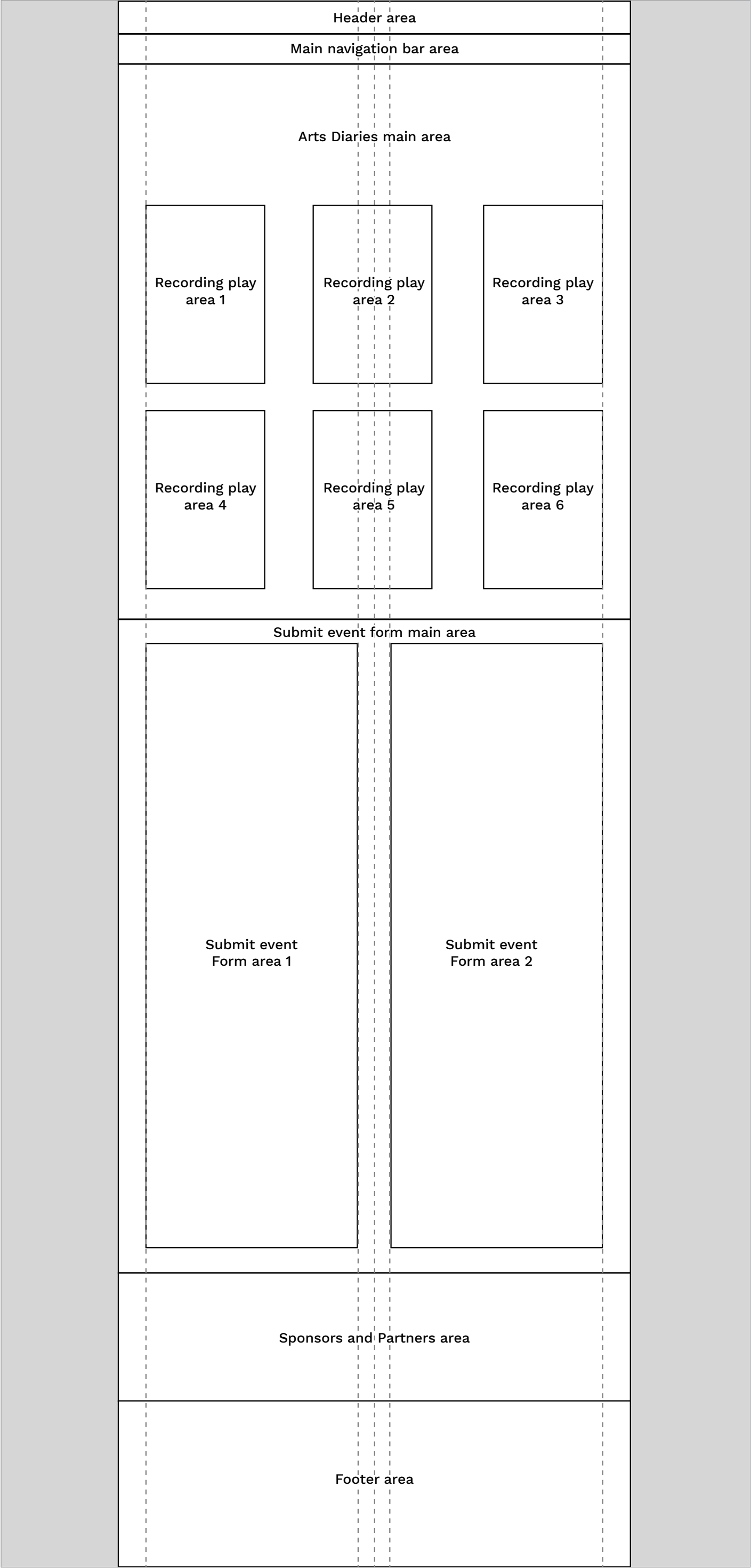
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Designer: Advanced Graphics

# Arts Diaries web page design wireframe



## Membership & Donations web page design/ functionality concept

2

Checkout

Home

About us

Programs

Arts diaries

Membership & Donations

Supporters

Contact us

## Membership

Thank you for your interest in joining or renewing your membership of ArtSoundFM. Your membership entitles you to some great benefits – but most importantly, you'll have the satisfaction of supporting Canberra arts and music.

Our membership year runs from 1 November till 31 October and you can join or renew for one or two years.

**Memberships choices are (Renewal or New member):**

- Concession
- Individual
- Family

**Concessional membership is available to:**

- Full time students,
- People on Newstart or Youth Allowance
- Holders of a Pensioner Concession Card or Centrelink Health Card

Our new membership form below makes it easy to join or renew securely by direct debit, credit/debit card or Paypal. You can also arrange to pay by cheque or in person. Please choose the type and duration of your membership. A description appears below your selection. You can become a Passionate Supporter once you have added your membership to your shopping basket.

You'll receive a welcome email from us as soon as your membership is approved by the Board.

Concession

\$40.00 – \$70.00

New or Renewal

☐ Renewal
☐ New member

Length

☐ To October 2019
☐ To October 2020

Total cost: \$00.00

Clear items

Add to cart

Individual

\$70.00 – \$130.00

New or Renewal

☐ Renewal
☐ New member

Length

☐ To October 2019
☐ To October 2020

Total cost: \$00.00

Clear items

Add to cart

Family

\$100.00 – \$190.00

New or Renewal

☐ Renewal
☐ New member

Length

☐ To October 2019
☐ To October 2020

Total cost: \$00.00

Clear items

Add to cart

Please like, share or follow us:

Like

Share

Tweet

## Passionate Supporter – add on to membership

PASSION

Your tax deductible donation of \$100 or more per year in addition to your membership makes you a Passionate Supporter of ArtSound.

Passionate Supporter – add on to membership

\$100.00 – \$200.00

Period

☐ 1 Year \$100.00
☐ 2 Year \$200.00

Quantity

Total cost: \$00.00

Clear items

Add to cart

## Donations

Your donation of \$2 or more to the ArtSound Fund is tax deductible, and helps us keep playing the kind of music you love. ArtSoundFM is an Australian Government Registered Cultural Organisation and a Deductible Gift Recipient under s308A Income Tax Assessment Act. You may wish to make a standalone donation, or combine it with a membership.

Choose the amount

Add to cart

Donations

\$

DONATE

Cart Subtotal: \$00.00 (inc gst)

Proceed to Checkout

## Members login

Or sign up today!

Username or email

Password

☐ Remember me

Log in

Sign up

## Sponsors and Partners

Address

Cnr NSW Crescent and Manuka Circle, Griffith ACT 2603 (next to Manuka Pool)

Contact info

02 6295 7444  
admin@artsound.fm

Newsletter Signup

Enter your email

Send me

\*Please note - we do not spam your email

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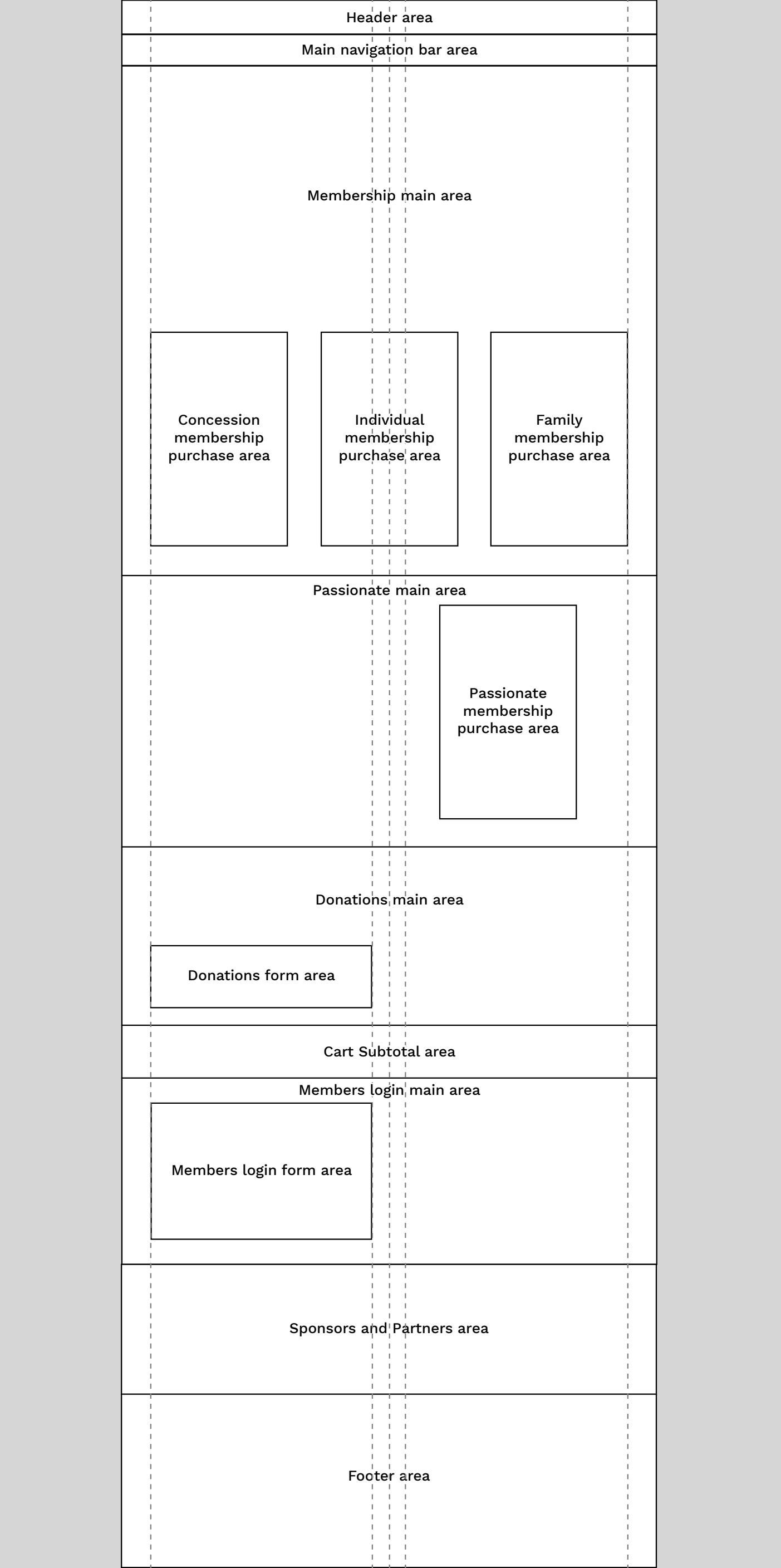
Policies

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Designer: Advanced Graphics



# Membership & Donations web page design wireframe



# Concept Design Evolution

When sketching out my design ideas for the web site, I wanted to have a full width single main content container website, so no split sections such as side bars. This theory is the want to limit the amount of content congestion that is currently the case with the ArtSound fm's current web site. Keeping the main container to one and two columns will help simplify the structure and help decrease chances of overwhelming the viewer when landing.

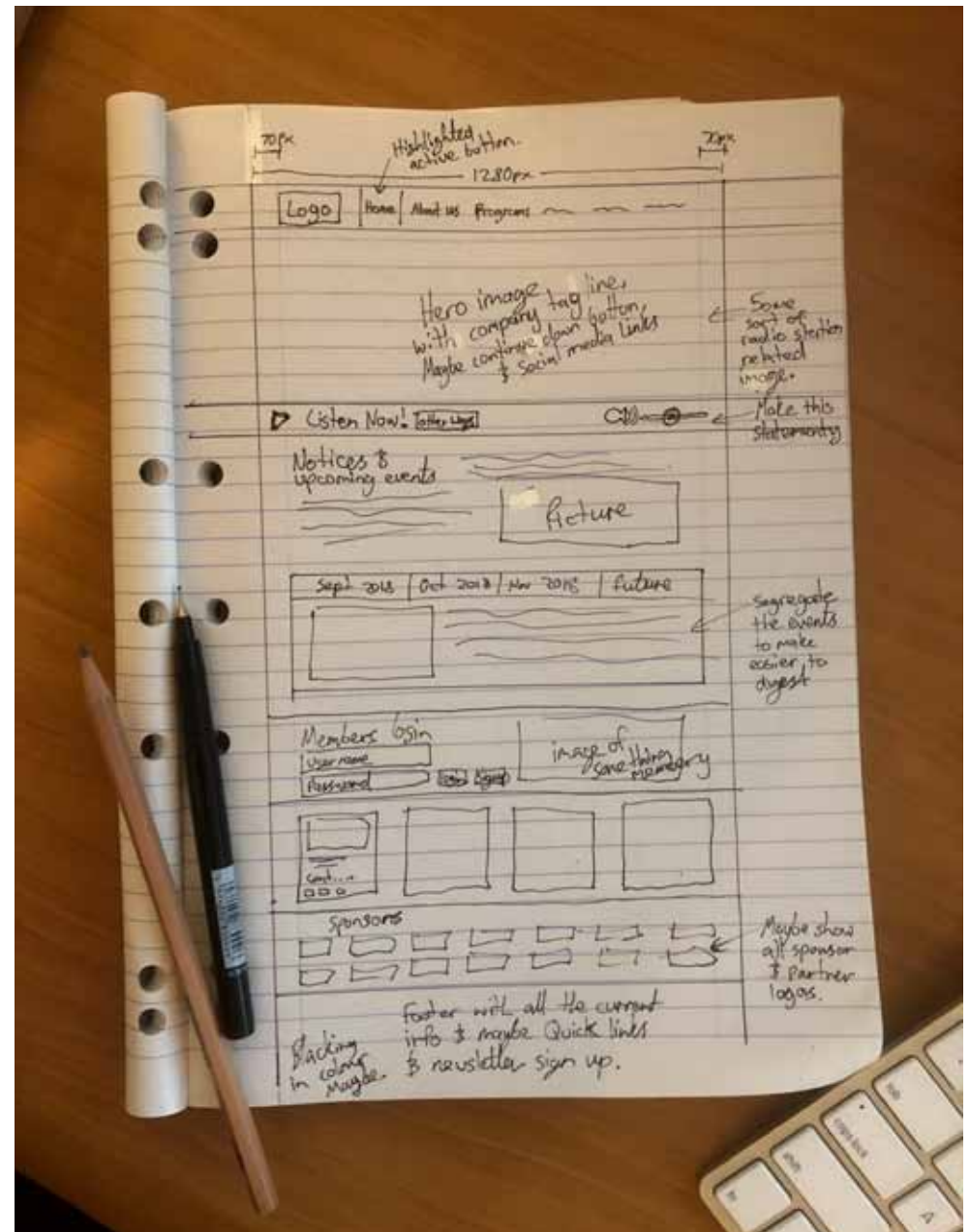
## Thought Process

I undertook numerous sessions of web site design and functionality studies in order to get a broad understanding for what designs and functionality styles are being used on newer website designs for many organisations small to large.

## Goals

This overall design has to be legible, easy and fast to digest a move through, modern and stylish for the younger demographic but most of all still adhere to the current content within the web pages.

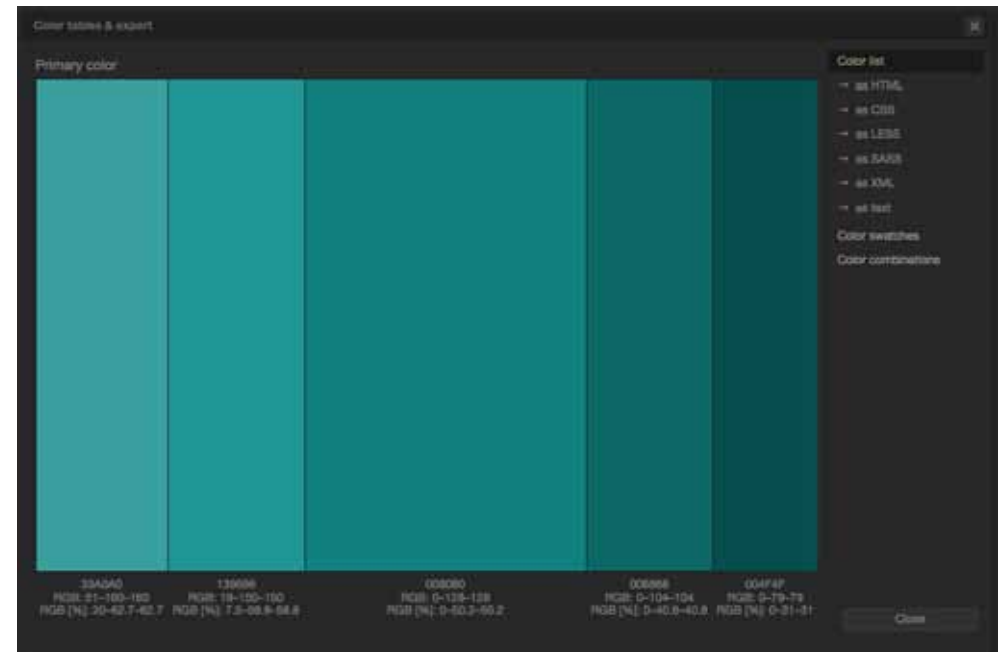
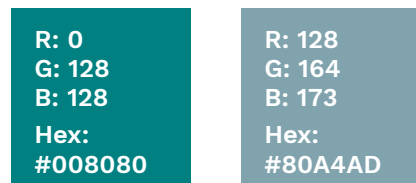
The web pages are to meet Web Content Accessibility Guidelines (WCAG) 2.1, so it is easily usable by user with all forms of disabilities and impairments.



## Colour Scheme & Specification - ArtSound fm Teal

## Colour choice

The main colour choices are pulled from ArtSound fm's current logo (right), which helps keep the branding integrity. These colours are also good contrasting colours with white and black text.



# Colour Scheme & Specification - ArtSound fm Blue

R: 34  
G: 91  
B: 143  
Hex:  
#225B8F

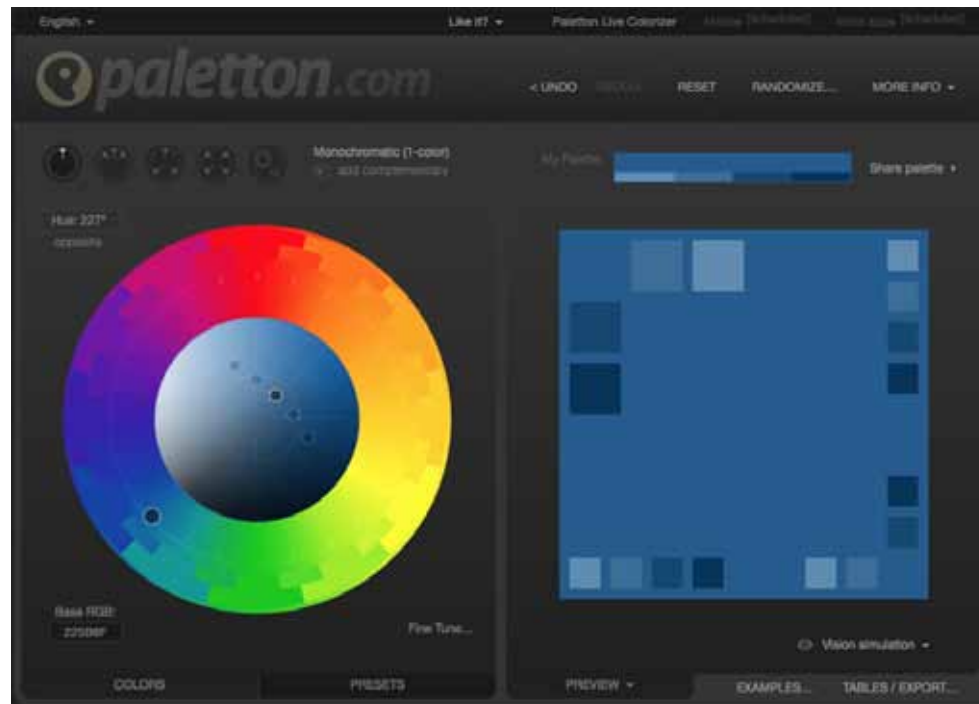
R: 129  
G: 137  
B: 186  
Hex:  
#8189BA

## Color Palette by Paletton.com

Palette URL: <https://paletton.com/?uid=130&ti=9&py=0&sf=0&so=0>



See the HTML source for more details.  
Use the Save / Save As... command in your browser to store the document for later use.



# Colour Scheme & Specification - ArtSound fm Rich Black

R: 26  
G: 26  
B: 26  
Hex:  
#1A1A1A

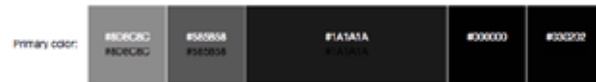
R: 77  
G: 77  
B: 77  
Hex:  
#4D4D4D

R: 128  
G: 128  
B: 128  
Hex:  
#808080

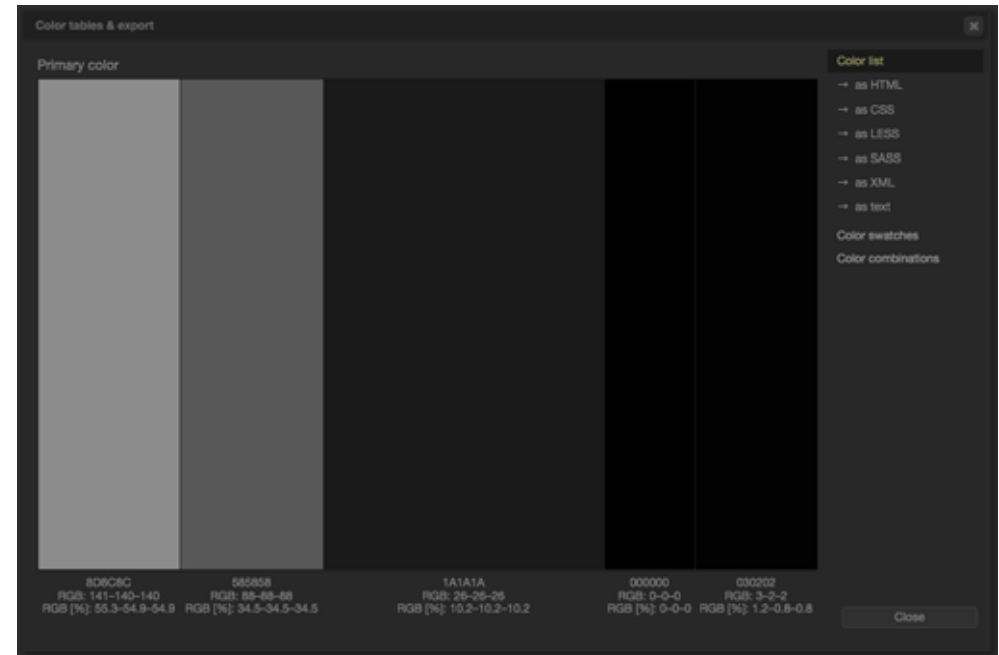
R: 255  
G: 255  
B: 255  
Hex:  
#FFFFFF

## Color Palette by Paletton.com

Palette URL: <http://paletton.com/uid=100049039-0a1023602e10>



See the HTML source for more details.  
Use the Save / Save As... command in your browser to store the document for later use.





# Font choice

I wanted the website choice of font to be legible but yet have a modern touch rather than using an everyday font like Arial, Helvetica, Times New Roman etc. A more legible font is a Sans Serif based font as they are known for their linear thickness characteristics opposed to a Serif based font with thin to thick sections.

The font I decided to use is the **Work Sans** font family, which is a Google based font, meaning it is a safe font for multiple browser recognition and regrettably designed and made. It is a Sans Serif based font and a large font family, which comes in handy for both on and off line use.

## Work Sans

### Glyph

W

W

### Characters

A B C Č Ć Đ E F G H I J K L M N O P Q R S Š T U V W X Y Z Ž a b c č  
ć đ e f g h i j k l m n o p q r s š t u v w x y z ž 1 2 3 4 5 6 7 8 9 0 ‘ ’ “ ”  
! ” ( % ) [ # ] { @ } / & \ < - + ÷ × = > ® © \$ € £ ¥ ¢ ; , . \*

### Styles

Type here to preview text

Thin  
Extra-Light  
Light  
Regular  
Medium  
Semi-Bold  
Bold  
Extra-Bold  
Black

### Designer



Wei Huang  
Principal design

Wei is a Chinese-born Australian designer based in the Schengen Area. He makes and produces fonts including Work Sans, teaches, and exhibits his work. Wei believes drawing fonts is like meditation.

### About

Work Sans is a typeface family based loosely on early Grotesques, such as those by [Stephenson Blake](#), [Miller & Richard](#) and [Bauerschen Giesserei](#). The Regular weight and others in the middle of the family are optimized for on-screen text usage at medium-sizes (14px-48px) and can also be used in print design. The fonts closer to the extreme weights are designed more for display use both on the web and in print. Overall, features are simplified and optimized for screen resolutions; for example, diacritic marks are larger than how they would be in print. A version optimized for desktop applications is available from the [Work Sans github project page](#).

To contribute, see [github.com/weiweihuanghuang/Work-Sans](https://github.com/weiweihuanghuang/Work-Sans)

# List of resources used

## HTML and CSS based learning resources:

### Create a Responsive Website Using HTML5 and CSS3

(Responsive website building video tutorial using Media Queries)

Found at: <https://www.youtube.com/watch?v=eOG90Q8EfRo>

### Responsive Website Basics (in 3 simple steps)

(Responsive website building video tutorial using Media Queries)

Found at: <https://www.youtube.com/watch?v=h3ldEqjMvQ>

### HTML5 and CSS3 Responsive design with media queries

(Responsive website building video tutorial using Media Queries)

Found at: <https://www.youtube.com/watch?v=fA1NW-T1QXc&t=1s>

### Tutorial: Learn how to use CSS Media Queries in less than 5 minutes

(Responsive website building video tutorial using Media Queries)

Found at: <https://www.youtube.com/watch?v=2KL-z9A56SQ>

### Responsive Bootstrap Website Start To Finish with Bootstrap 4, HTML5 & CSS3

(Bootstrap introduction tutorial)

Found at: <https://www.youtube.com/watch?v=9cKsq14Kfsw>

### Adobe Dreamweaver CC Creating a Contact Form

(Building website forms tutorial for Dreamweaver)

Found at: <https://www.youtube.com/watch?v=DTavnV15LjU>

### Build a Web Form in Dreamweaver

(Building website forms tutorial for Dreamweaver)

Found at: <https://www.youtube.com/watch?v=mJw6y4WfTDA>

### CSS Tricks : CSS Problems Solved

(CSS problem solving video tutorial)

Found at: <https://www.youtube.com/watch?v=mqLI2oN6rXQ>

### HTML5 & CSS Web Design - 111 - How to Insert Images & Position with CSS

(CSS image insert and placement video tutorial)

Found at: <https://www.youtube.com/watch?v=QM6i5WglYbs&t=154s>

## Image resources:

Unsplash: Beautiful Free Images & Pictures (Open use photo search engine)

Found at: <https://unsplash.com>

**ArtSound**   
*fm 90.3* *fm 92.7*

