

## **Technical Data**

- Pages
- Posts
- Categories
- Tags
- Custom Posts
  - Courses
  - Library Resources
  - Lecturers
  - Faculty News & Events
- Custom Pages
  - Course Pages
- Forms
- Plugins Data
- Custom Navigation Menus

## **Practical Data**

- Course Names and Details
- Calendar of Events
- Application Dates
- Institute Facilities
- Borrowing of Equipment
- Canceled Lectures
- Faculty promo videos
- Posters

## **Comments On Posts**

I will not be making use of any comment systems on my website. Any communications with the school can be done via email, phone calls, in-site messaging, or in person through appointments.

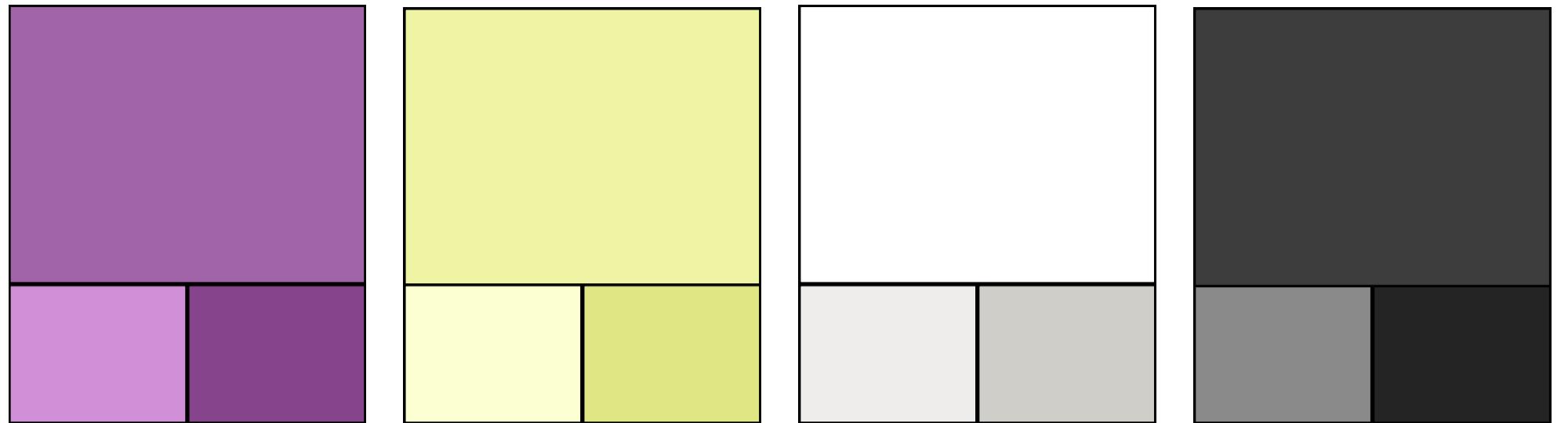
## **Navigation System**

Header menu: Home, Academics, Admissions, Campus Life, Faculty & Staff, Contact Us

Hamburger menu: will include same pages as the header menu; this will be visible for tablet/mobile view.

Sitemap: to be linked in the footer of every page

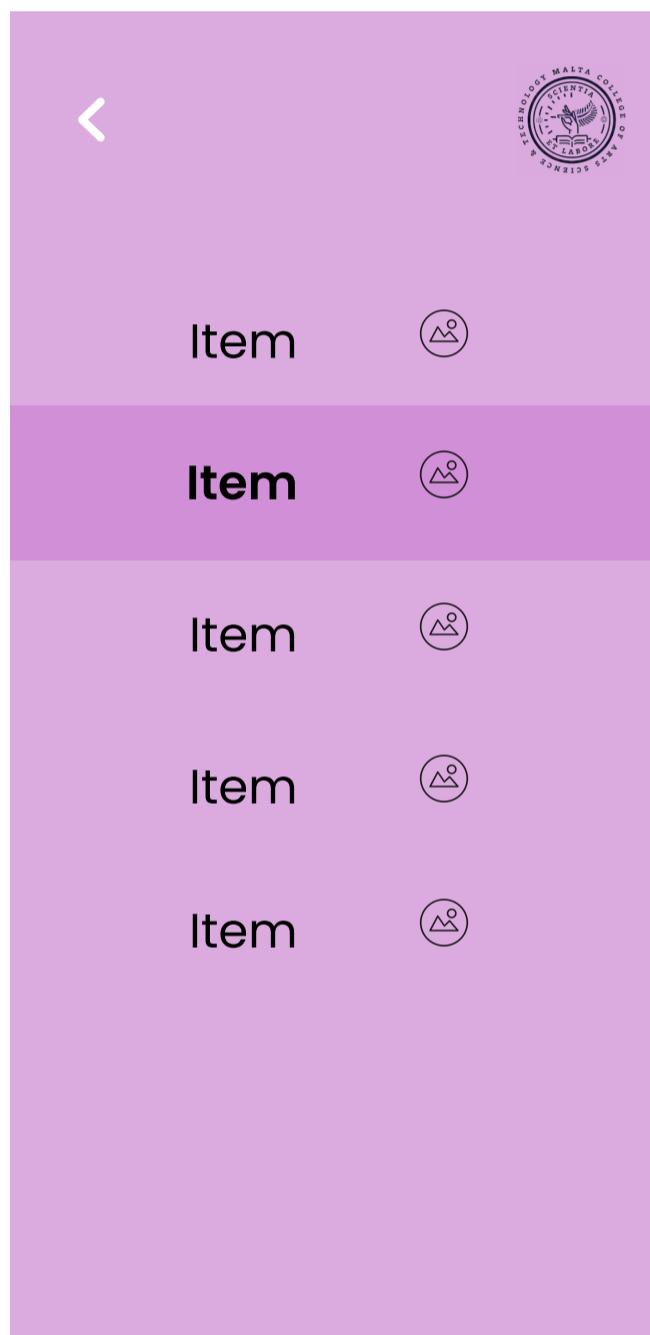
## Colour scheme



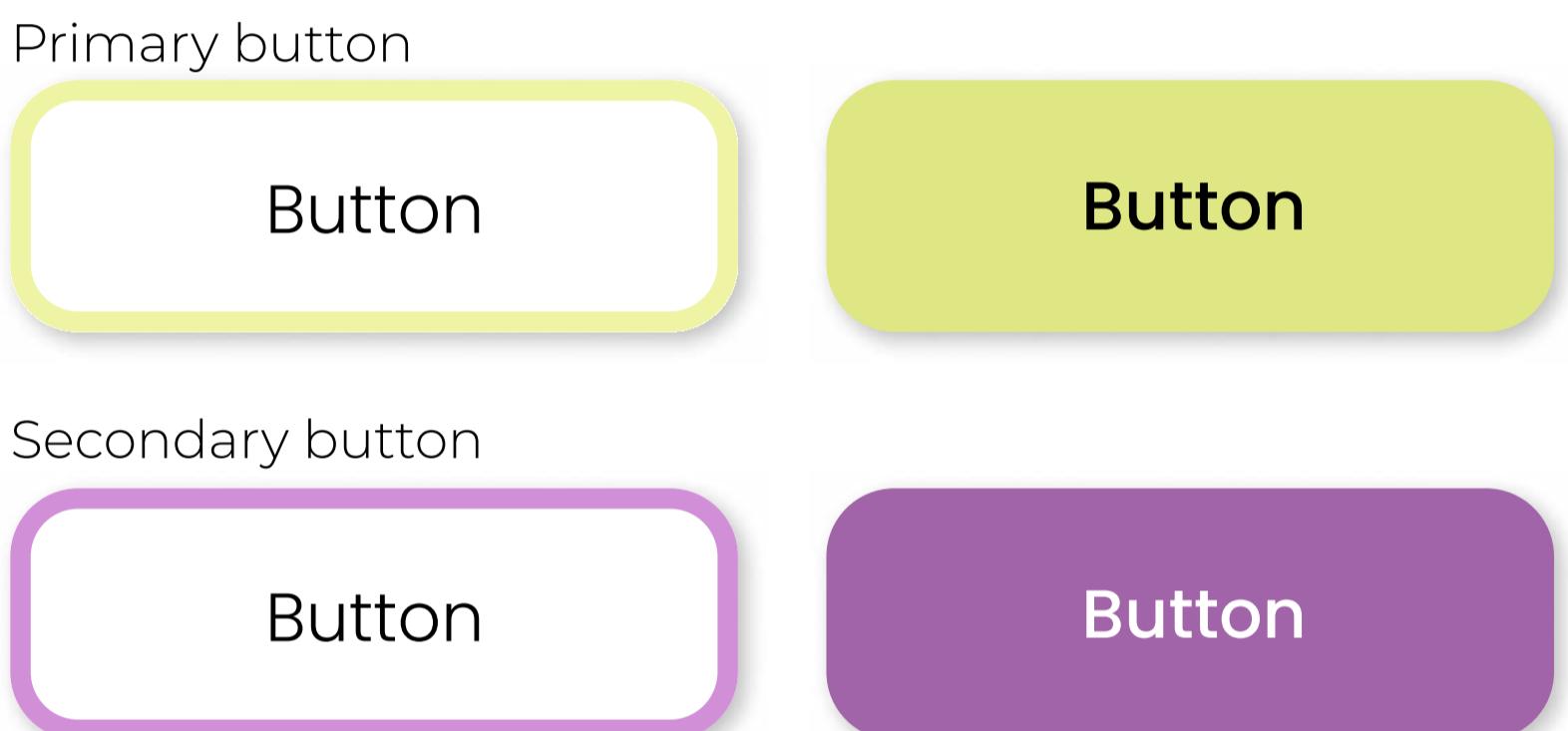
## Typography

Oswald  
Headings  
Sub-headings

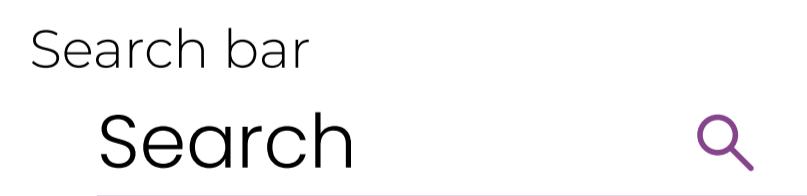
## Hamburger menu



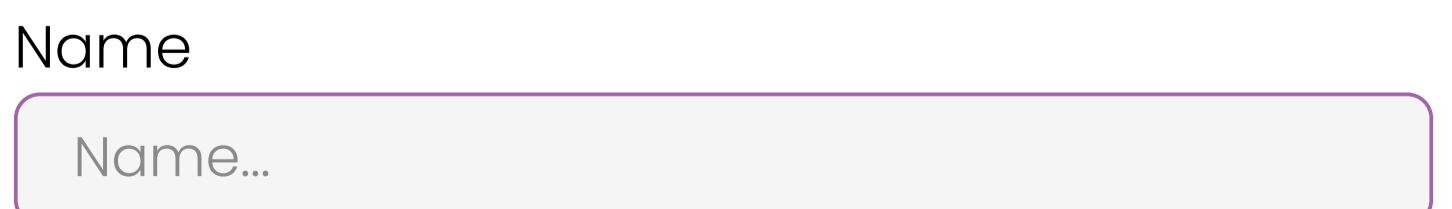
## Buttons



## Inputs/Forms



## Empty field with placeholder

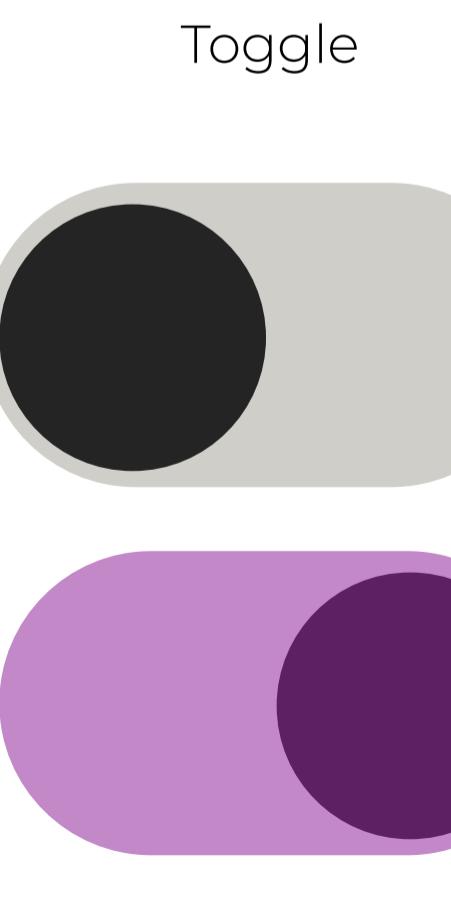


Poppins  
Oswald

## Body

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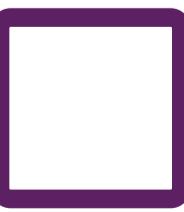
## Selectors/Check Boxes/Radio Buttons



Radio Button



Check Boxes





# Rhode Island School of Design

## Hero section

The hero section of the Rhode Island School of Design website features a large, bold headline: "At Rhode Island School of Design, you'll join a creative project that started in 1877". Below the headline is a call-to-action button labeled "APPLY NOW". The navigation bar is visible at the top, and there are several cards for "FIRST YEAR", "TRANSFER", and "GRADUATE" students.

## Pros

- Minimal design makes it easier for users make sure the user cannot get distracted and surely finds the necessary information.
- Navigation is clear to understand where the needed content can be found.
- Content remains legible and layout is practically the same as the desktop view.
- Site can be used on desktop, tablet or smartphone.
- The combination of a Serif and Sans Serif font create a good balance and hierarchy.
- The blue, white and black colour palette is kept consistent throughout the home page, giving the site a uniform look.
- At the bottom of the screen is a call-to-action button that encourages the user to click and be guided through the home screen's content.
- The 'Admissions' page makes use of a card design to facilitate access to different sections

## Cons

- The layout may seem boring at first sight and reduce the expectations of this school of design.
- The 'search' and 'hamburger menu' icons are very small at the top of the screen.
- The hamburger menu is a bright blue that is irritating to look at and makes the text harder to read.
- When viewing the site in tablet view, the font used for sub-menus in the hamburger is too big for the screen, making it look unprofessional.
- Although they stuck to their palette, when used in large spaces, the bright blue makes it difficult to read any wording on top of it.
- Little padding is used on the sides of the nav bar.
- The cards are plain, grey boxes and are in no way visually appealing to users.
- The font size used in the 'first-year' courses page (far right image) is too big for an article.



# Fashion Institute of Technology



## Pros

- FIT has a modern, trendy aesthetic that suits the modern-day courses they provide.
- Different font weights help guide the user's eye across the screens, highlighting the headers and important parts of the content.
- High contrast colours make it easy to differentiate between text and background images/colours.
- The placement of the tag line doesn't interfere with the image.
- Pages are responsive so the website can be accessed from various devices.
- Homepage provides the user with a lot of information, ticking a lot of boxes when it comes to basic information about the college.
- Interactivity through on-hover effects are frequently used with call-to-action buttons as seen under the heading 'Programs'.

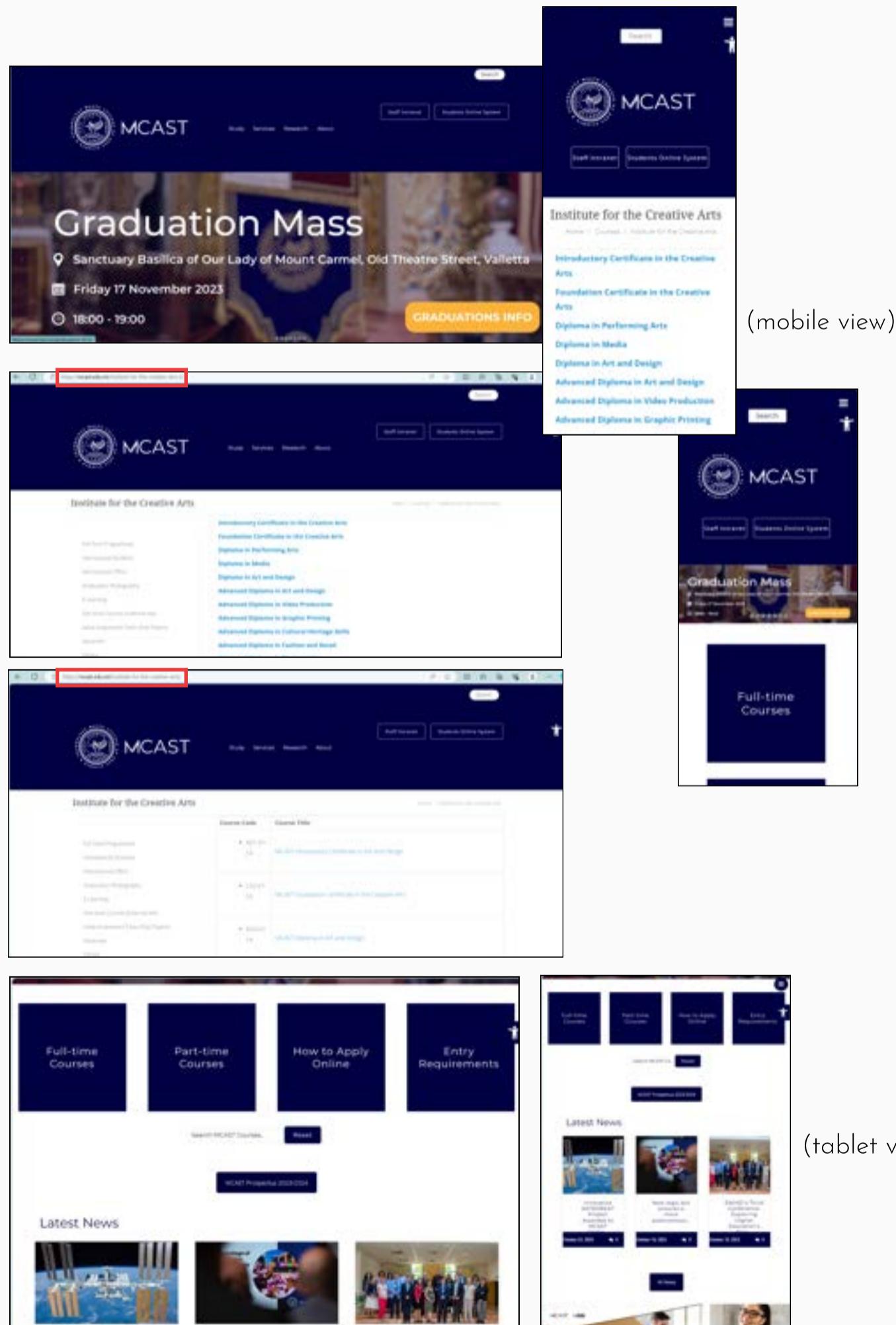
## Cons

- There is no visible nav bar on the desktop view. All layouts make use of the hamburger menu.
- Seeing that the site is very busy with bold colours and text, the user may get distracted or think that the school is not that professional.
- Navigation throughout the site may be unclear as some bright coloured call-outs may seem like buttons and mislead users.



MCAST

# Malta College of Arts, Science & Technology



## Pros

- The MCAST website uses a simple colour scheme of dark blue and white.

## Cons

- The website focuses on the college as a whole, not giving any/enough information about the institutes.
- The informative slides shown on the homepage are not well-designed; the smaller fonts are lost in the busy colours of the image.
- As marked with the red boxes, there are 2 links for ICA, that are accessible from different parts of the site.
  - When looking up ICA on a search engine, the user does not get any of said links as results.
- Navbar is split on 3 different levels - they are not aligned to the middle of the navigation menu.



Claire Said

**Age:** 25

**Nationality:** Maltese

**Occupation:** Junior Marketing Assistant

**Studies:** Bachelors in Marketing

**Interests:** Reading, cooking, and volunteering at animal shelters

**Biography:** I got my bachelors degree from MCAST when I turned 21 and started working full time once she graduated. However, I am now interested in furthering my studies and would like to return to MCAST to get my Masters.

**Needs:** I need to use the MCAST ICA website to browse the available Masters courses so that I can further my studies. I mainly use my iPad for browsing websites so it is important for me that the sites are easy to use on both laptop and iPad.

**Problems:** I easily lose focus when presented with chunks of information at once. It is important for me that a website has a simple, yet informative website which presents the necessary information in an aesthetic yet clear layout.



Zack Asher

**Age:** 17

**Nationality:** American

**Occupation:** Part-time waiter

**Studies:** High School Graduate

**Interests:** Skateboarding, Moto GP and going out with friends.

**Biography:** I moved to Malta over the summer because my dad got a good job opportunity here. In my free time I've always enjoyed playing some good video games. The artworks used play a huge role in how captivated I am in the game I'm playing.

**Needs:** I need the MCAST website to easily communicate with the guidance/support team at the ICA so that I can get the best advice possible on which course is best for me seeing that my dream job is to create game art. I'm on my phone a lot so a responsive website is important for me.

**Problems:** One issue I have is that I am colour blind, so the contrast between text and image is a crucial factor for a positive web-browsing experience for me. I normally don't use a website if I find it hard to read or recognize important symbols/characteristics.



Elisa Mercieca

**Age:** 22

**Nationality:** Maltese

**Occupation:** Receptionist  
at Corinthia Hotel

**Studies:** Diploma in Art  
& Design

**Interests:** Fashion,  
camping, photography,  
and dance.

**Biography:** Last year I finished my Diploma in Art & Design and now I plan to further my studies at MCAST. I spend a lot of time browsing the internet looking for the best courses and schools I can attend to make the most of my learning experience, that's why I give huge impor

**Needs:** I need the MCAST website to easily communicate with the guidance/support team at the ICA so that I can get the best advice possible on which course is best for me seeing that my dream job is to create game art. I'm on my phone a lot so a responsive website is important for me.

**Problems:** One issue I have is that I am colour blind, so the contrast between text and image is a crucial factor for a positive web-browsing experience for me. I normally don't use a website if I find it hard to read or recognize important symbols/characteristics.



Anne Grima

**Age:** 38

**Nationality:** Maltese

**Occupation:**

MCAST  
Administrator

**Interests:**  
Baking, hiking, and  
walking her dogs.

**Biography:** I've been working at MCAST for the last 10 years. It has always been my aim to give the students their best experience possible. To do so, I believe the staff should have efficient and effective platforms and tools to work with.

**Needs:** Since I will be using the website to update course information and news and events, I need a system that is simple to use to help me get tasks done as efficiently as possible.

**Problems:** The existing website is not easy to navigate, so finding relative information or the sections I need to update is never easy.



Nikita Sultana

**Age:** 40

**Nationality:** Maltese

**Occupation:**

MCAST ICA  
Director

**Interests:**  
Baking, hiking, and  
walking her dogs.

**Biography:** I've been working at MCAST for the last 10 years. It has always been my aim to give the students their best experience possible. To do so, I believe the staff should have efficient and effective platforms and tools to work with.

**Needs:** Since I will be using the website to update course information and news and events, I need a system that is simple to use to help me get tasks done as efficiently as possible.

**Problems:** The existing website is not easy to navigate, so finding relative information or the sections I need to update is never easy.



Michael Pisani

**Age:** 35

**Nationality:** Maltese

**Occupation:**

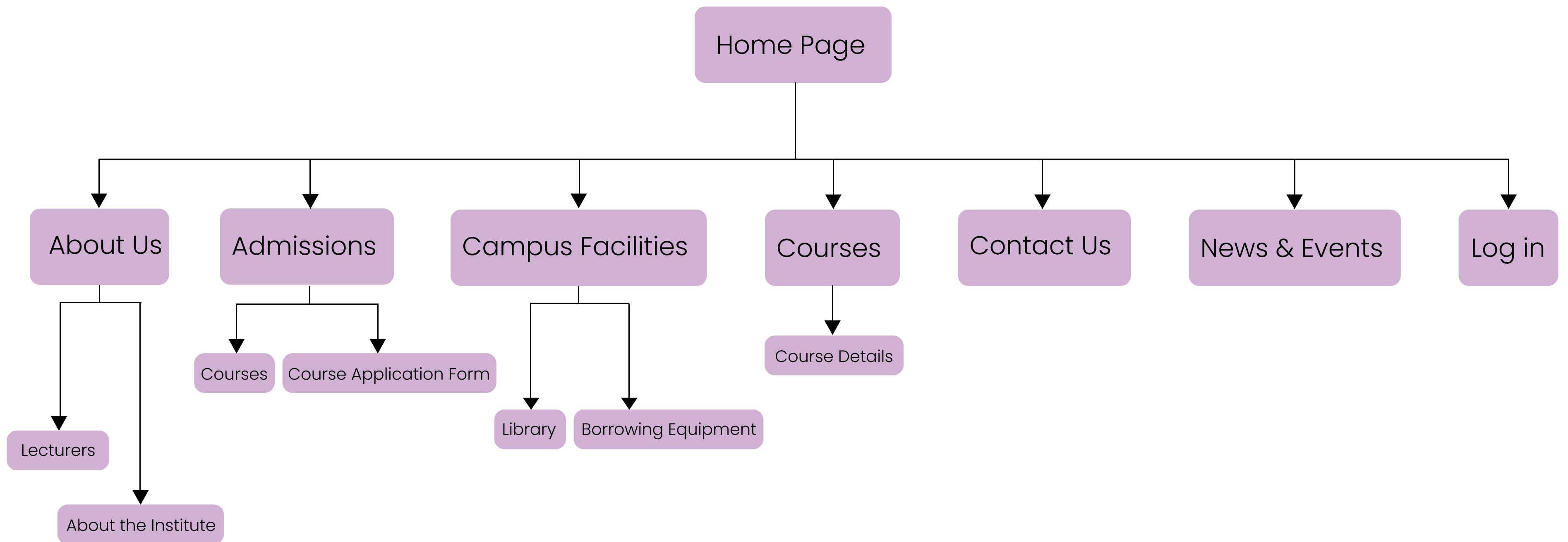
MCAST  
Administrator

**Interests:**  
Baking, hiking, and  
walking her dogs.

**Biography:** I have two decades of educational leadership experience, and have a passion for students' success. I am committed to innovation that drives a positive change in the academic landscape.

**Needs:** Since I will be using the website to update course information and news and events, I need a system that is simple to use to help me get tasks done as efficiently as possible.

**Problems:** I am unhappy with the old website because it's old-fashioned and doesn't work well. It's hard for him to communicate with others, handle data easily, and the website can't adapt to new needs. I want a new, easy-to-use website to make things run better.



# MCAST ICA

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[Browse Our Courses](#)

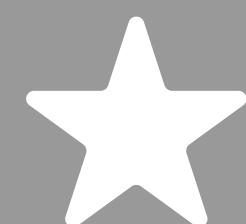
## Header

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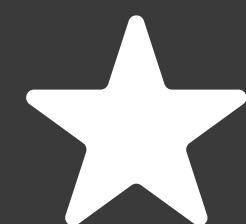
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You have successfully logged into  
your account

# MCAST ICA

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Browse Our Courses



## Header

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## Header

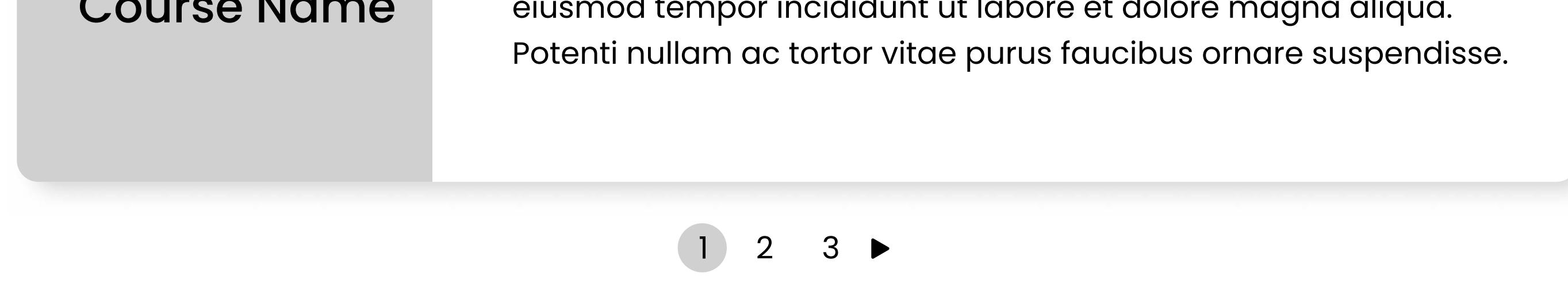
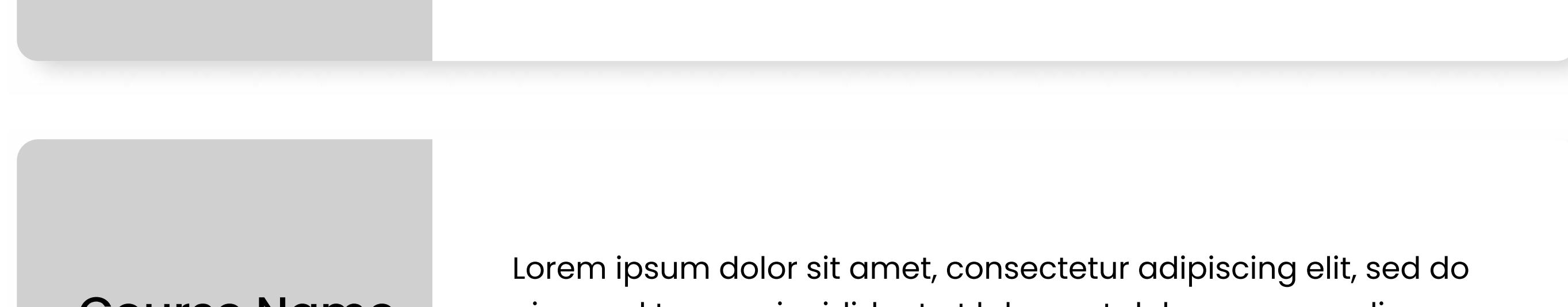
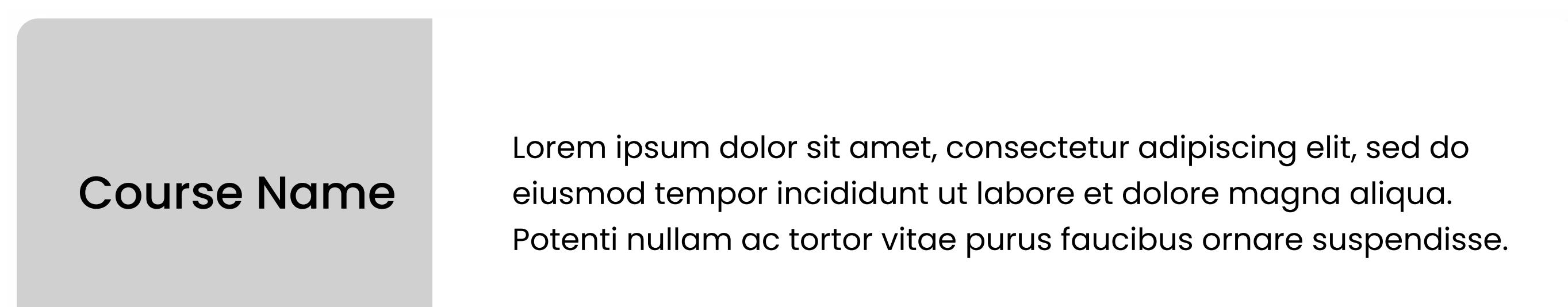
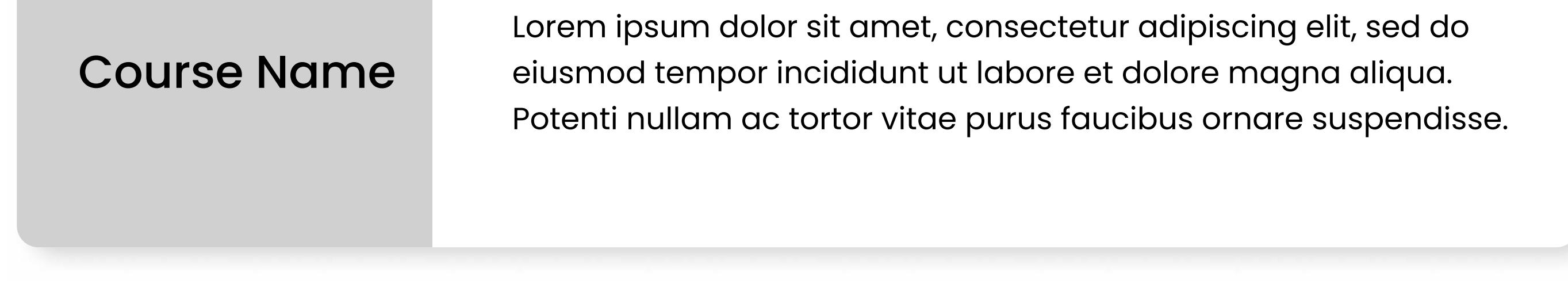
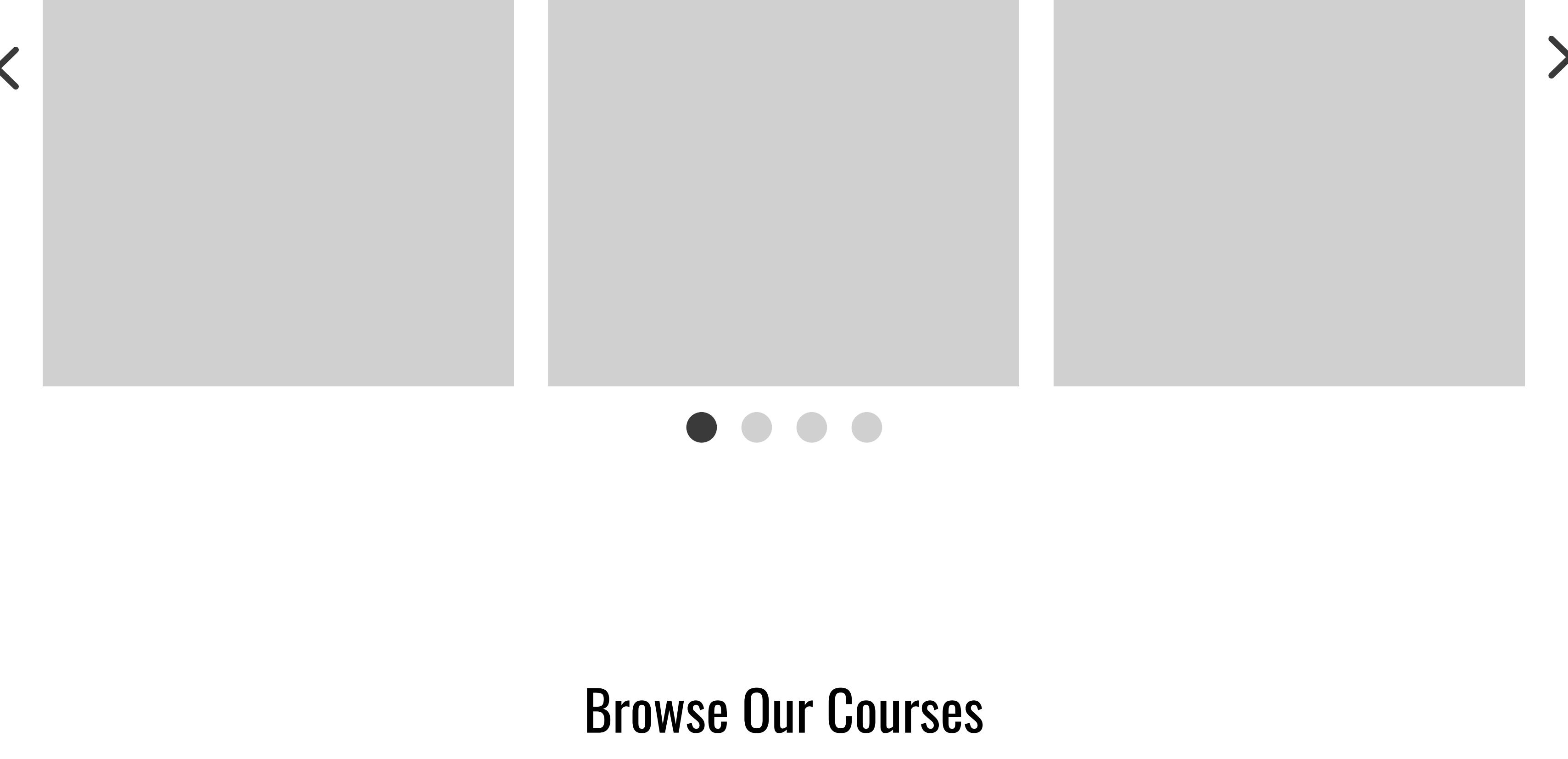
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Link

<b>Input</b>	<b>Process</b>	<b>Output</b>
User clicks a navbar item	Website loads the clicked page	Website displays the site
User clicks a button (eg. submit, search etc.)	Website processes the clicked button	Website runs the command linked with the button
User inputs login details in the sign in form	Website validates what the user input in the sign in form	User is now logged in with their account and can access personal information, account details etc.
User interacts with the carousel on the home screen	Website processes the number of clicks on the arrow	Website displays the rest of the carousel
User clicks the social media icons in the footer	Website loads the respective social media profile	Profile is loaded on screen
Text is inputted in the search field	Website looks for the word/string typed	Requested content is loaded
User clicks a card in the home screen	Website loads the clicked page	Page is loaded
User clicks on 'Apply Now' button on the Admissions page	Website loads the application form page	User can input the requested data
User fills in the fields in the form mentioned above	Website saves the applicant's information and sends to MCAST	Website displays a message saying the submission is complete
User clicks an item in a list (post eg. Courses)	Website loads the clicked post	Post is loaded with more details using custom posts layout
User clicks an item in a list (post eg. Courses)	Website loads the clicked post	Post is loaded with more details using custom posts layout
User clicks the 'Get in Touch' Button on the Contact Us page	Website scrolls down to message section at the bottom of the page	User can fill in the form and send a message to MCAST
User fills in and submits the 'Send us a Message' form	Website saves the form and sends to MCAST email address	Website displays a toast showing a confirmation message that the message has been sent



# MCAST ICA!



# Post Title

Author Date Category

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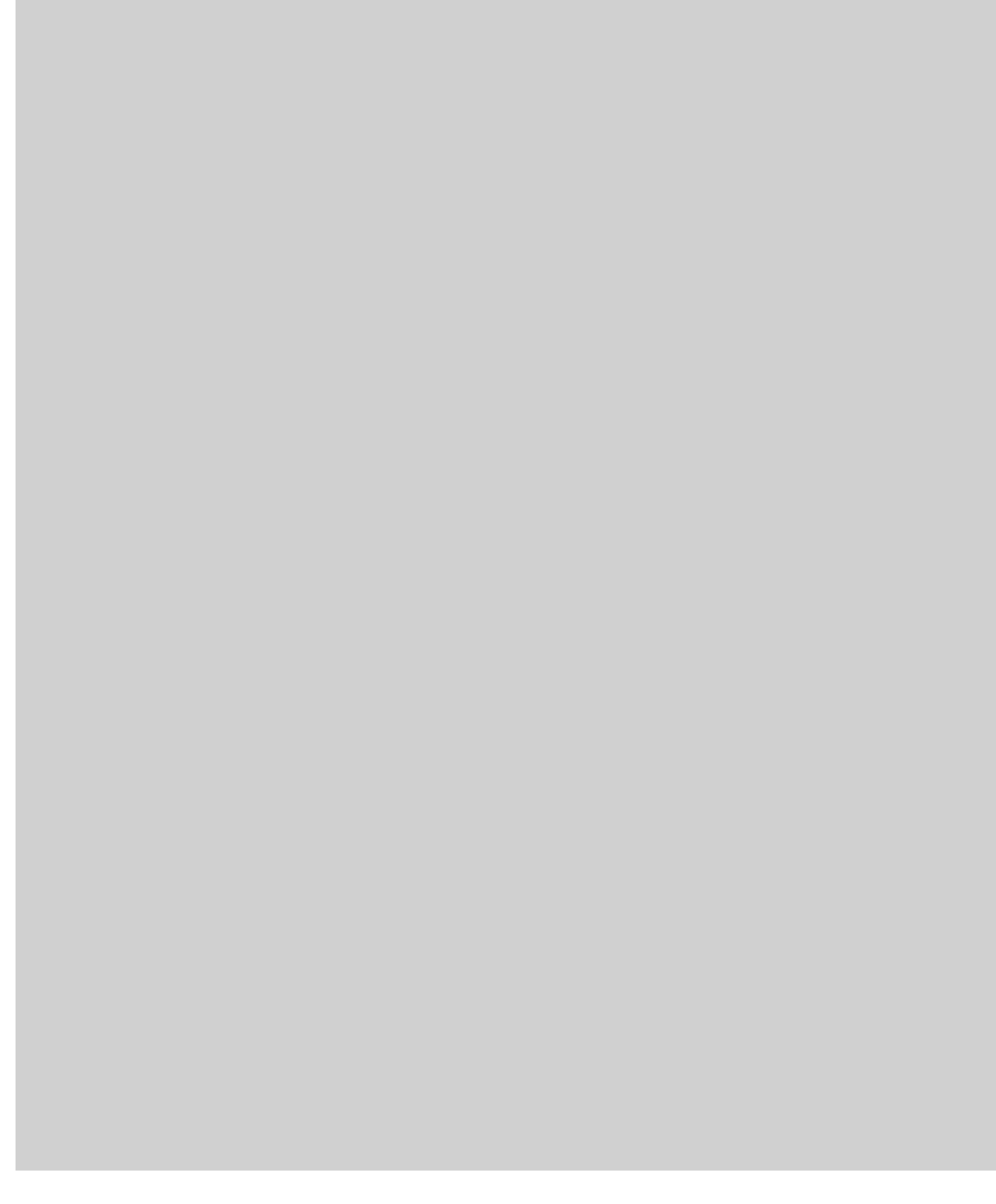
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# About MCAST ICA

## Header 1

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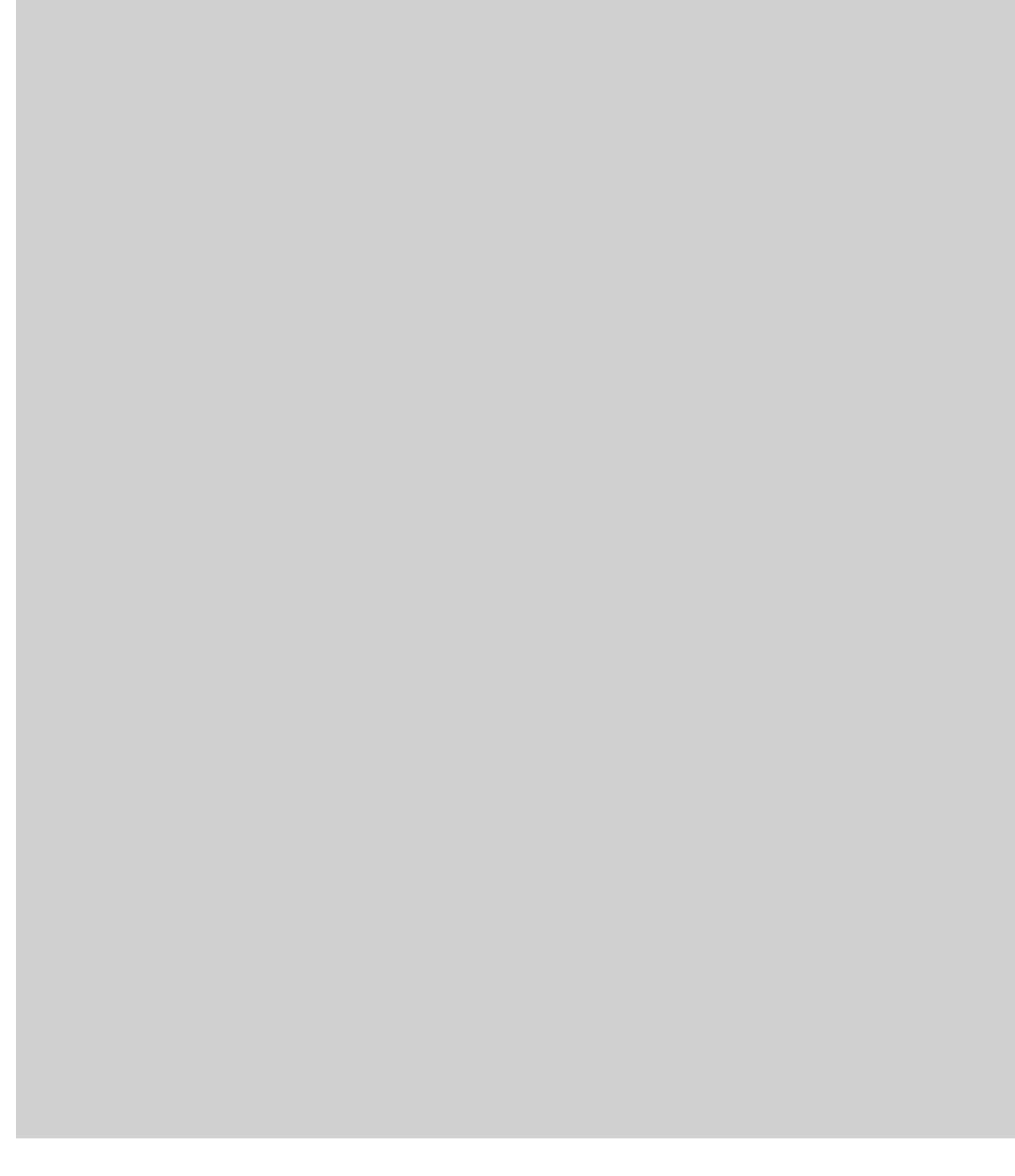


## Header 2

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## Header 3

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# Contact Us

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Get in Touch!

## Call Us

lorem ipsum

## Send Us an Email

lorem ipsum

## Send us a Message

Name

Surname

Name...

Surname...

Email Address

Email Address...

Message

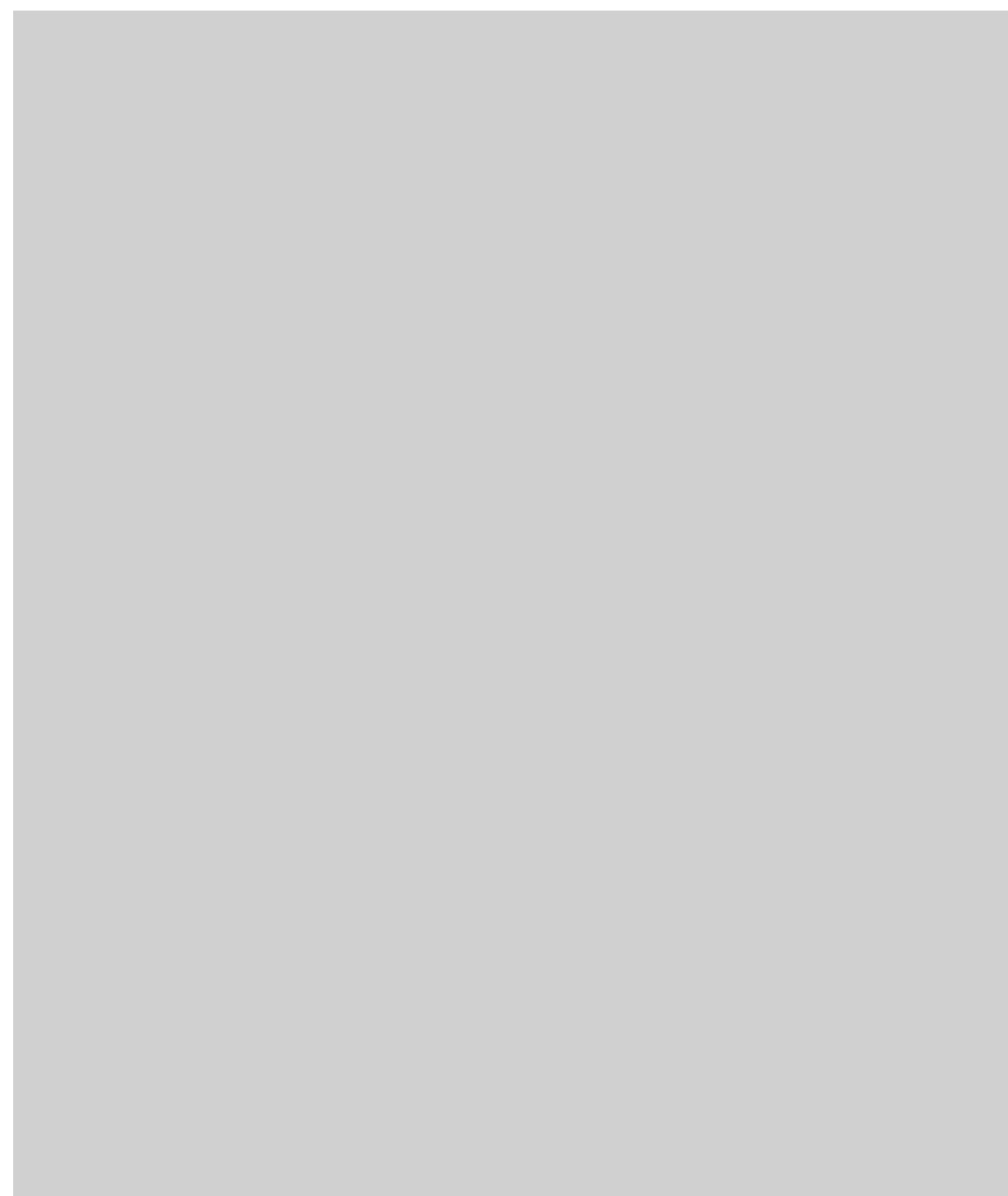
Message...

Link

# Campus Facilities

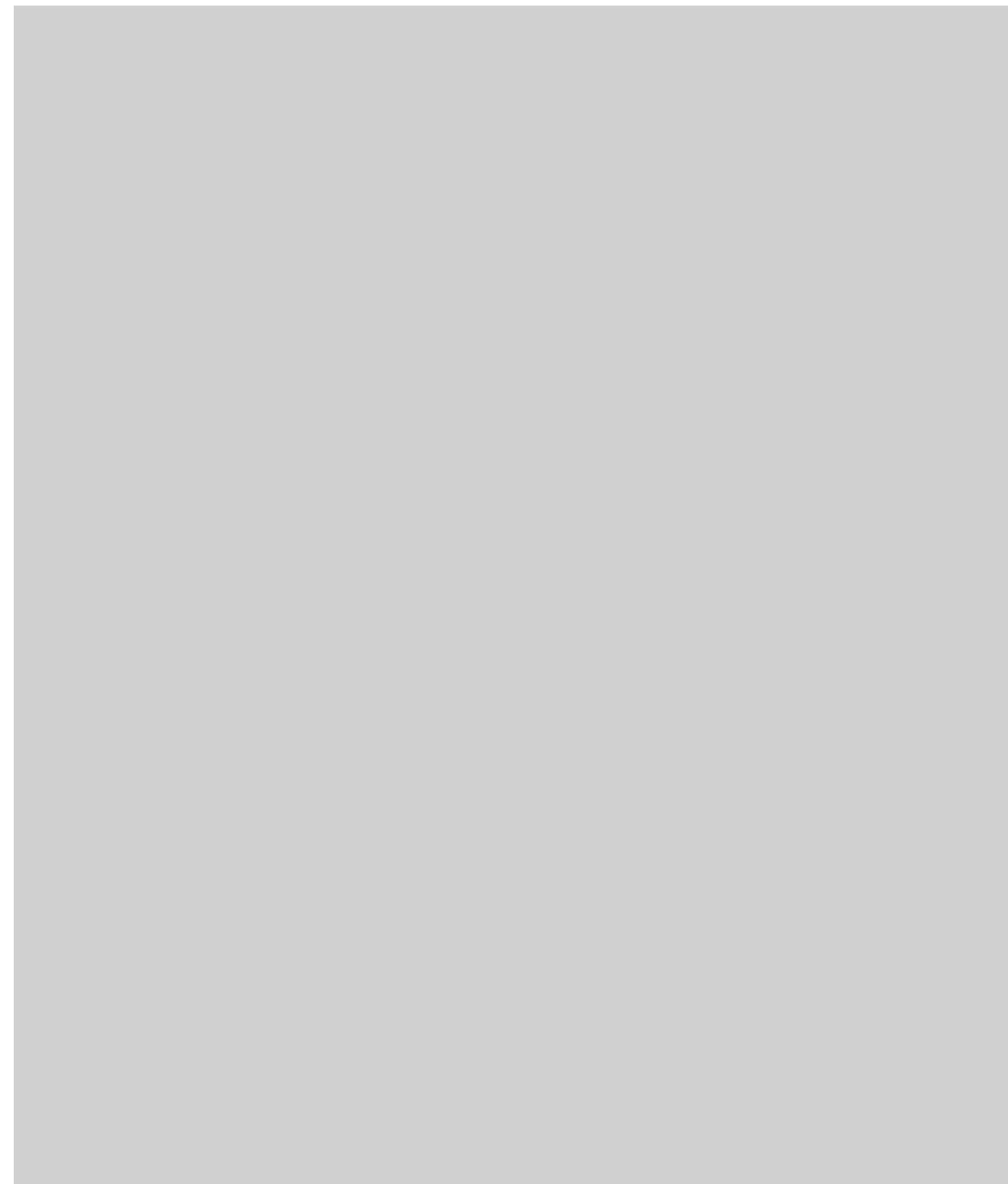
## The Library

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