“Make your own” clothing tutorials

Hosted Website: <https://plesk-app-01.iso.port.ac.uk:8443/login_up.php3>   
Username: UP789041 Password: bb2Pdm7W

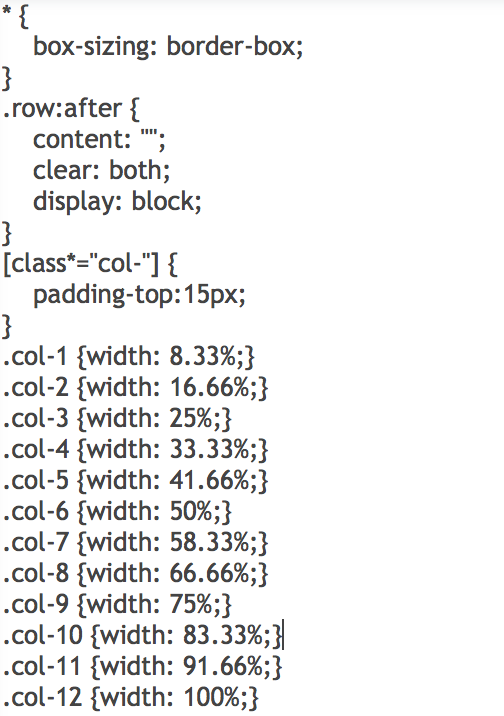
Account names:  
Administrator -> Email: [admin@gmail.com](mailto:admin@gmail.com) Password: admin123  
User: John -> [john@gmail.com](mailto:john@gmail.com) Password: qwas12  
User: Mary -> [mary@gmail.com](mailto:mary@gmail.com) Password: qwaszx  
User: Peter -> [peter@gmail.com](mailto:peter@gmail.com) Password: qwe123  
User: Joanna -> [joanna@gmail.com](mailto:joanna@gmail.com) Password: qwe456

**Introduction**

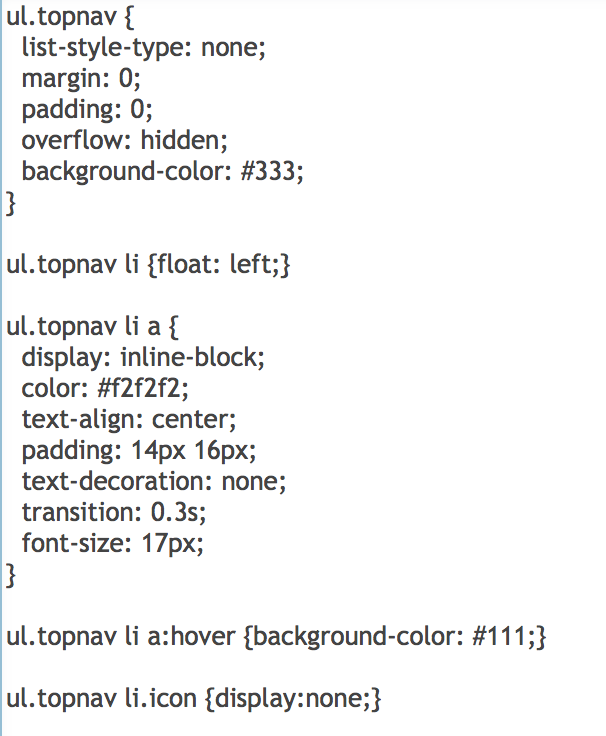
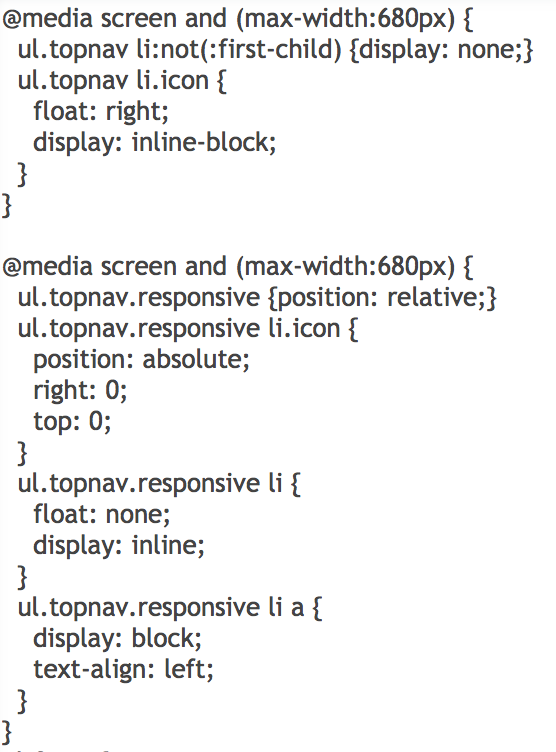
WAADE Enterprises has taken on a Client who requires a branded video sharing website. The client’s name is Patterned Sweater Proposal and its business concept is clothing tutorials. The goal is to create a database driven, responsive website where the users can ask for help about clothing tutorials, and others to respond with video tutorials. Website visitors will be able to watch the videos but if they want to submit a request or respond to an existing request, they will have to create an account. Users can also comment to a tutorial, but the content will have to be approved by the website administrator before it is released to the public. The first step was to complete the Design Development and create a contract between the Client and the Contractor (WAADE Enterprises).  
 After completing the design process, the development of the website will take place. In the technical phase, the server, domains and database will be enabled; the functionality and assets for the website will also be developed. It is essential to demonstrate the functions which were discussed at the design phase and were included in the Contract. The requirements have been gathered during discussion with the Client and there are detailed specification , considered the content, the structure and the functionality of the website. In the technical stage, the Contractor will decide what needs to be done in order to implement these requirements. All these decisions as well as the whole process will be given a more detailed description on the following pages.

**Responsive Web Design**

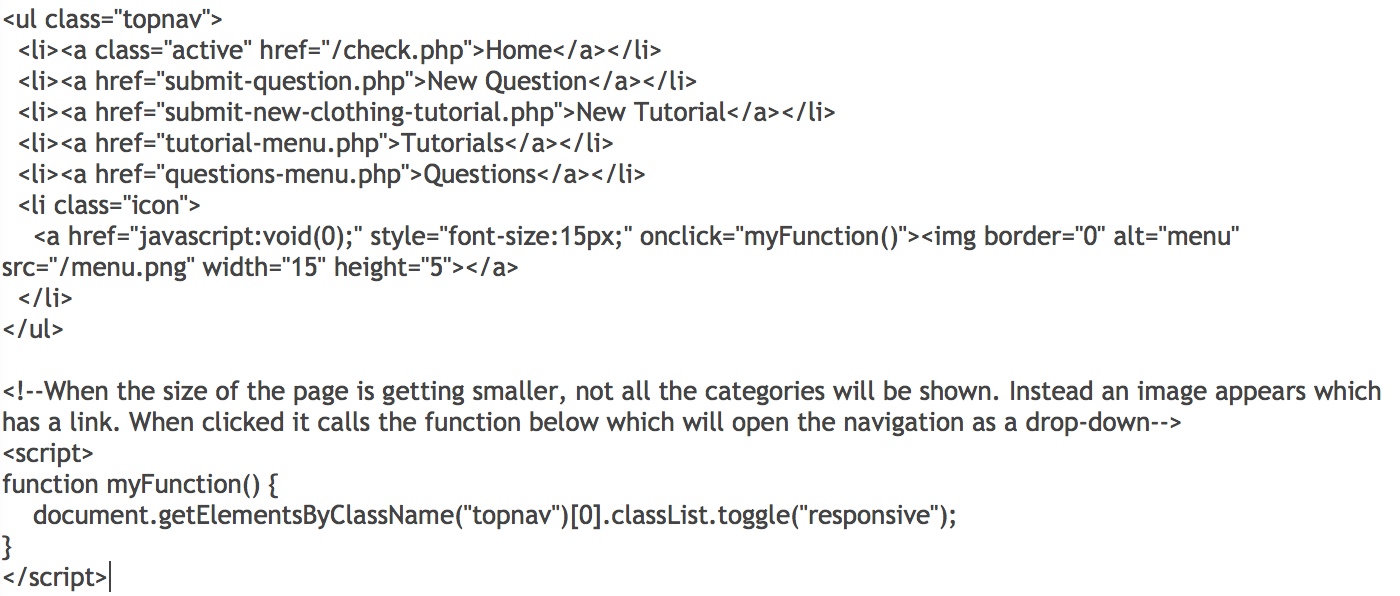
This website will work in all Grade-A browsers. It will also be designed to operate on mobile devices. Therefore, its design will be responsive; that was an important part of the Contract. Moreover it is essential to be implemented first, because the design will be based on that. In order to make the website responsive, we will use one of the most common features: Grid-View. It is easy to use and very helpful when placing elements on the page. Basically, the page is divided into columns. A responsive grid-view often has 12 columns, and has a total width of 100 per cent, which shrinks and expands as we resize the browser window. In the CSS file, we must calculate the percentage for every column. The row element prevents the columns to be taken out of the flow of the page (W3Schools, “Responsive Web Design - Grid-View”).



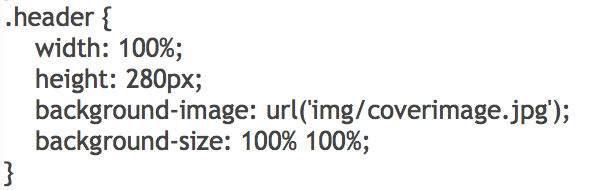
Apart from the content of the page, we must also make sure that the navigation bar will look good on a small screen; that’s why we use a technique called Media Query. As a result, the navigation bar will behave differently on each size of the browser window. First, we have the code for the navigation bar and then we use @media to add a breakpoint at 680px (W3Schools. Responsive Web Design - Media Queries).

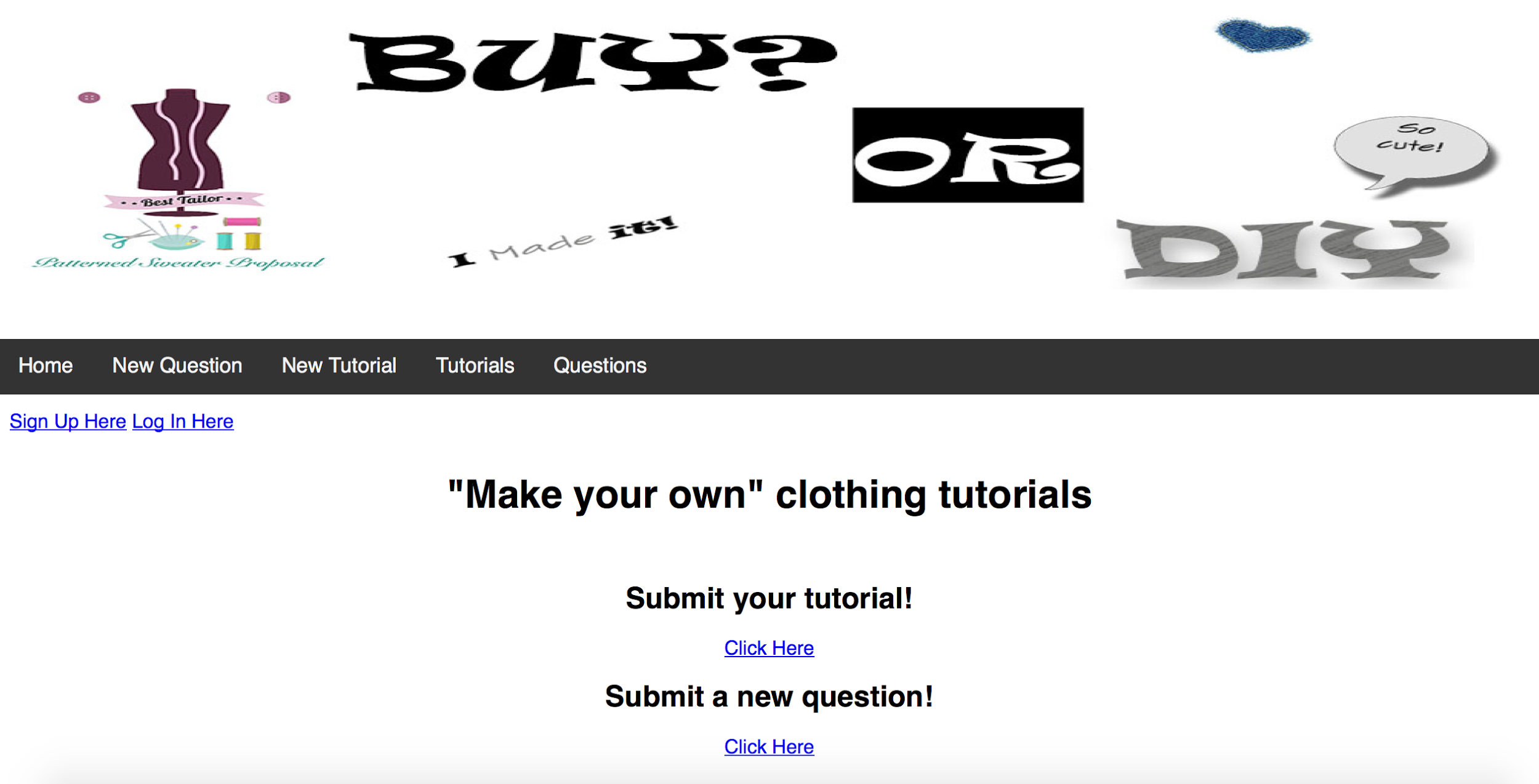
 

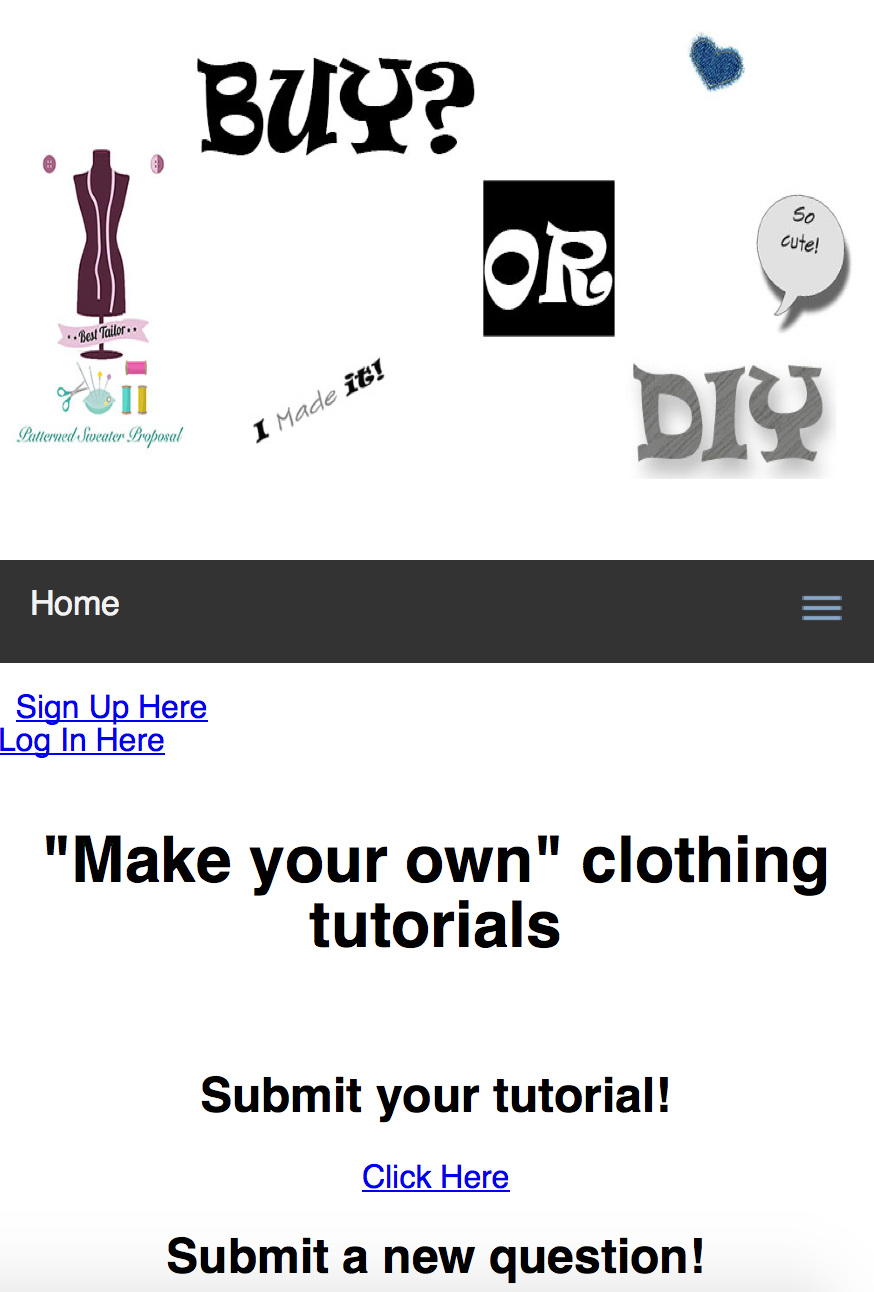
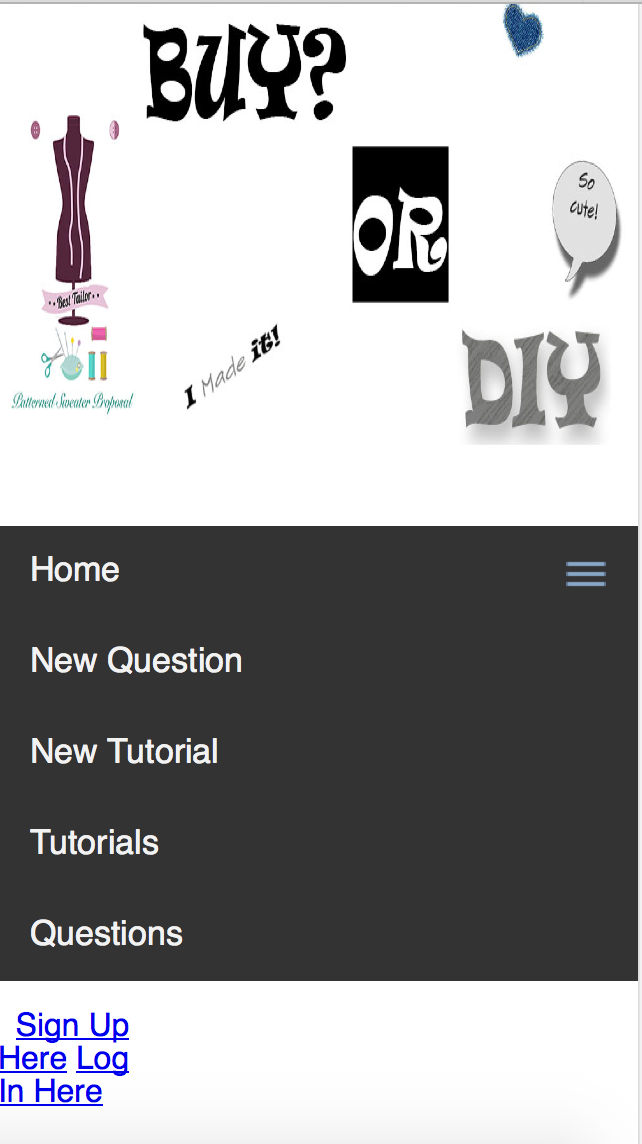
Moreover, we add a function to the html code which will activate this element:



In addition, the image in the header field has to be responsive as well, so if the width property is set to 100%, the image will be responsive and since it work as a background image then the background-size property will be set to 100% 100% in order to cover the entire content area (W3Schools. Responsive Web Design - Images).



As a result, the website will look like this:  
  


**User Account & Registration**

People, who visit the website, will be able to watch the uploaded tutorials, search on the database for tutorials they may need and read the questions. However, if they want to upload their own tutorials or respond to a question or a tutorial which has been uploaded on the website, then they will have to register and log in. In order to register, they must submit their username, email and password; the last two fields will be used when they log in.   
 Both the registration and login management system use PHP and MySQL. For this type of system, the use of sessions is very important and we are going to use PHP sessions. For this purpose, we will create the following files: dbconnect.php, register.php, index.php, logout.php and style.css. The CSS file will be used in every page mentioned above. (Khodke, 2015) The file dbconnect.php contains the code for localhost connection and database selection (see Appendices,1).  
The entire registration process can be done in the file register.php. This file contains the html form with all the required registration fields (username, email, password) and the php code for registering a new user. (Khodke, 2015) (see Appendices, 2)

The file index.php contains html form as well. This form has two input boxes which will take user email and user password entered by the user and then after submitting the form, the php code will match the user email and password combination in database and if it is correct then it will start a session and allow user to access home page otherwise it will show the appropriate message. In case, the administrator logs in, then it will open the admin home page. (Khodke, 2015) (see Appendices, 3)

The file logout.php page contains code to unset and destroy the current logged in (user) session, and after destroying the session the page automatically redirect to the home page. (Khodke, 2015) (see Appendices, 4)

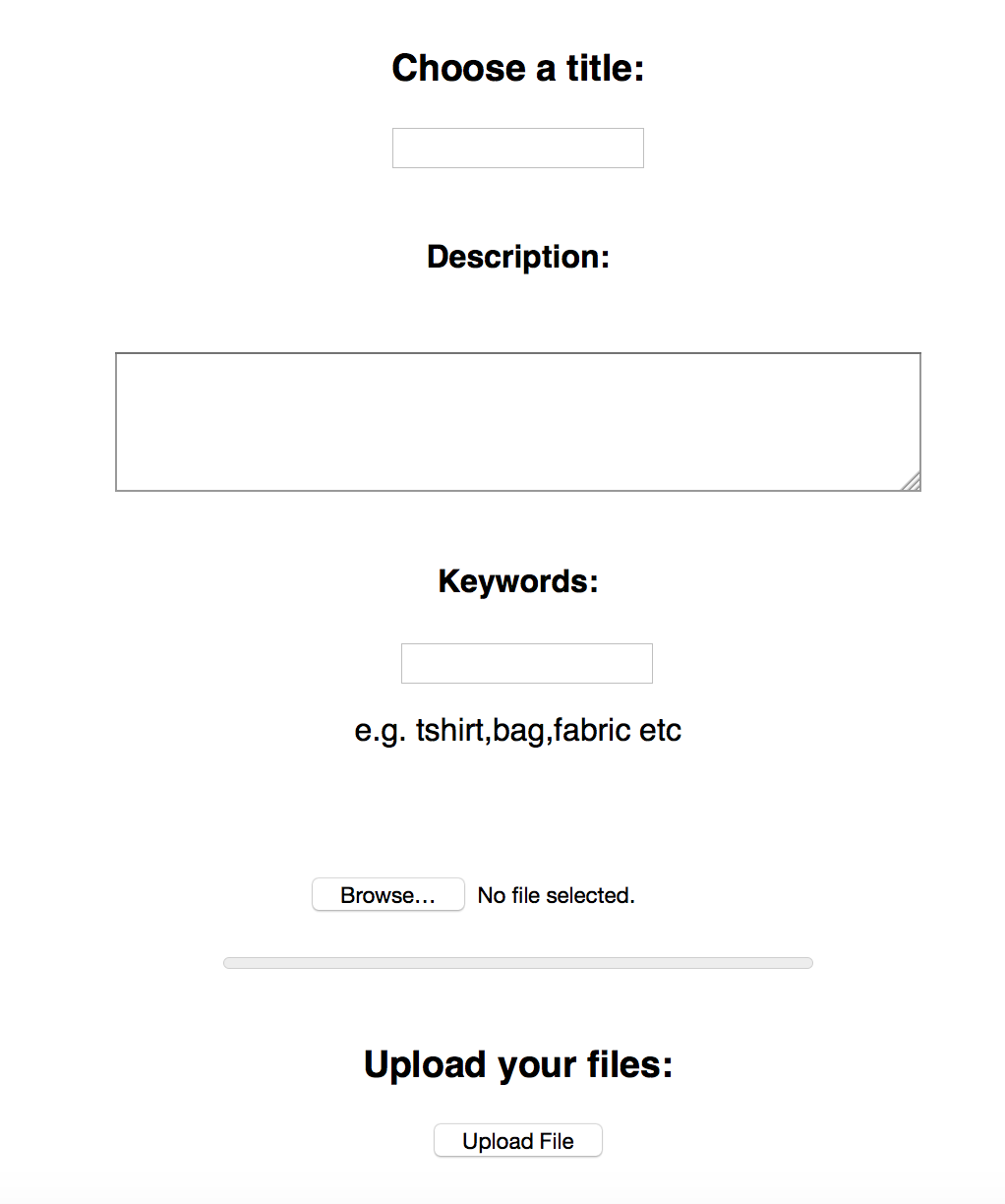
**Submit Tutorial/Question**

In the server’s directory (httpdocs) we keep the home page file and the css file. The rest of the pages are inside a directory file (make-your-own-clothing-tutorials), and we have set the permissions to be 7-5-5. Besides the owner, no one else can write on these files.

**Submit Tutorial Page**

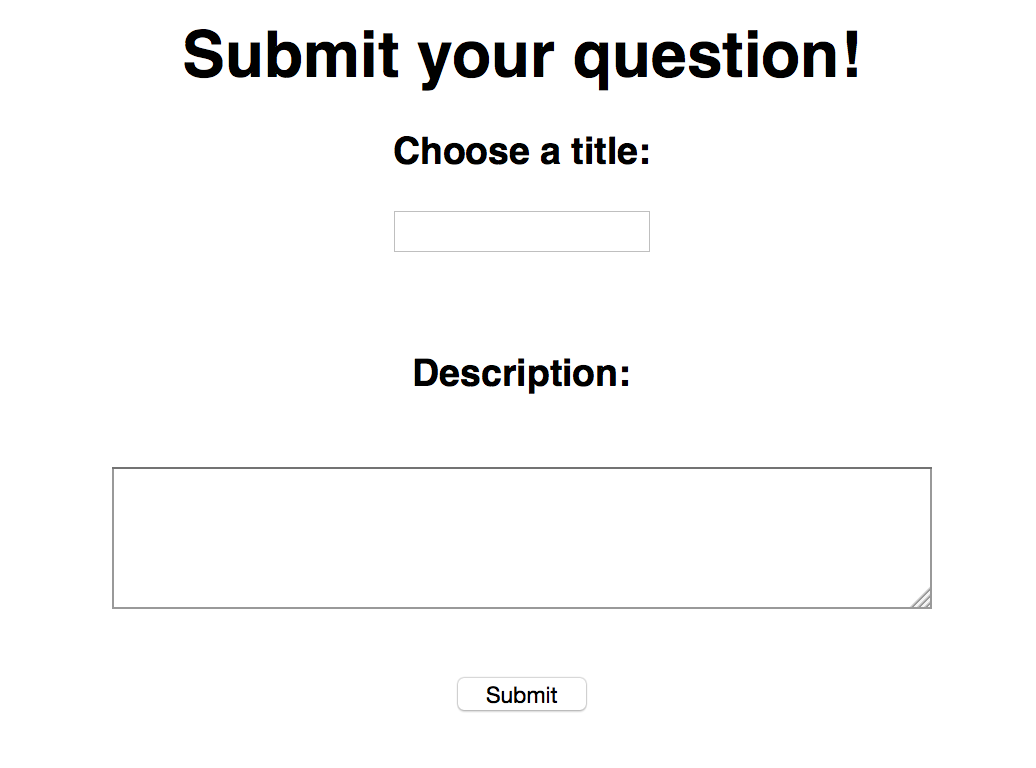
When the user has logged in the system, then he can have access to the submit-new-clothing-tutorial.php page. This page contains the html form with the following required fields: title, description and keywords. The last field is important as it will be used as tag for the uploaded video, so users can search for it in the database. (see Appendices, 5).

After the user selects a file, the button calls the function uploadFile() which uses ajax to open a php file (upload.php) where the process is completed. If the file has mp4 form and its size is smaller than 2MB, then it will be saved on the server (“uploads” file) and the value of the fields will be stored in the database with the use of PHP and MySQL (Khoury, 2013) (see Appendices, 6).



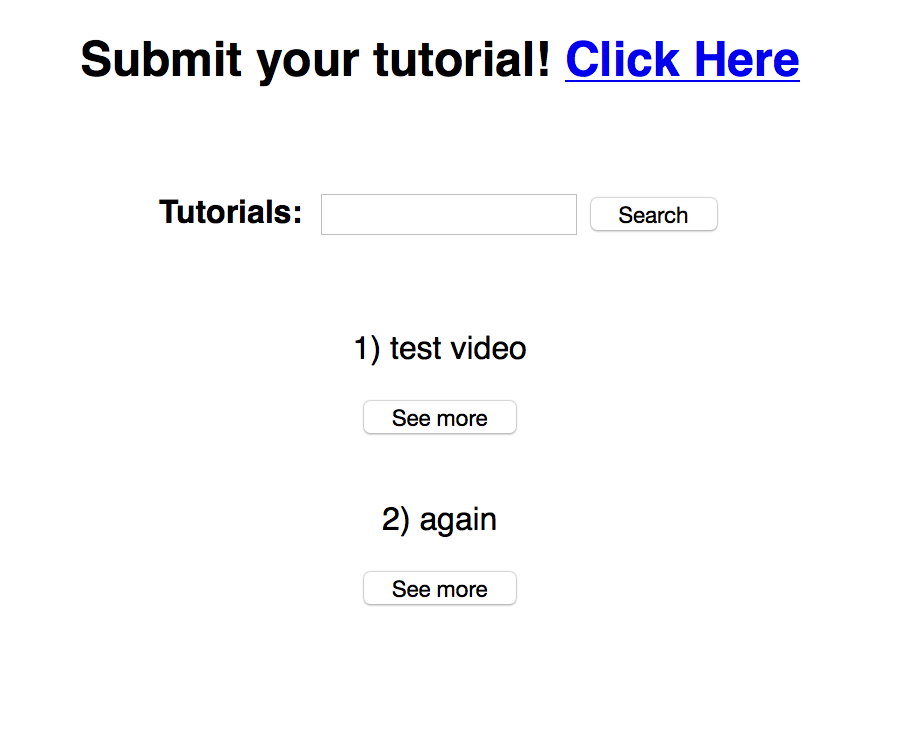
**Submit Question Page**

The user can have access to the submit-question.php page after logging in. The page contains an html form with the following required fields: title and description. When submitting the question, the method post will be called and the values of these fields will be stored in the database with the use of PHP and MySQL (see Appendices, 7).



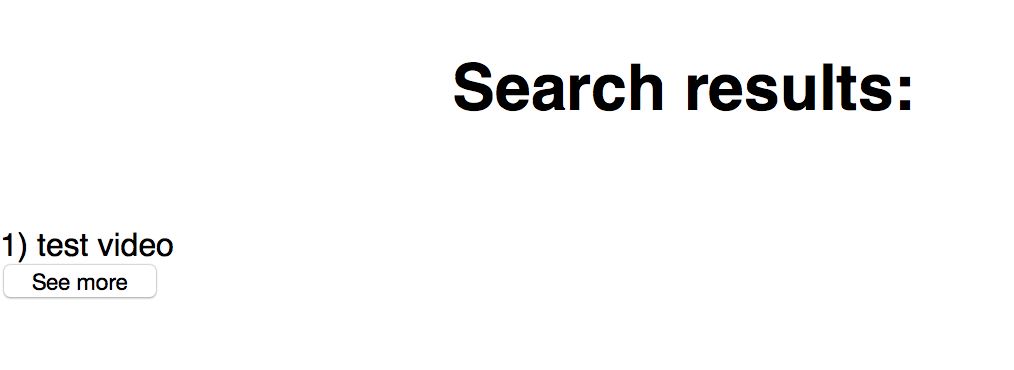
**Tutorials Menu & Search**

All visitors have access to the tutorial-menu.php page but only if they have registered/logged in, they are able to submit comments or video. In this page, the user can see the list of tutorials (approved by the admin and stored on the server) or he can search by writing what he seeks in the search field. The list of tutorials show only the titles, the rest of the information (including the video) can be found in the tutorial-page.php which retrieves from the database the data for the chosen tutorial either it was on the list or was the result of the search (see Appendices, 8).



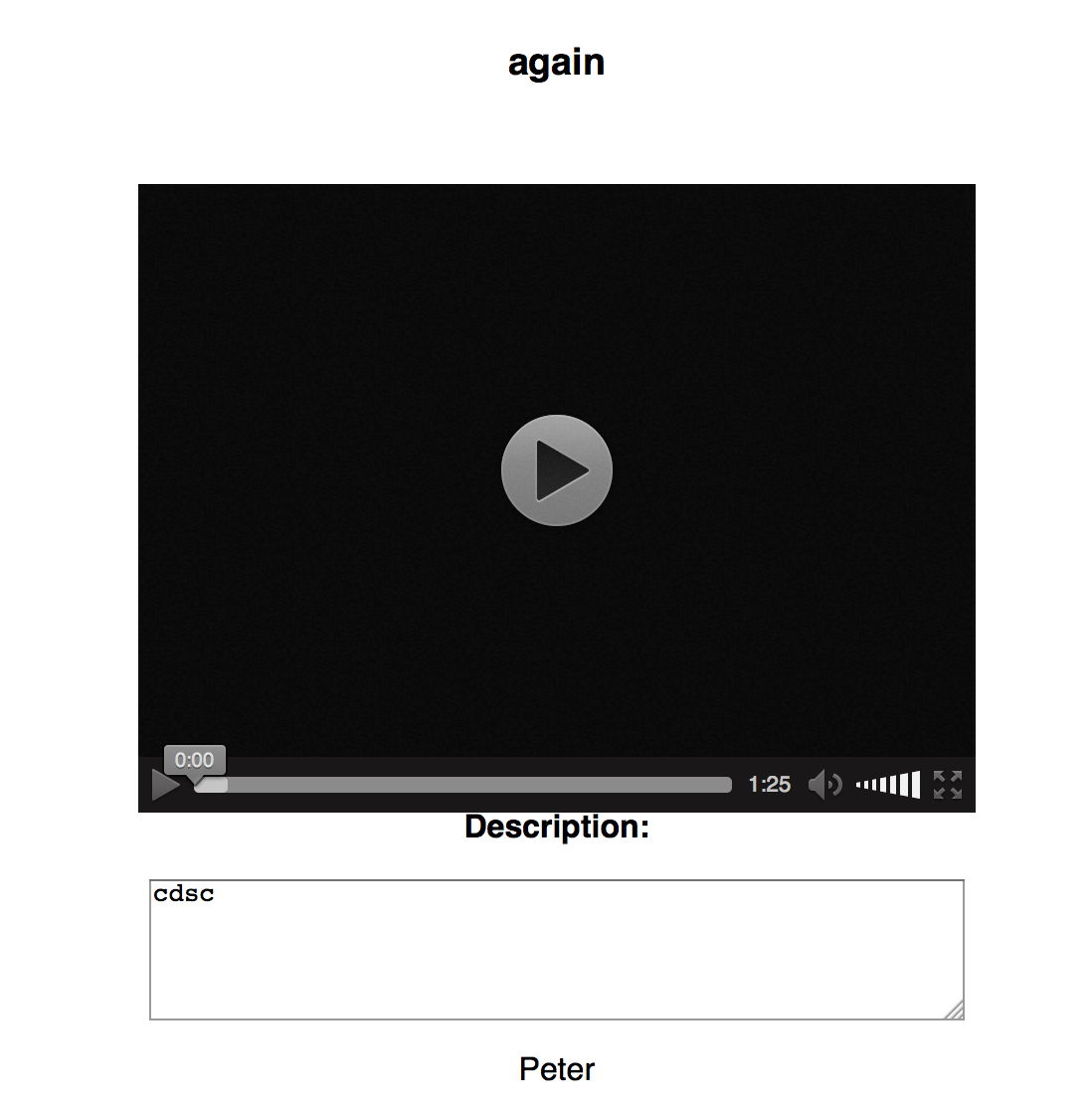
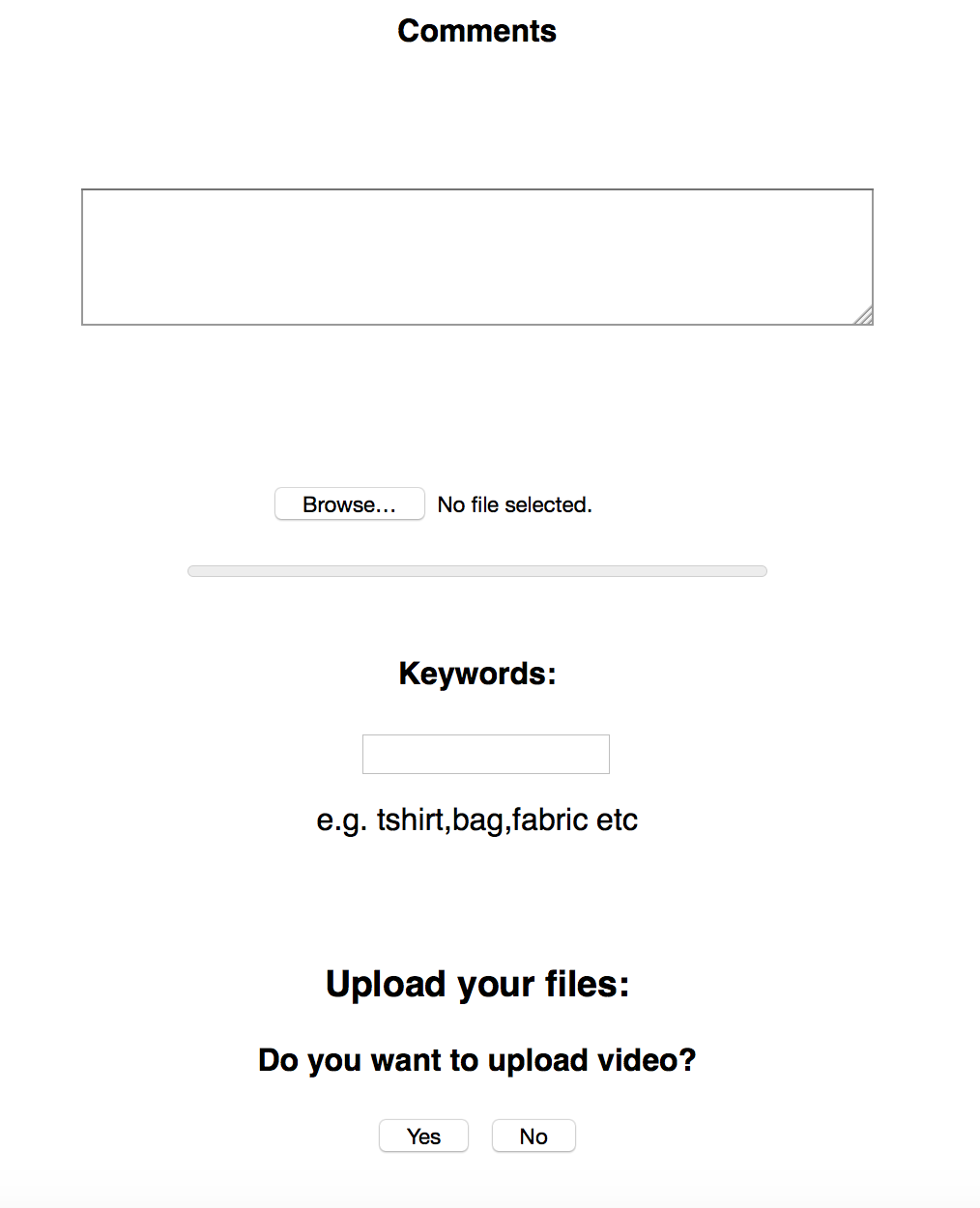
**Search page**

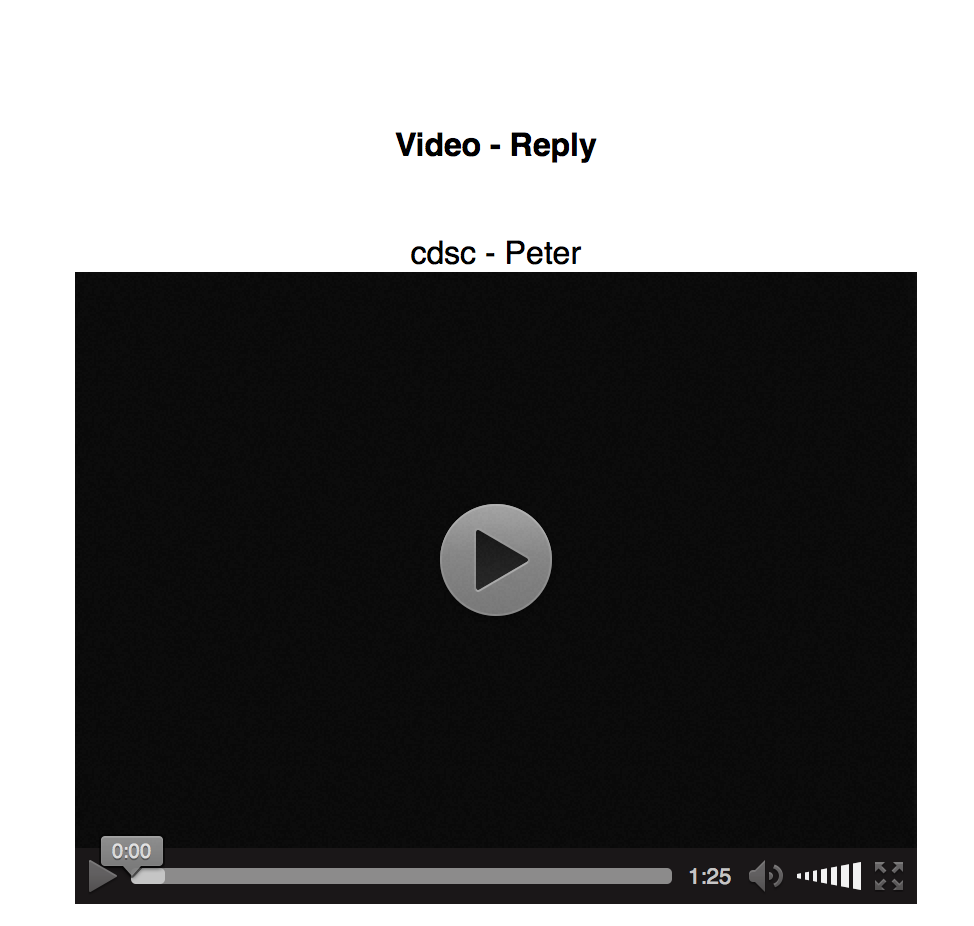
This page checks if the keywords, written by the user in the tutorial-menu page, match the metadata of the uploaded tutorials in the database and displays the results. In this case, the user can see the tutorial video he was looking for otherwise the appropriate message will be displayed (see Appendices, 9).



**Tutorial page**

This page contains all the information for the selected tutorial: title, description, video and the name of the user who uploaded it. Users can also submit comments or upload video responding to the tutorial. The comments and the video that have been approved by the admin will also be displayed in this page.

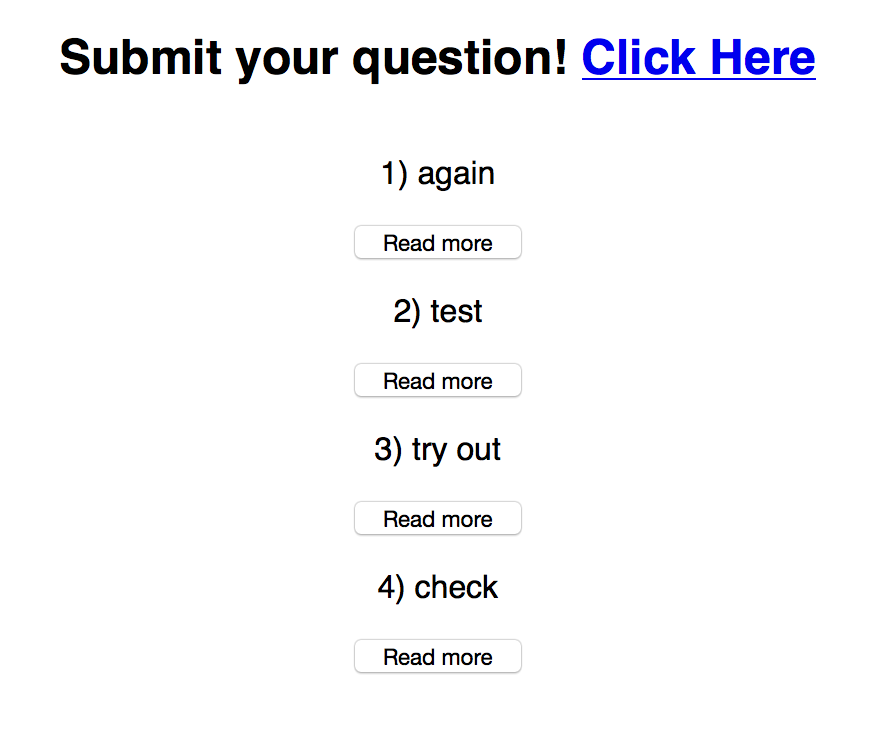
 



If the user does not want to submit a tutorial then he clicks “No” and his comment will be stored in the database as a comment, waiting for approval (by the admin). Otherwise, the file will be stored on the server and its info in the database (including the path - where it is stored), waiting for approval (by the admin). (see Appendices, 10)

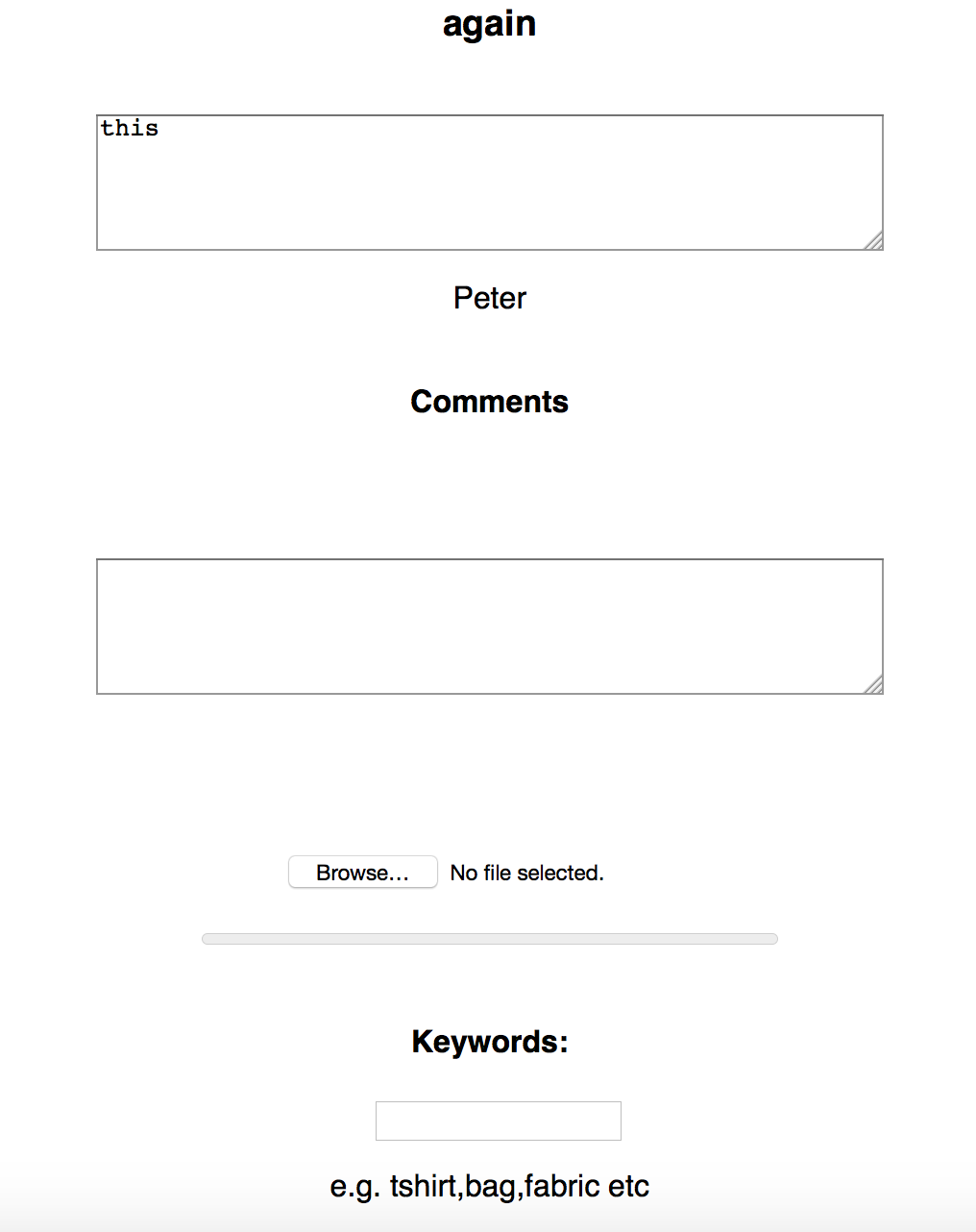
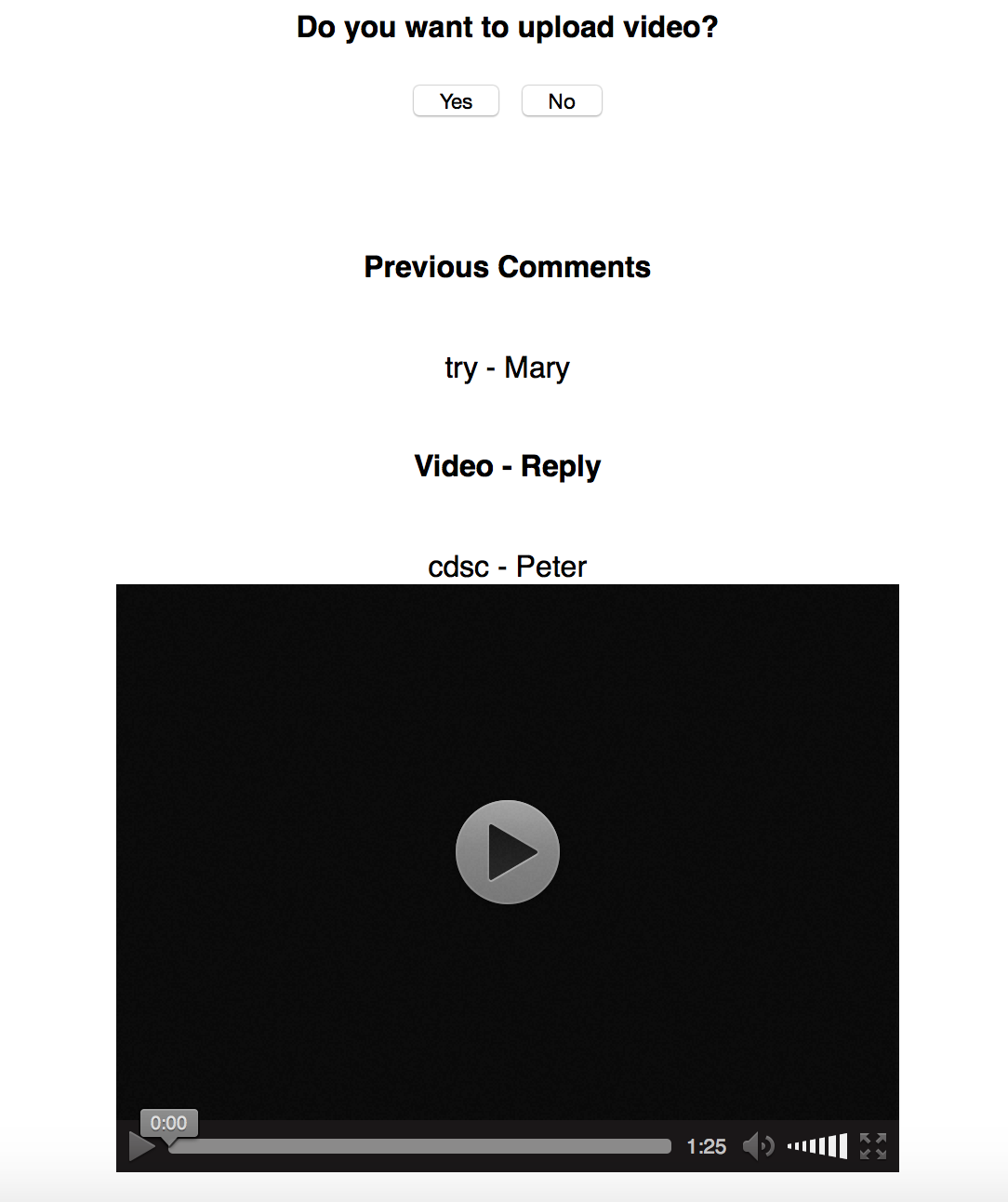
**Questions Menu**

The questions-menu.php page has the same functionality as the tutorial-menu.php page. In this page, the list of the questions is displayed; they have been submitted by the users and have been approved by the admin. If the user wants to open a question, then he must log in first. (see Appendices,11)



**Question page**

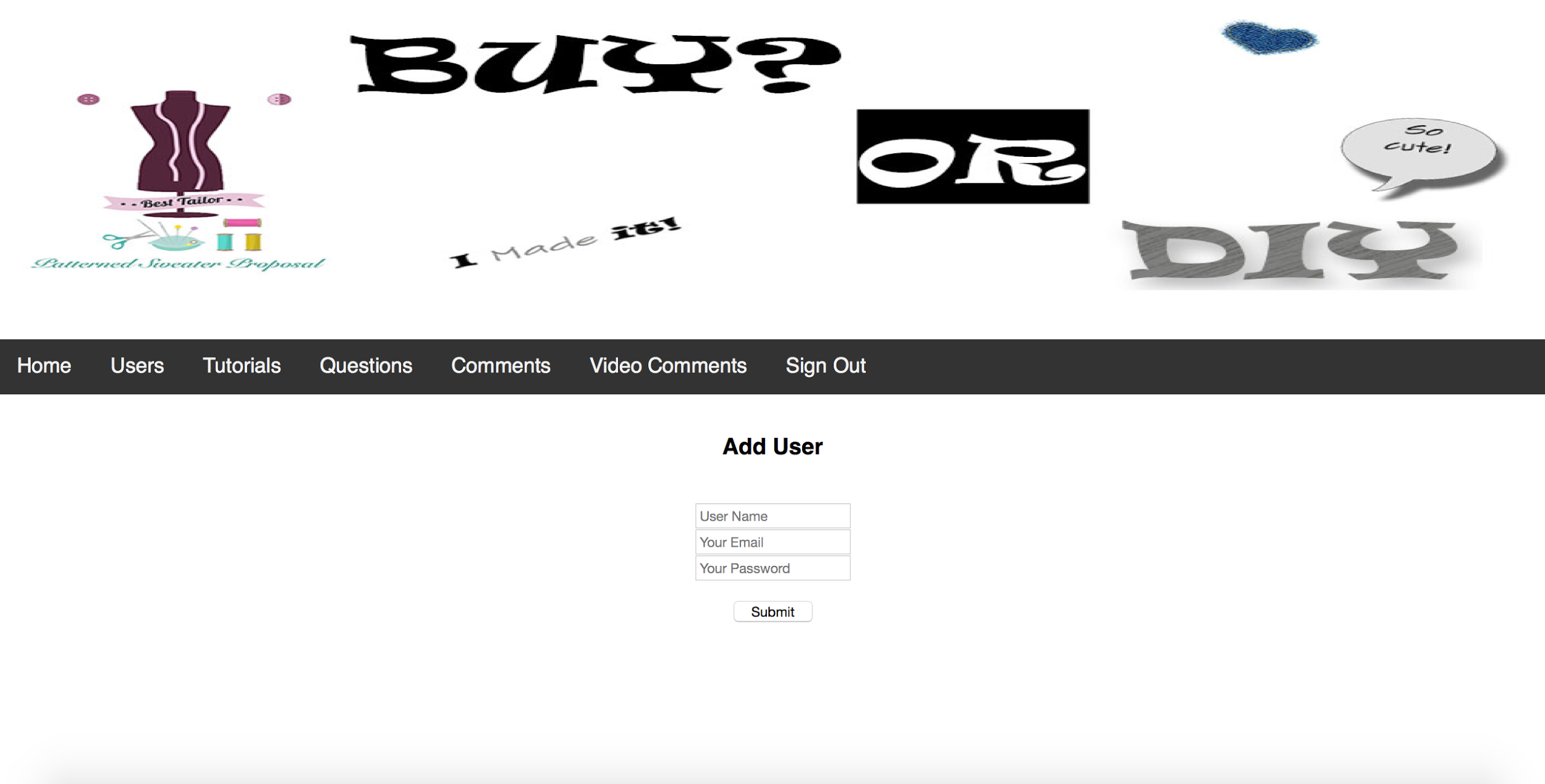
This page displays all the data, retrieved from the database, for the selected question. The user must register or login first. In this page, users can also submit comments or upload video tutorials same as the tutorial page. (see Appendices 12)

**Admin Pages**

During the discussions with the Client, it was decided that everything users upload must first be approved before publishing. Administrator is the one responsible for accomplishing this task. The admin will have access to the database where he can add or delete users and approve (or delete) comments, video or/and questions. He must check if their content is relative to the website’s purpose and if it is appropriate (the content), and then he decides to keep it or not.   
  
 **Admin Home Page**

When the someone logs in the system, we check if he is the Admin; if it is him, then the admin home page will be displayed. This page contains html form,s o the Admin can add new users to the system. The process is the same just like in the register.php file.

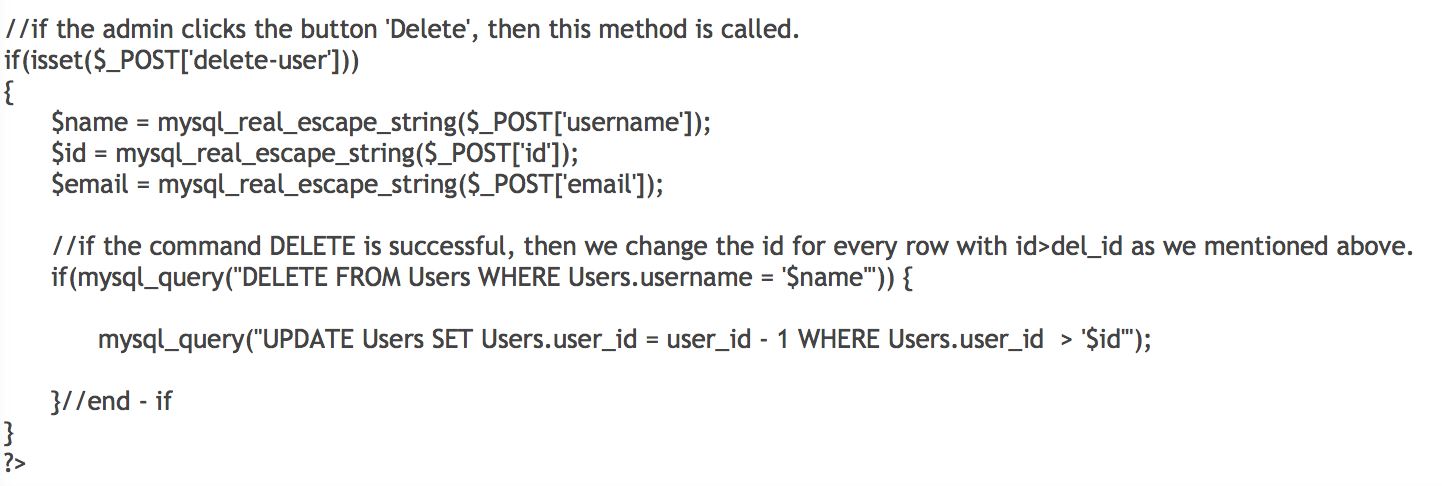


**Users Page**

This page contains the list of all the users and their data (Username, Email, Password). The Admin can see who is on the list and decides to either delete him or not.

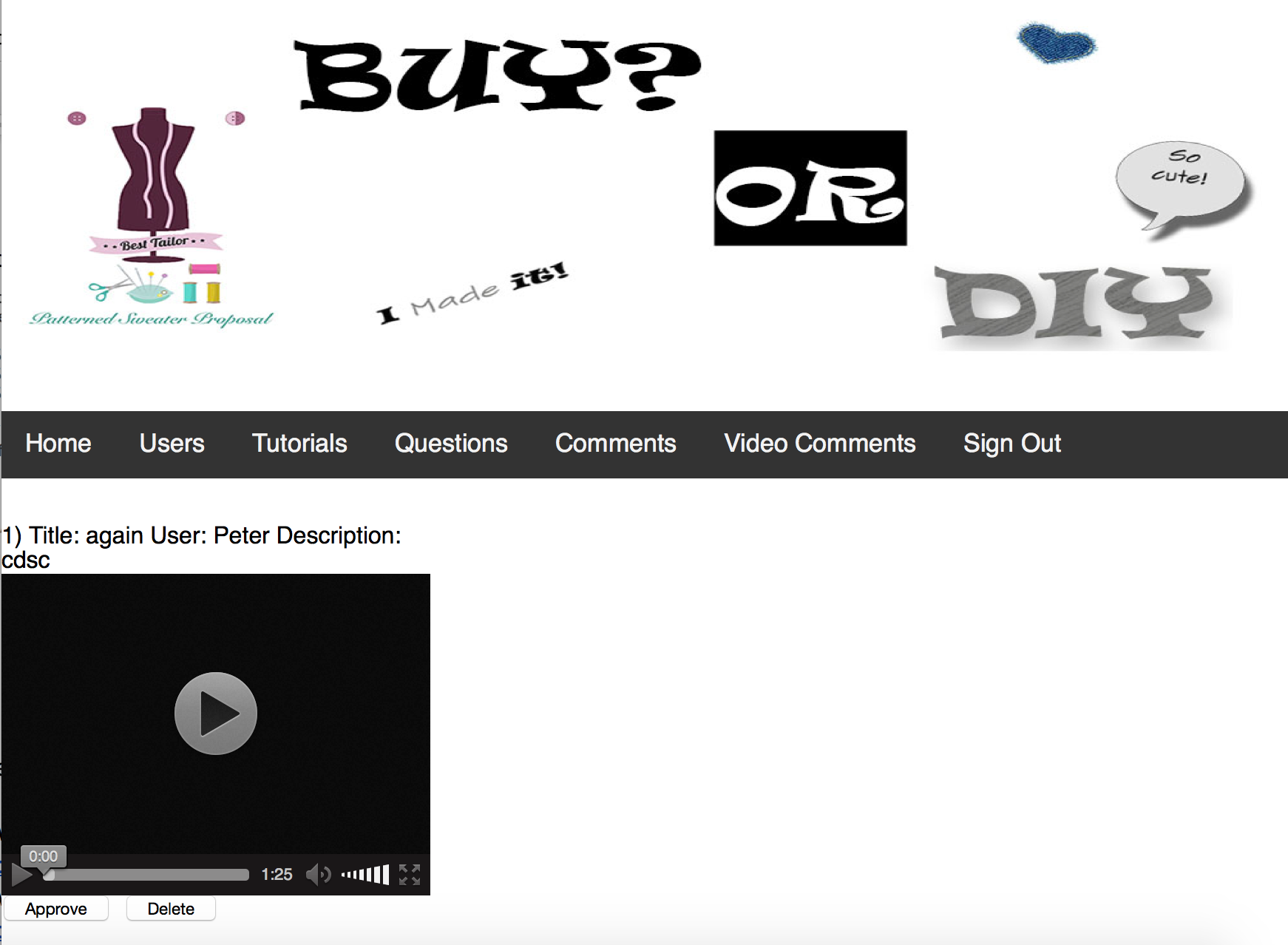


Part of the code:

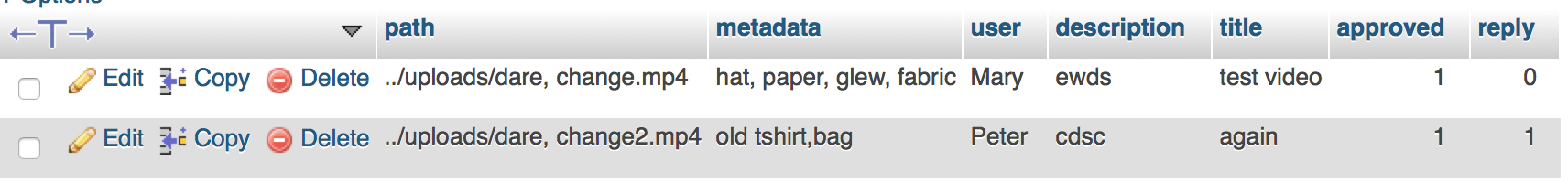


**Tutorials Page**

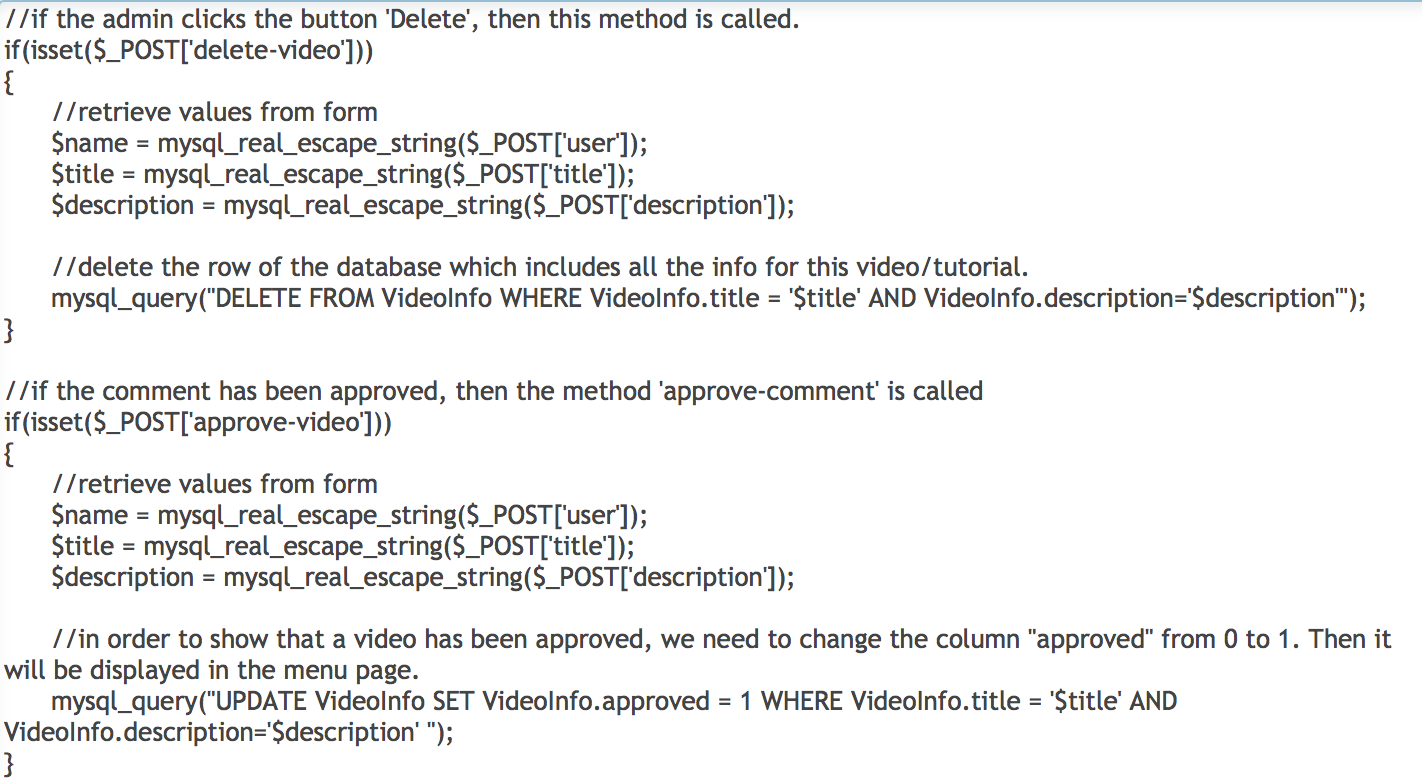
This page contains the video tutorials waiting for approval. The admin can either delete or approve the tutorial after watching the video and checking its content and the description field.



The image below shows the table VideoInfo which includes all the data for the uploaded video. There are two flags for each video: the ‘approved’ flag which determines if the video can be published on the website and the ‘reply’ flag which differs the tutorials from the video replies to other tutorials (this is helpful for the tutorial list displayed in the tutorial-menu.php file).



Part of code:



**Questions Page**

This page contains the questions, submitted by users, waiting for approval. The admin can either delete or approve the question after checking its content. If he approves it, then the flag ‘approved’ is set to 1 and the question can be published.

The code is the same as the one in the tutorials.php page mentioned above.



**Comments Page**

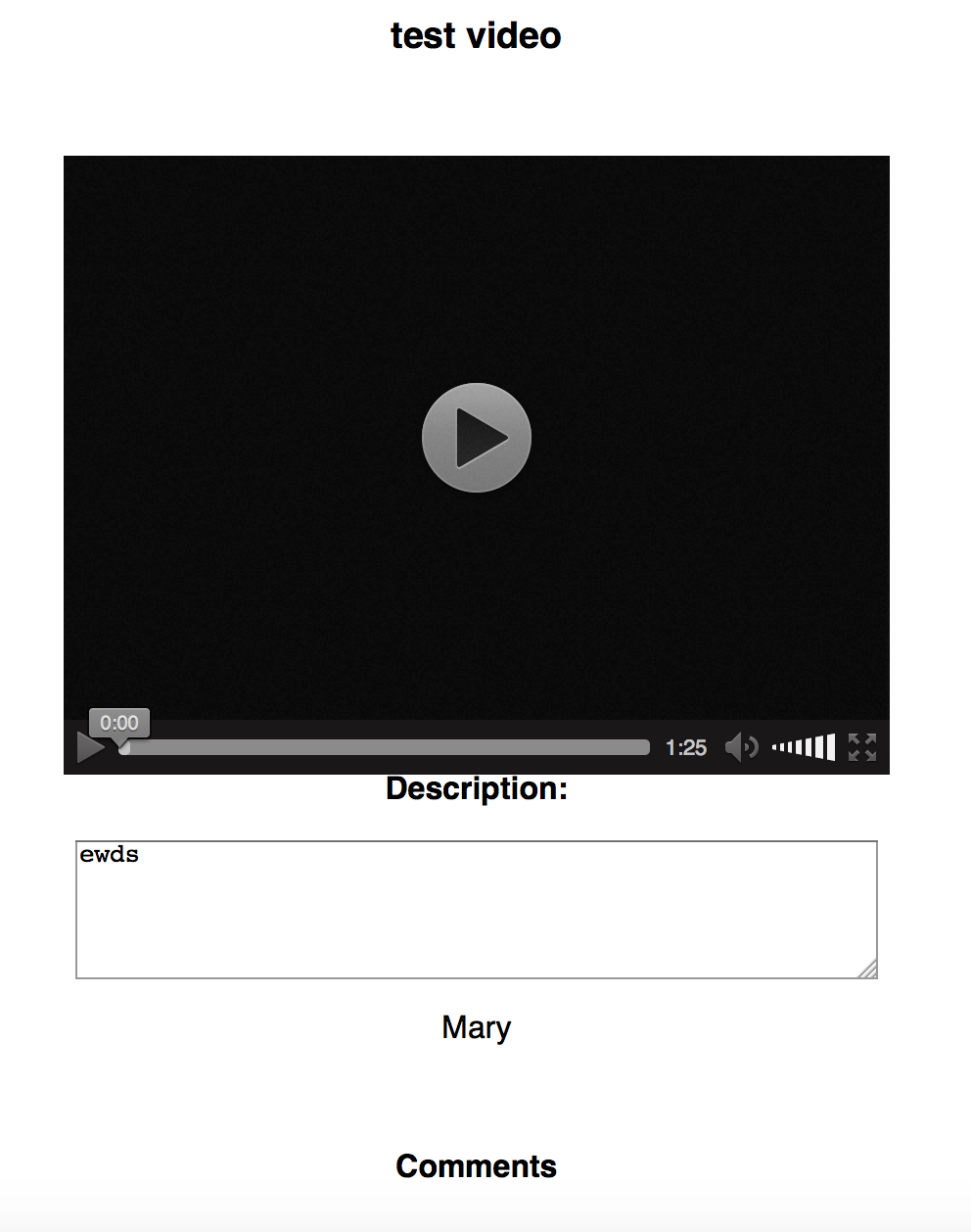
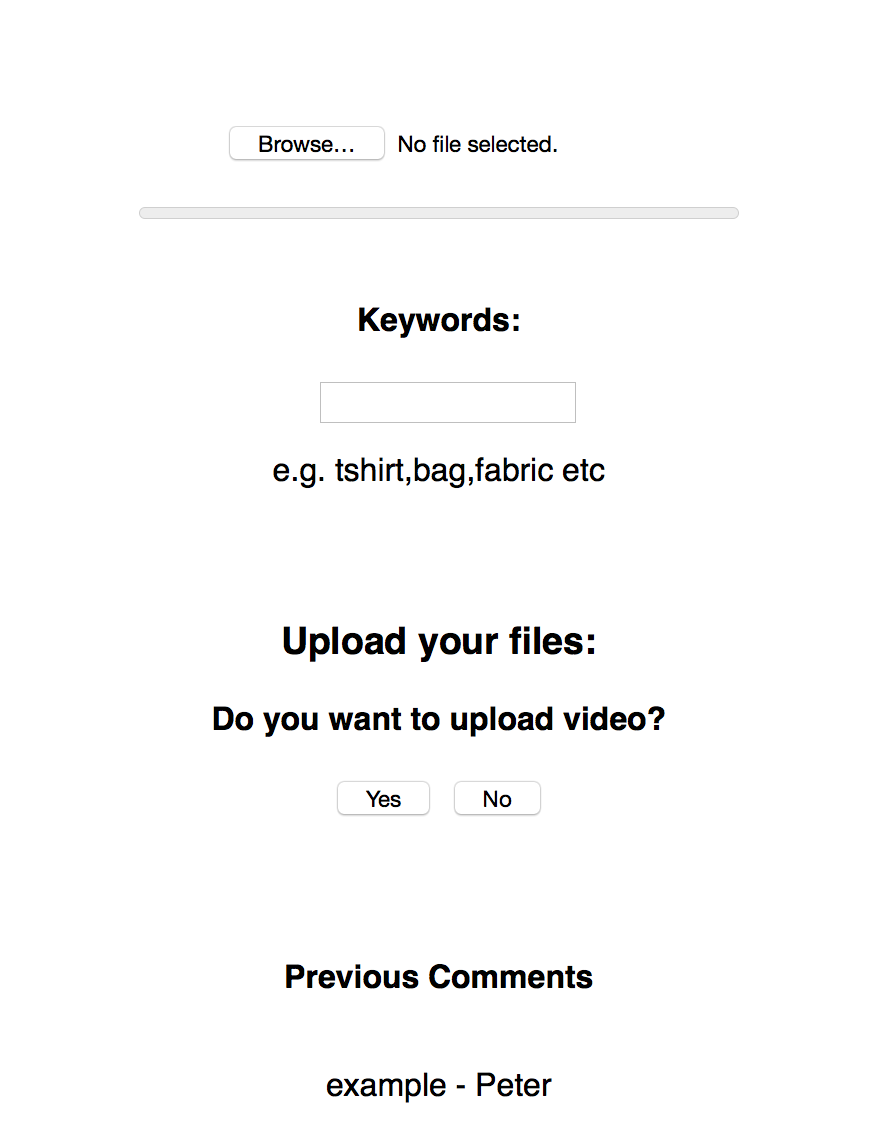
This page contains the list with the comments, submitted by users in a (approved) question from the list, waiting for approval. The Admin will check the content and decides to keep them or not following the same process as the other two pages (tutorials.php & questions.php).



**Video Comments**

This page displays the comments, submitted by users, which are waiting for approval. These comments are replies to tutorials posted on the website. If they are approved by the admin, they will be displayed in the tutorial-page.php along with the video tutorial and its data.



**Search Engine Optimisation**

Search Engine Optimisation (SEO) ensures that a website can be found in search engines for words and phrases relevant to what the site is offering (Red Evolution, “What is SEO?”).

Search engines, such as Google and Bing, use algorithms to collect information for every website in order to provide the best search results for the users. SEO can help a website to have high ranking; as a result, it is easier for people to find them. The SEO includes some elements such as text, title, links between websites, words in links and reputation (quality content and links). (Search Engine Land, 2011)

Besides creating good content, it is important to create a good content research as well. This can be achieved with the use of keywords. The content “answers” a question effectively by using keywords (Search Engine Land, “Content & Search Engine Success Factors”). In addition, meta descriptions are used for the snippet of text displayed under a listing in the results. It advertises the page, drawing users’ attention to the site from the results (Fishkin, 2015).

Moreover, the content must be updated regularly in order to get a higher rank for the website. Since the website includes media, the content needs to be improved in order to perform well in Vertical Search with the use of alt tag (Search Engine Land, “Content & Search Engine Success Factors”).

Since search engines display the URLs in the result and are used in ranking, it is, therefore, crucial to have a good URL structure. It should include the basic description of the content of the page but keep it short, so it would be to copy it and paste. It would be also good to the hyphen character (-) to separate the words, e.g. <http://up789041.ct.port.ac.uk/make-your-own-clothing-tutorials/home.php> (Fishkin, 2015).

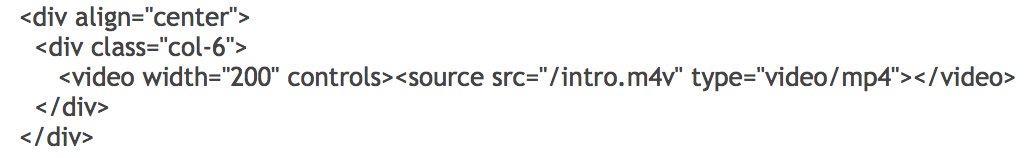
**Video Process**

One of the main assets is a sample video the business concept. It will be a short video showing the use of the website in a promotion perspective. After suitable research, the story of the video will include: the logo and name of the company (see Appendices, 13), short video showing the creation of clothes (that is the business concept of the website) and finally a screenshot of the website, showing its final form including the url (see Appendices, 14). ([Penguin Books UK](https://www.youtube.com/channel/UChTmMMt5nuRBEdmCItFHmAw), 2011), (Big body dog, 2011), (Niki and Gabi, 2014)

The tools which were used for the production are: Adobe Photoshop (for the screenshots), Adobe Premiere Pro (for editing) and Adobe Audition (for editing the sound). For the video, we used our own camera (Canon IXUS 105). There were two videos that need to be added into one sequence (Kriscoart Productions, 2015). Moreover, we don’t need the sound since we are going to add our own soundtrack so we remove it ([Premiere Pro Tips](https://www.youtube.com/channel/UCPYXRwMbAeEL0nLYen7QUjQ), 2012).

The two video clips were quite long, so the whole video exceeded the limit of 2 minutes; that is why we used fast forward (Sengstack, 2011) ([Premiere Pro Tips](https://www.youtube.com/channel/UCPYXRwMbAeEL0nLYen7QUjQ), 2012) to reduce the duration to 1.40 minutes.

Finally, we used Adobe Auditions to edit the sound. After searching for non copyrighted music, we found a piece that could be used in the video production. We added it to the production and rendered the whole video in order to get the final form (Boniface, 2012). However, the video was too long and its size was too big to be uploaded on the server. Therefore, we used Quicktime Player to convert the video from the .mov form to .m4v form ( Apple Inc., 2015). The video is ready to be added on the website.



**References**  
  
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5) Khoury, A. (2013). File Upload Progress Bar Meter Tutorial HTML5 Ajax PHP. Retrieved from <https://www.youtube.com/watch?v=EraNFJiY0Eg>

6) Red Evolution. (n.d.). What is SEO? Retrieved from <https://www.redevolution.com/what-is-seo>

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12) Niki and Gabi. (2014). Alice and Mad Hatter DIY Costumes + Hair and Makeup! Retrieved from <https://www.youtube.com/watch?v=ZHkcQh1vRck>

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