

ADV201 Assessment Two

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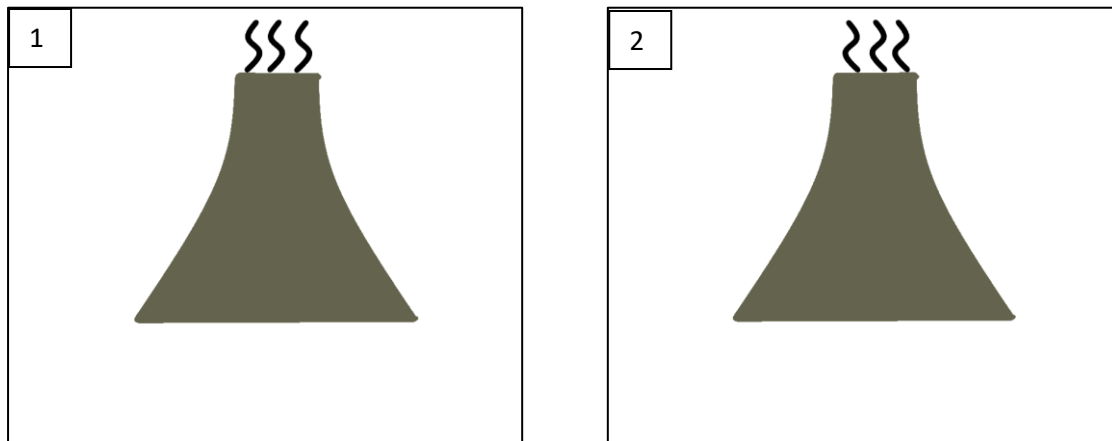
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Assets:

Imagery:

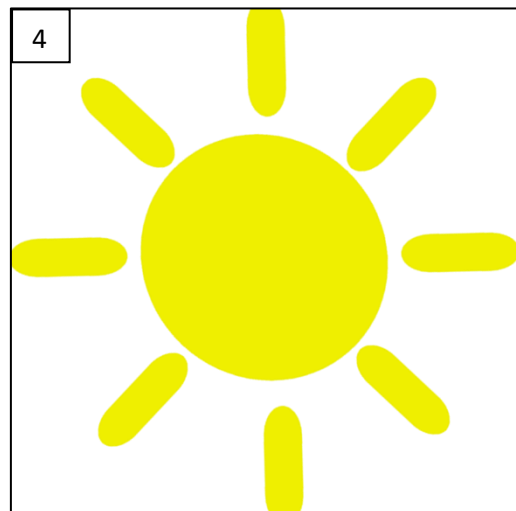
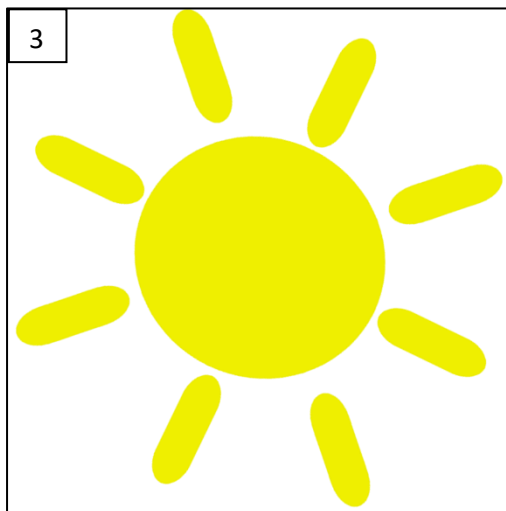
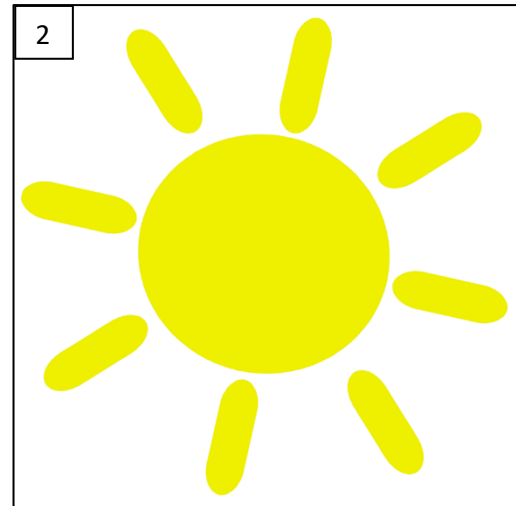
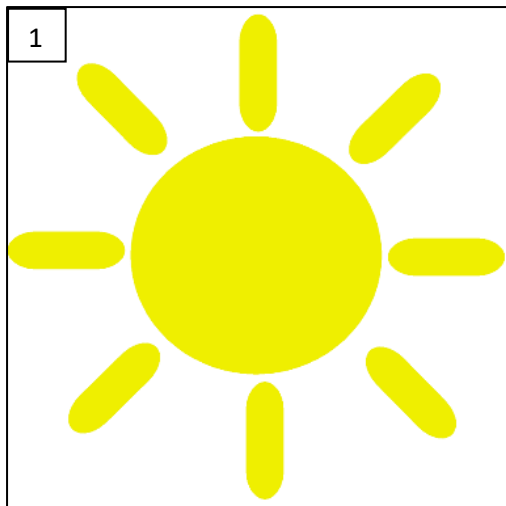
Coal:

The coal images are combined to form a gif when the user hovers the mouse over the image button. The image will also have a shadow behind it to create depth.

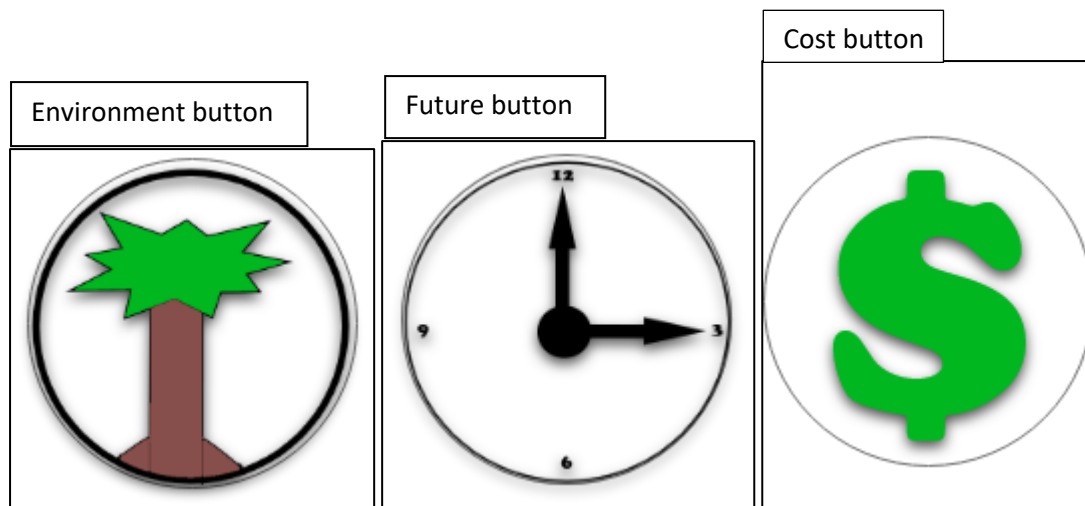


Solar:

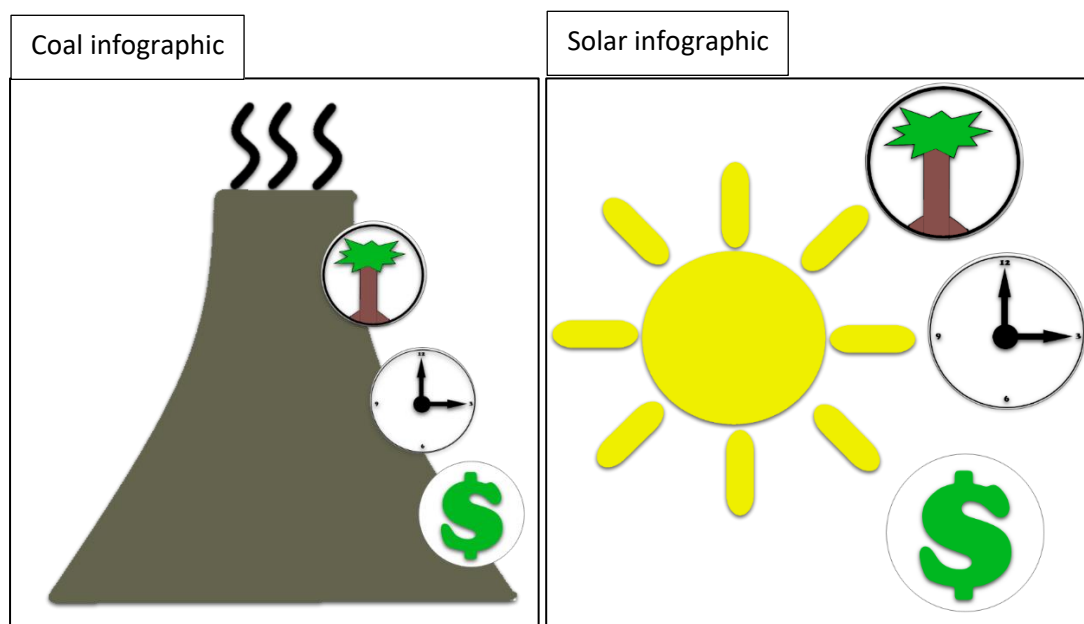
The solar gif consists of four frames to create the effect of the sun spinning when the user hovers the mouse over the button.



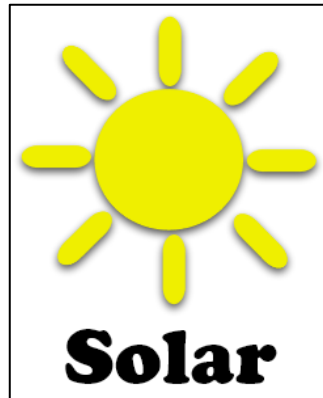
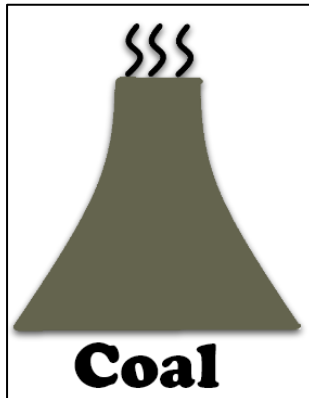
Infographic icons:



Infographics:



Button links:



Text:

All text will be in Cooper Black font, the text size will vary, but only slightly:

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Coal text:

Environment:

**Coal is burnt to make the electricity for everything!
But there's a problem, it pollutes our air we breathe,
every time we burn more coal, smoke from that gets
released into the air, this is not good.**

**What's worse is there's no way for us to make coal clean,
it will always pollute when being burnt. Even when we
catch the smoke it still gets our into the environment!**

**When the smoke from burning all this coal stays in the
air, it will make the Earth warmer, which would be a
disaster.**

**It will be so bad that soon the ice in Antarctica will start
melting!**

**This is because the Earth can't handle the Carbon Dioxide
found in the smoke from Coal, it is simply too much for
the trees to absorb.**

There is a solution:



Solar

Future:

Coal power stations are becoming unreliable because they are so old.

When they break, we lose electricity, meaning this computer won't work!

Most coal power stations of Australia will all be over 40 years old by the year 2030, this means they are making enough electricity for 40 years ago, but not now.

When the weather gets really bad the power stations will struggle, this could be extreme heat or extreme cold or rain.

Over the first 6 months of 2018 more than 100 power stations have failed, this means more than 100 times people temporarily lost electricity. With so many failing over the 6 months, that's 2 - 3 stations per day!

There is a solution:



Solar

Cost:

It costs a lot of money to continue running the coal power stations. Once they're over 40 years old the cost just to maintain them is huge.

Building new coal power plants is even more expensive.

The cost of building new coal power plants is huge when compared with the cost of building new solar power plants which will survive into the future.

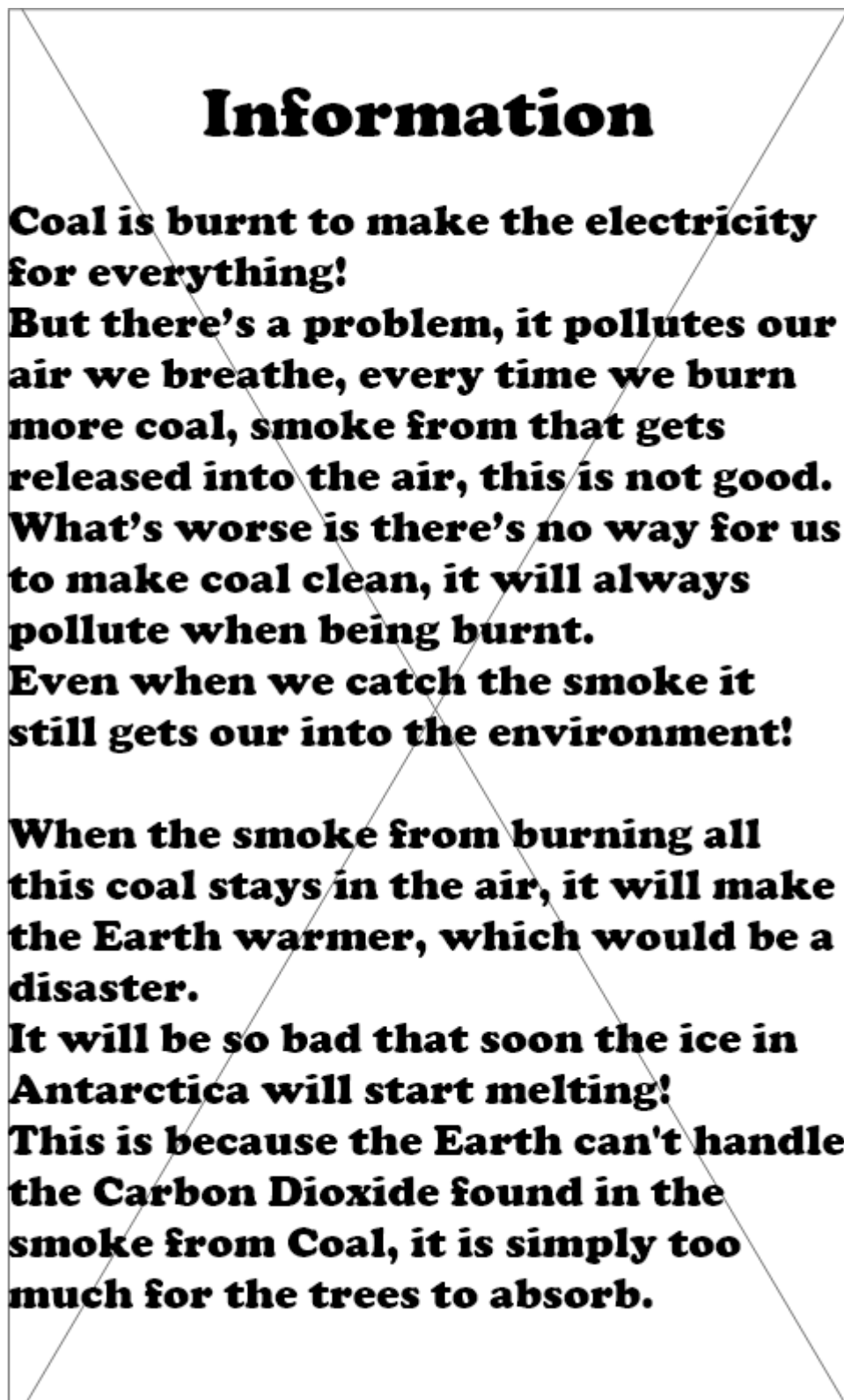
The cost of solar plants will also continue to fall well into the future where the cost of coal will only continue to rise.

There is a solution:



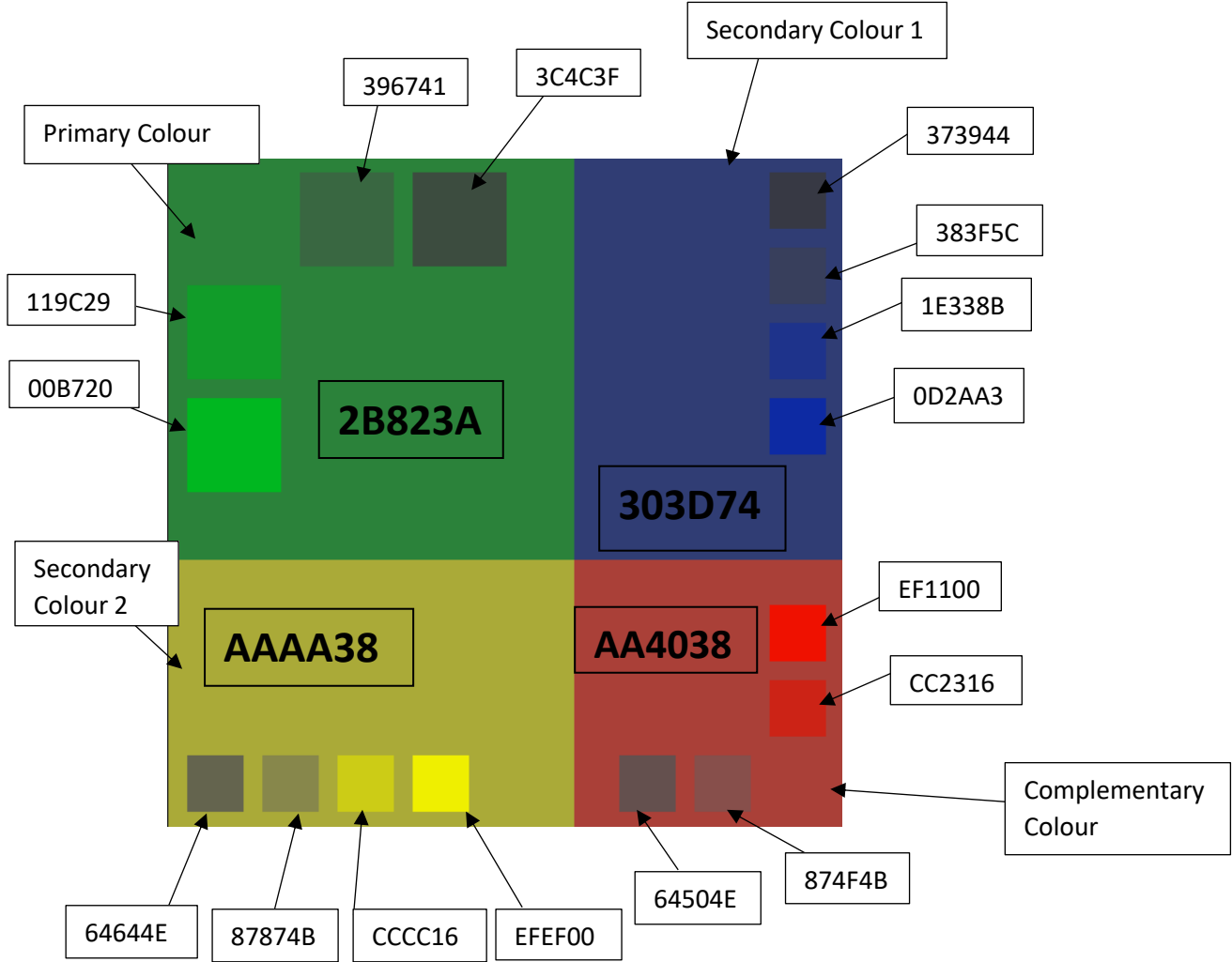
Solar

- The text had to fit into a smaller box for the three column design.



Solar text:

Colours:



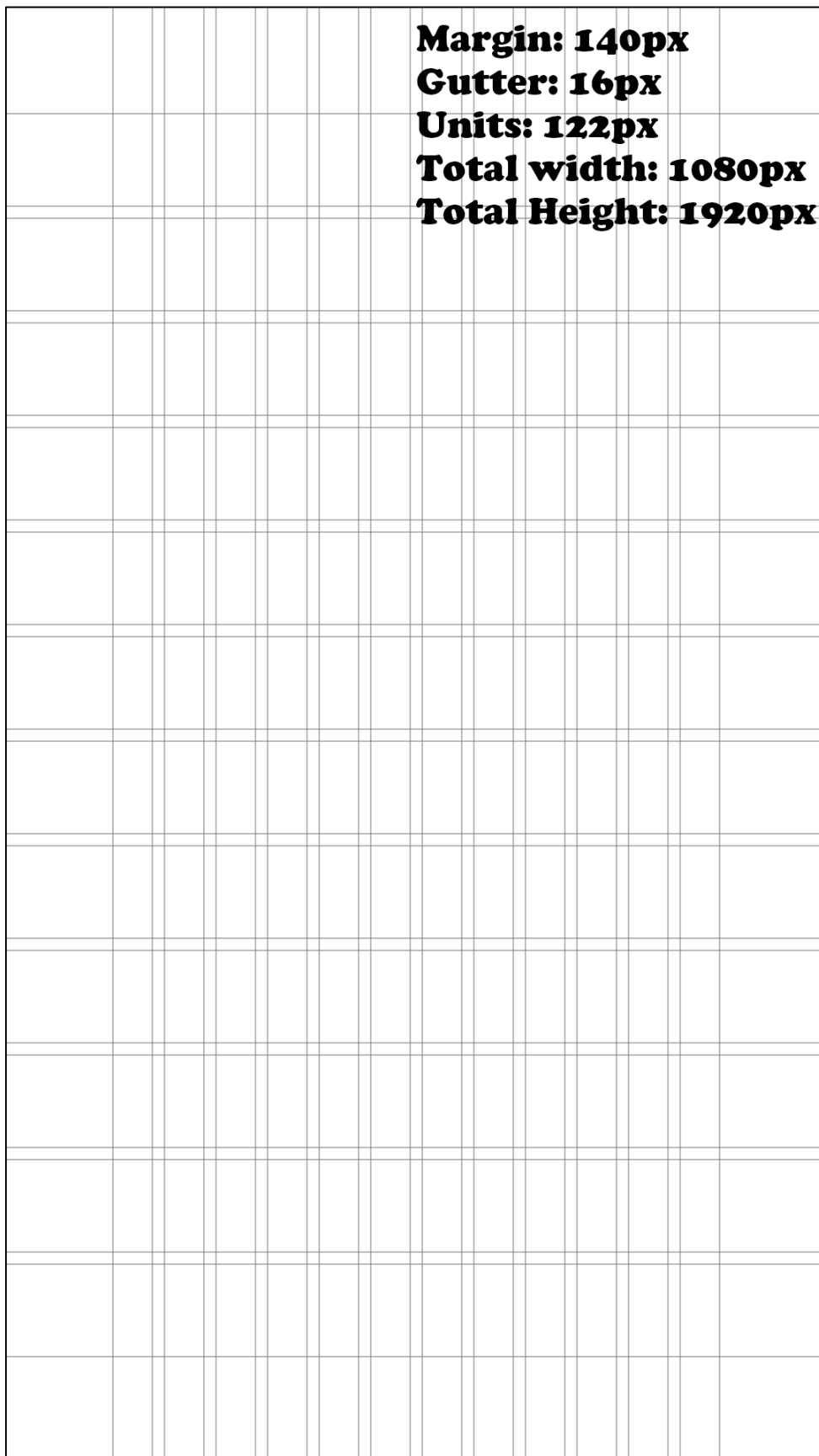
Layouts:

Grids:

Horizontal:

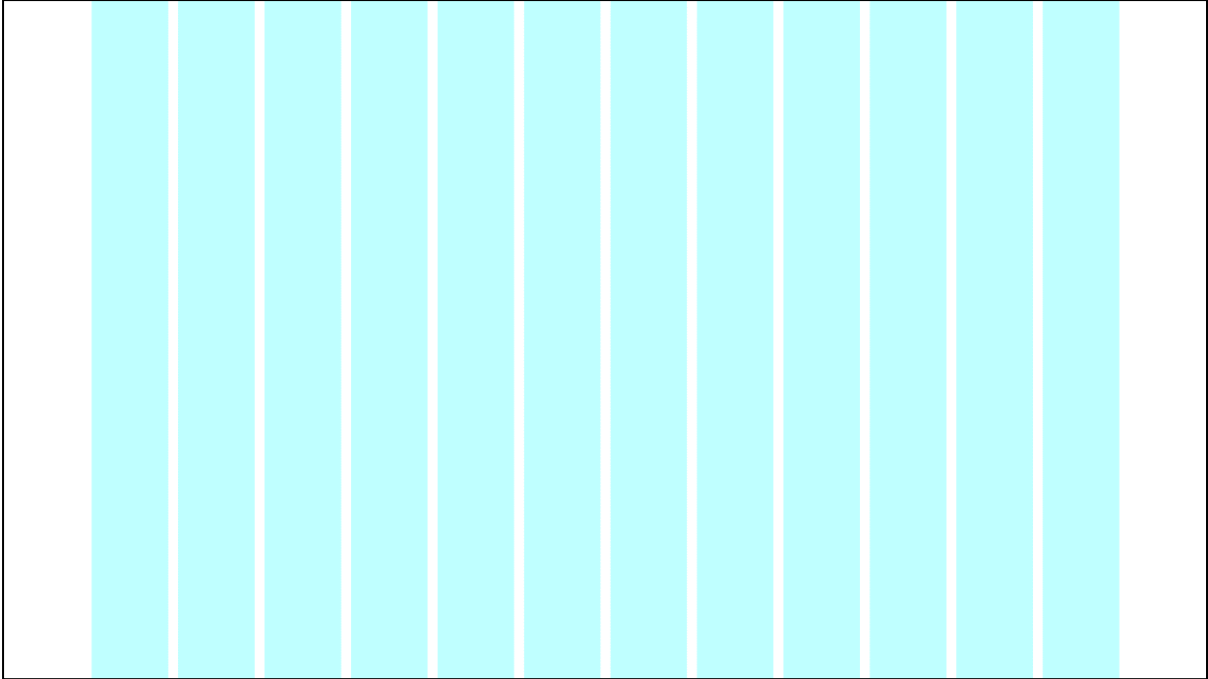
Margin: 140px
Gutter: 16px
Units: 122px
Total width: 1920px
Total Height: 1080px

Vertical layout: The webpage may be viewed on certain devices that have a portrait display such as an iPad or other such tablet device.

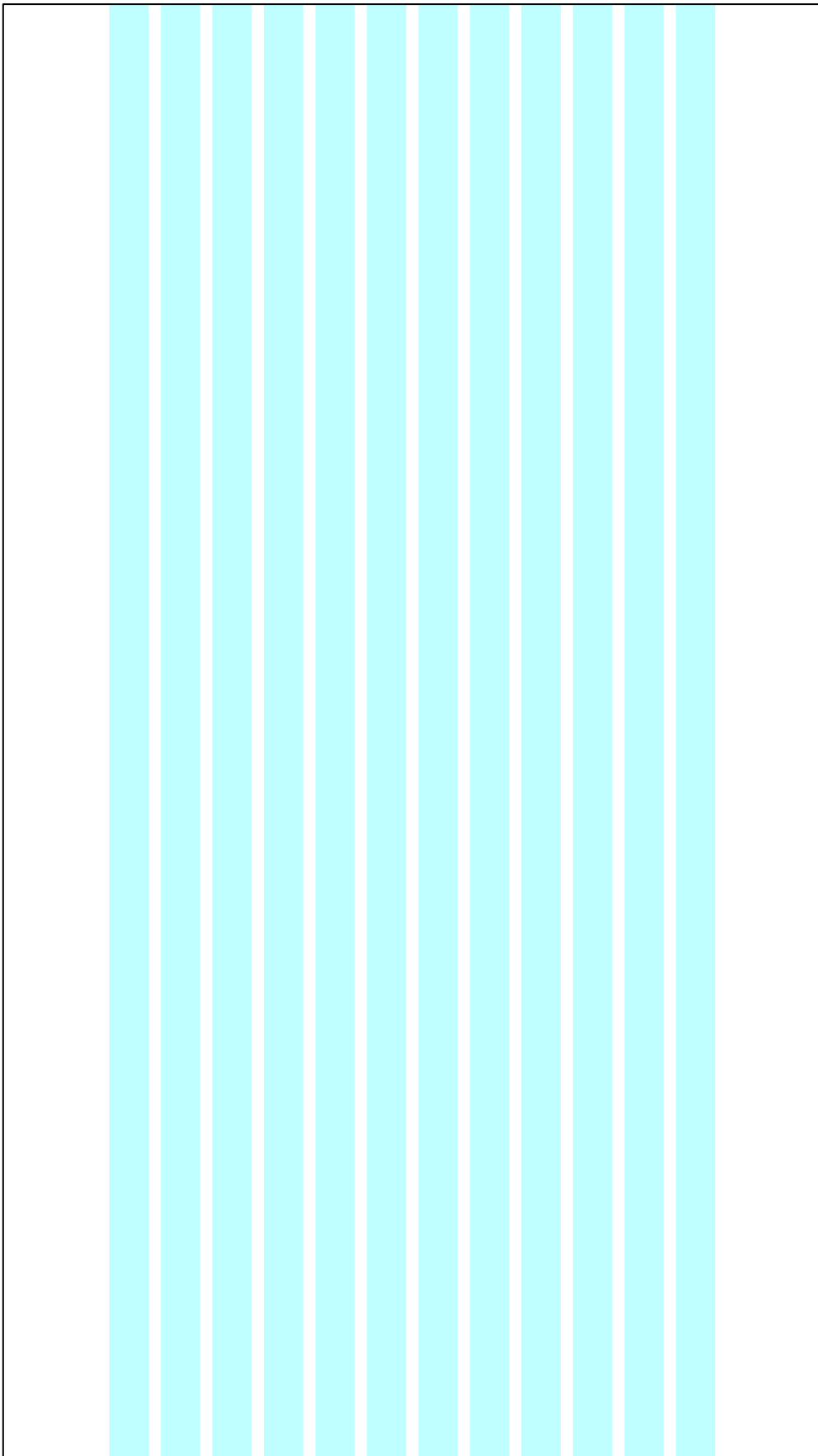


My grid is based on the 12 column layout as follows.

Landscape:



Portrait:



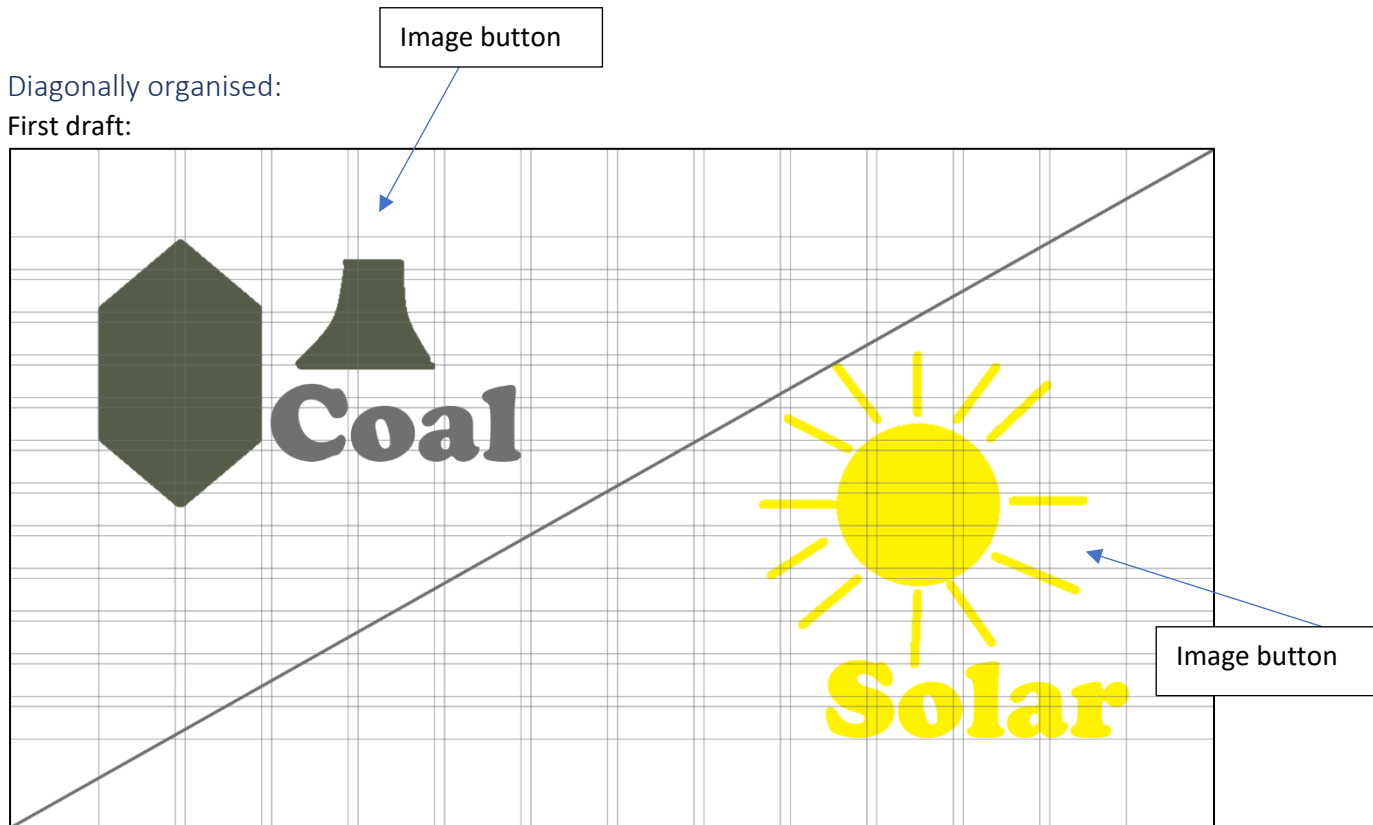
Page designs:

Front page:

The two designs that I will continue with are the diagonally organised and horizontally organised. I chose to continue with these because they provided the most cohesiveness to the page.

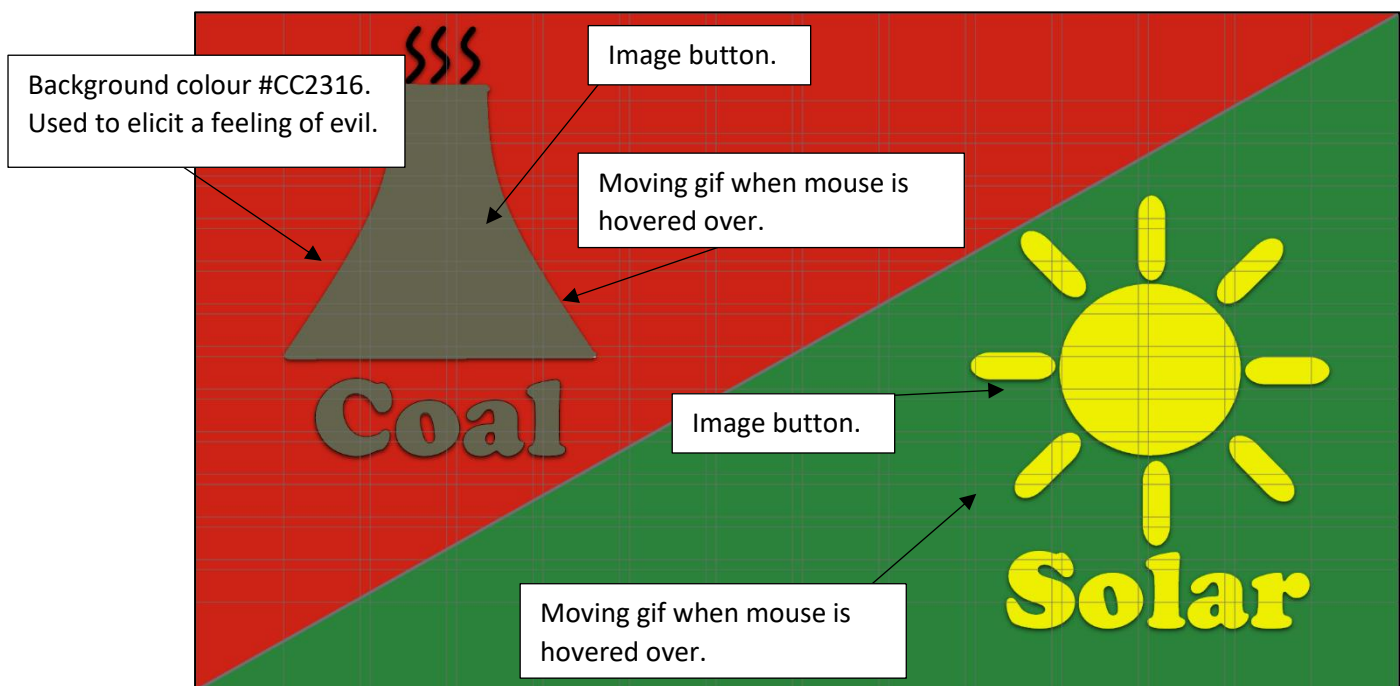
Diagonally organised:

First draft:



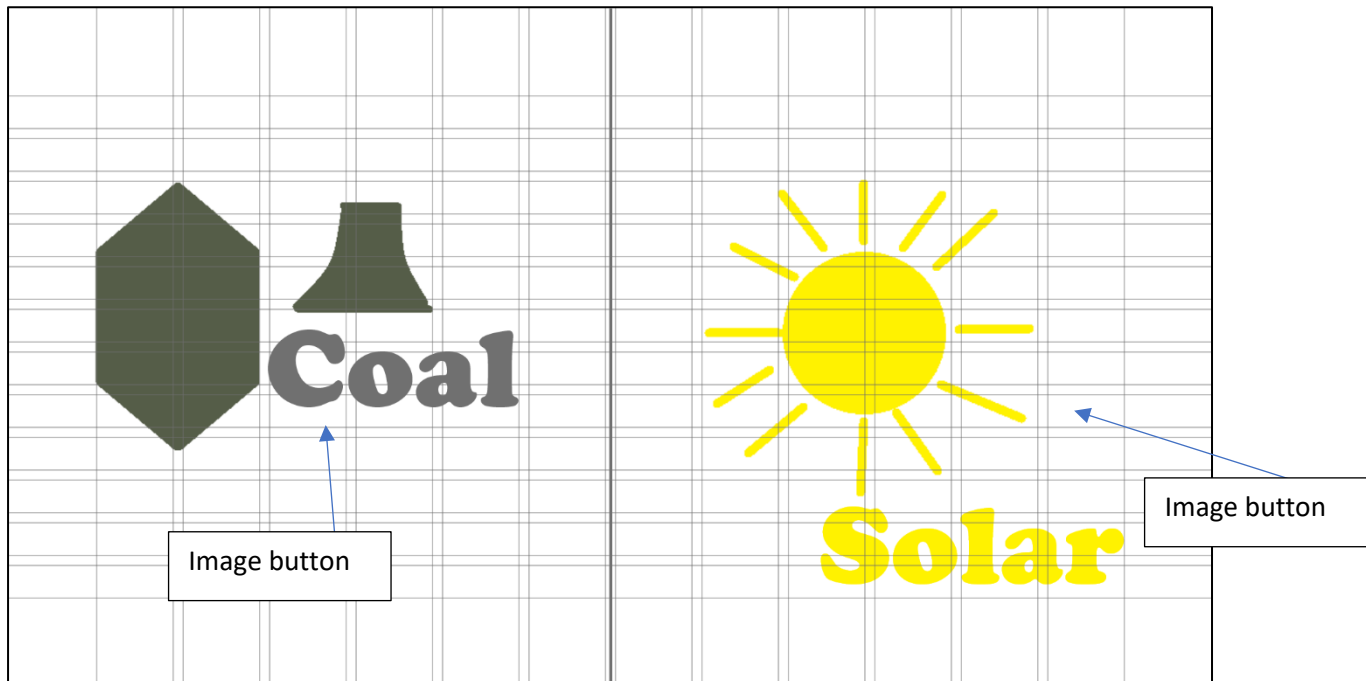
Second draft:

- Redesigned both coal and solar images.
- Changed colour palette.
- Added gifs to the page, this will encourage interactivity by the users.
- Two column design diagonally organised.
- The diagonal organisation gives structure to the webpage that allows each image button to have their own space but still gives it a cohesive design. The two different colours on the webpage provide a clear break in the page. This means that the page has been arranged into two fields or 'blocks'.
- The colours used will help me get the message across that solar is better than coal power as they are linked to good and bad feelings.



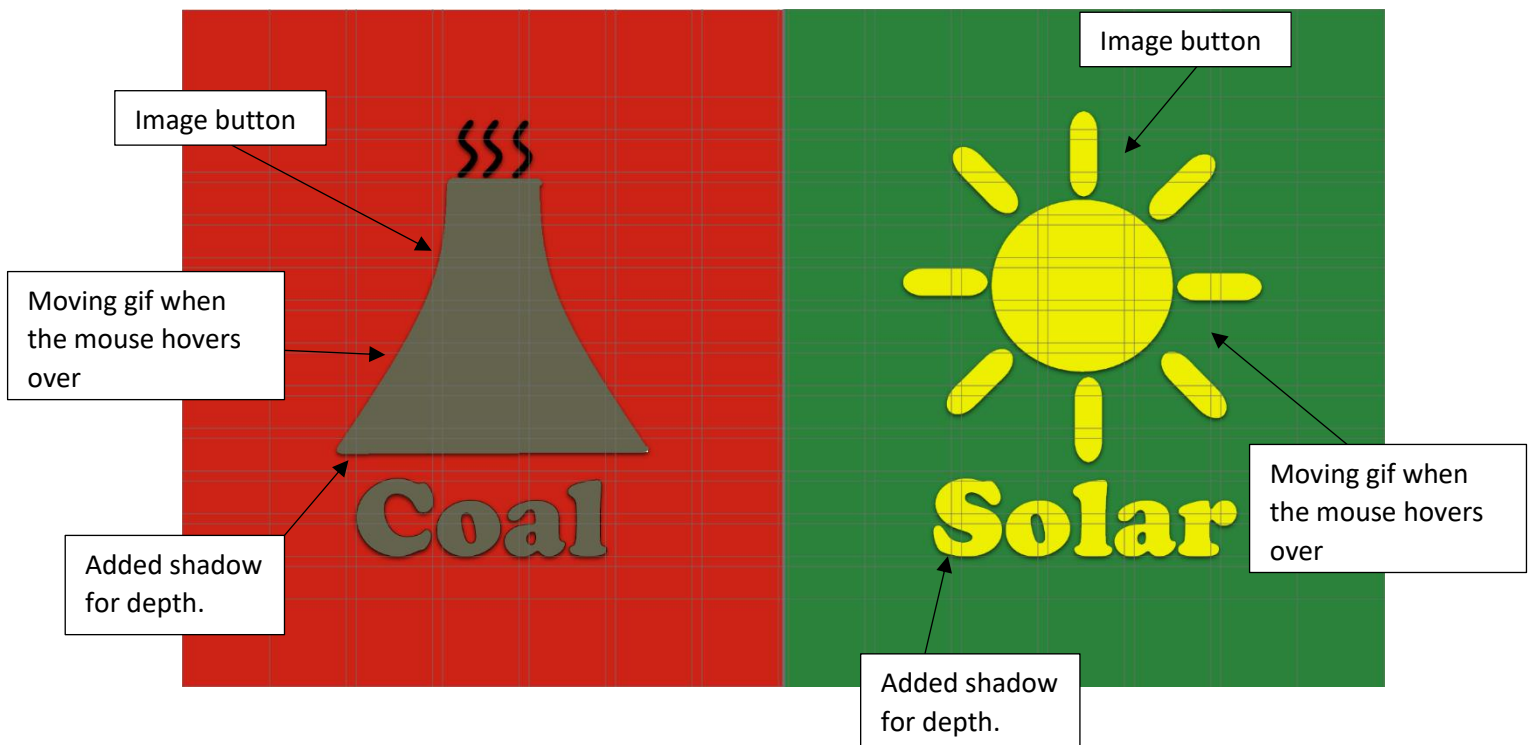
Horizontally organised:

First draft:



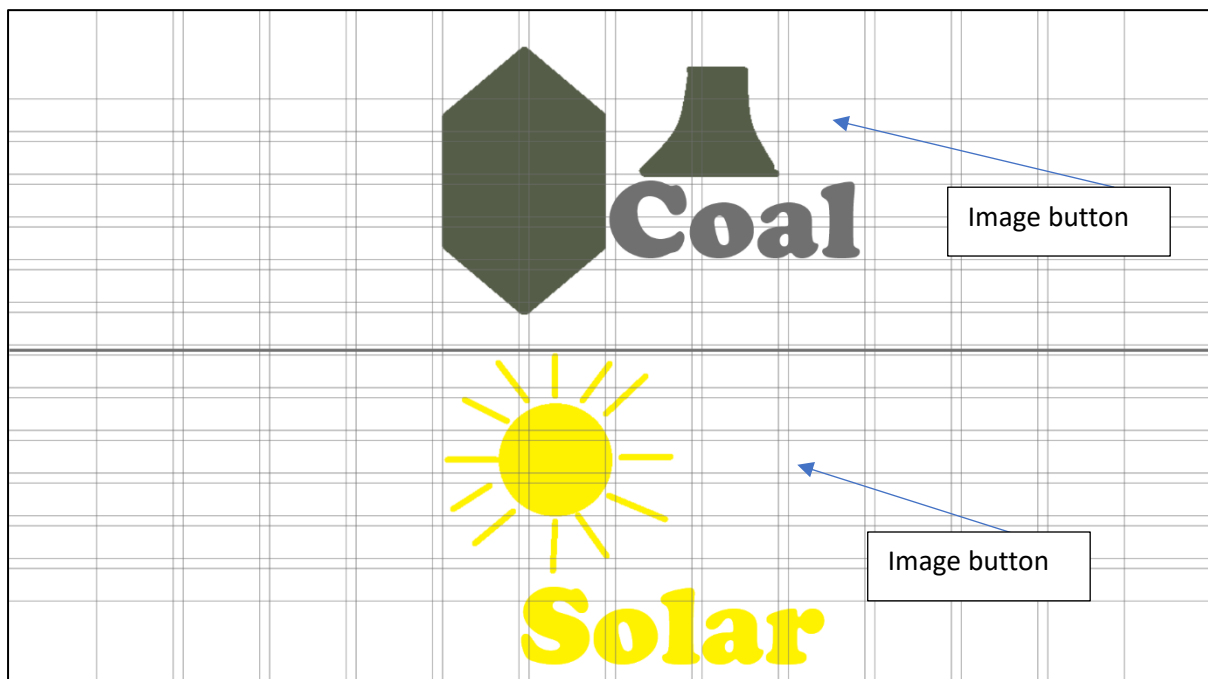
Second draft:

- Redesigned coal and solar buttons.
- Changed colour palette.
- Added gif to the page. The gif will encourage interactivity by grabbing the users interest.
- Two column design.
- The horizontal organisation allows for appropriate spacing between the elements and keeps everything in a two column design, however it may not appear as visually appealing as the diagonal design.



Vertically organised:

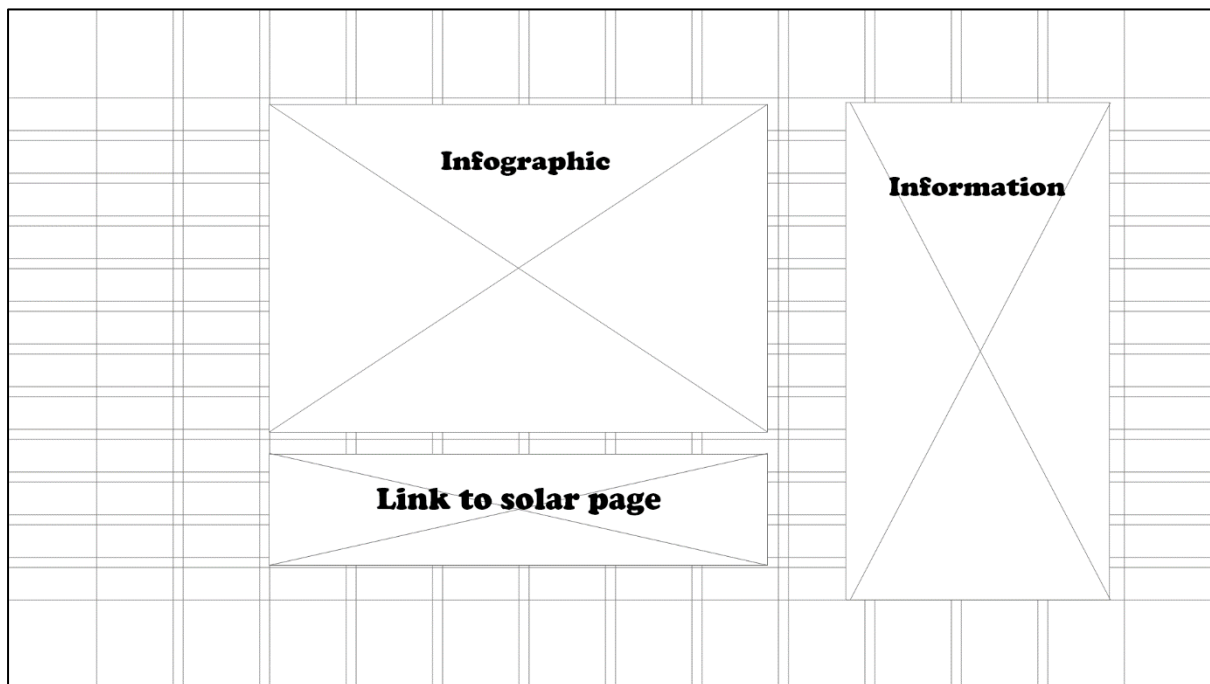
I chose not to continue with the vertical organisation because it did not appear as visually pleasing as the other designs, as people will generally look left to right when looking at a webpage.



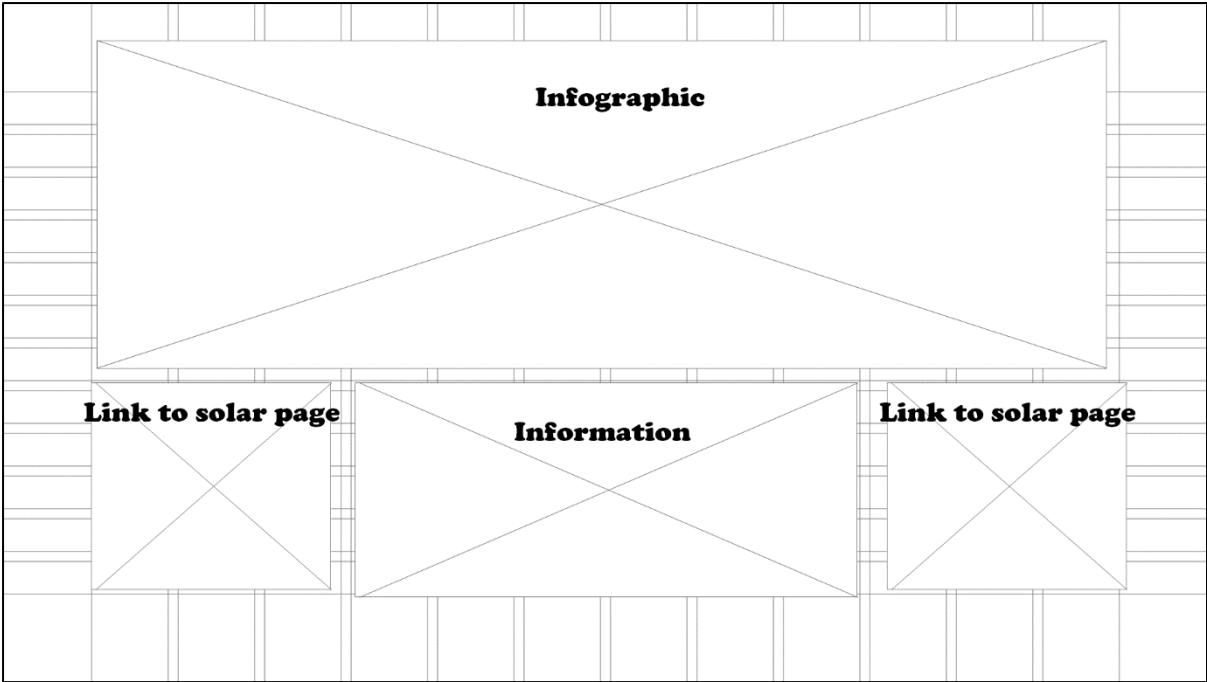
Coal page:

First drafts:

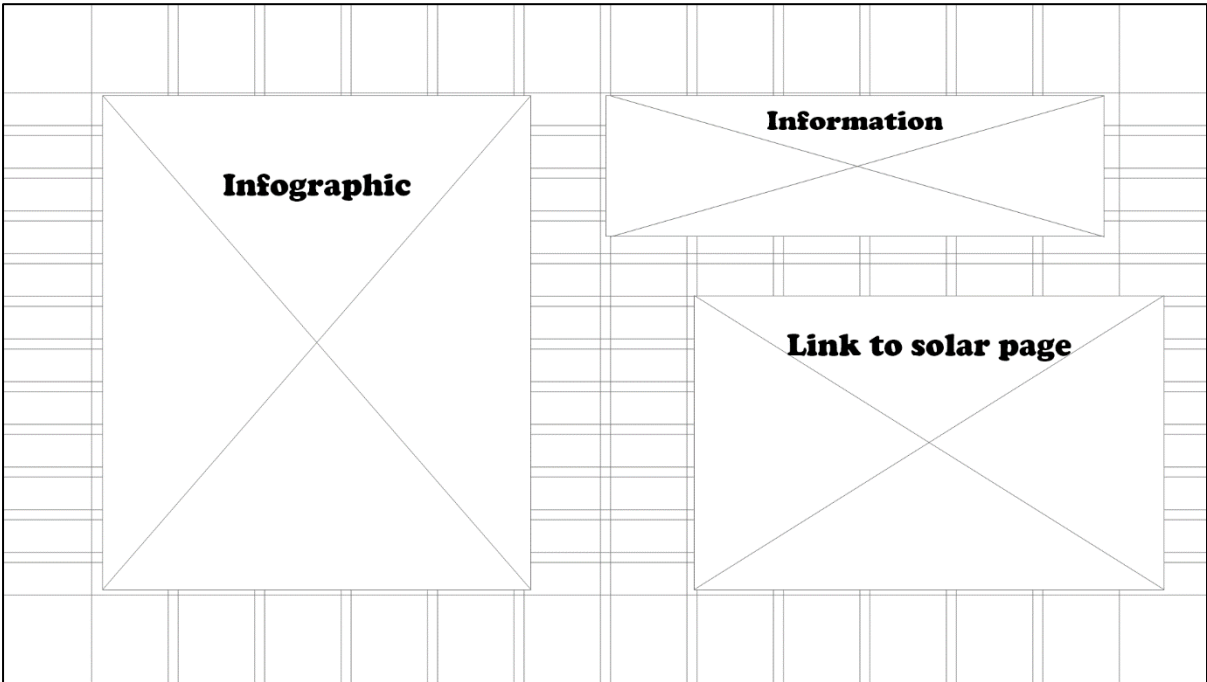
Layout 1:



Layout 2:



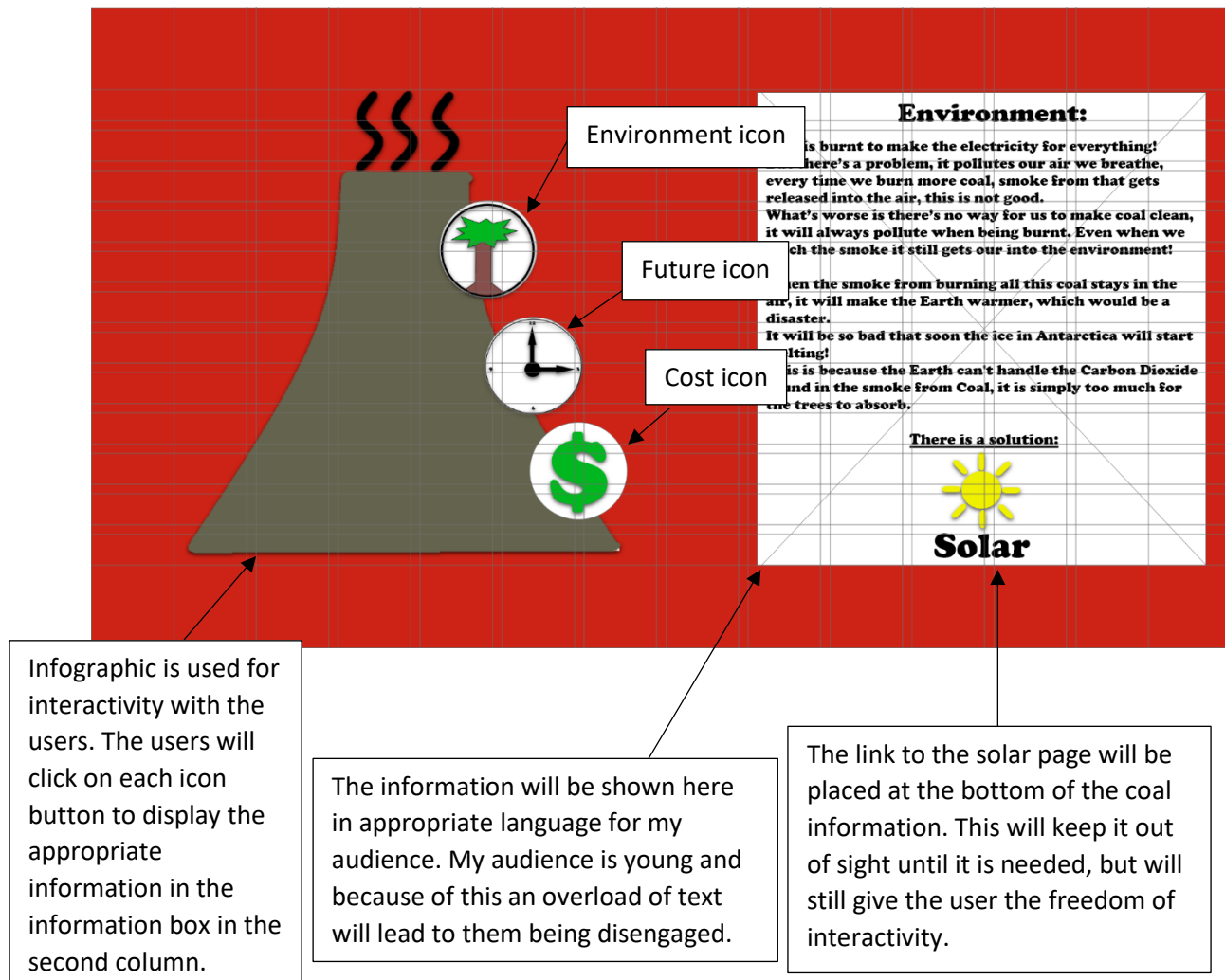
Layout 3:

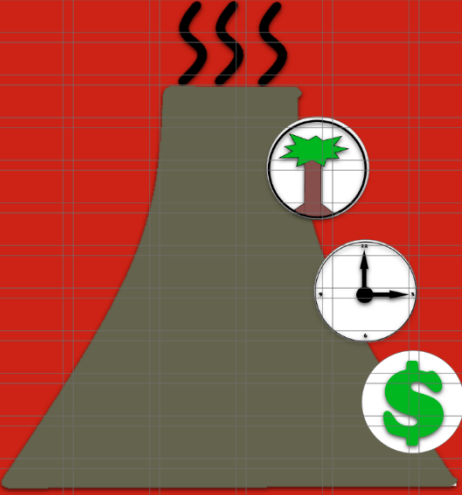


Second drafts:

Two column:

- Added a background colour
- Added icons for the buttons on the infographic
- Moved the link to the solar page to the bottom of the information page
- Webpage is organised into two columns.
- Webpage is separated into two different fields.
- Each icon uses a common known sign or symbol for what it represents.






Future:

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 When they break, we lose electricity, meaning this computer won't work!
 Most coal power stations of Australia will all be over 40 years old by the year 2030, this means they are making enough electricity for 40 years ago, but not now.

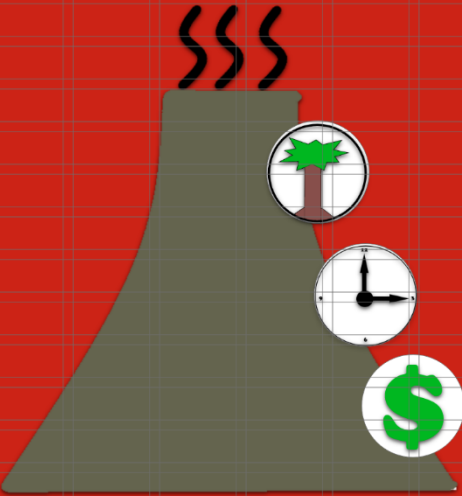
When the weather gets really bad the power stations will struggle, this could be extreme heat or extreme cold or rain.

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It costs a lot of money to continue running the coal power stations. Once they're over 40 years old the cost just to maintain them is huge.
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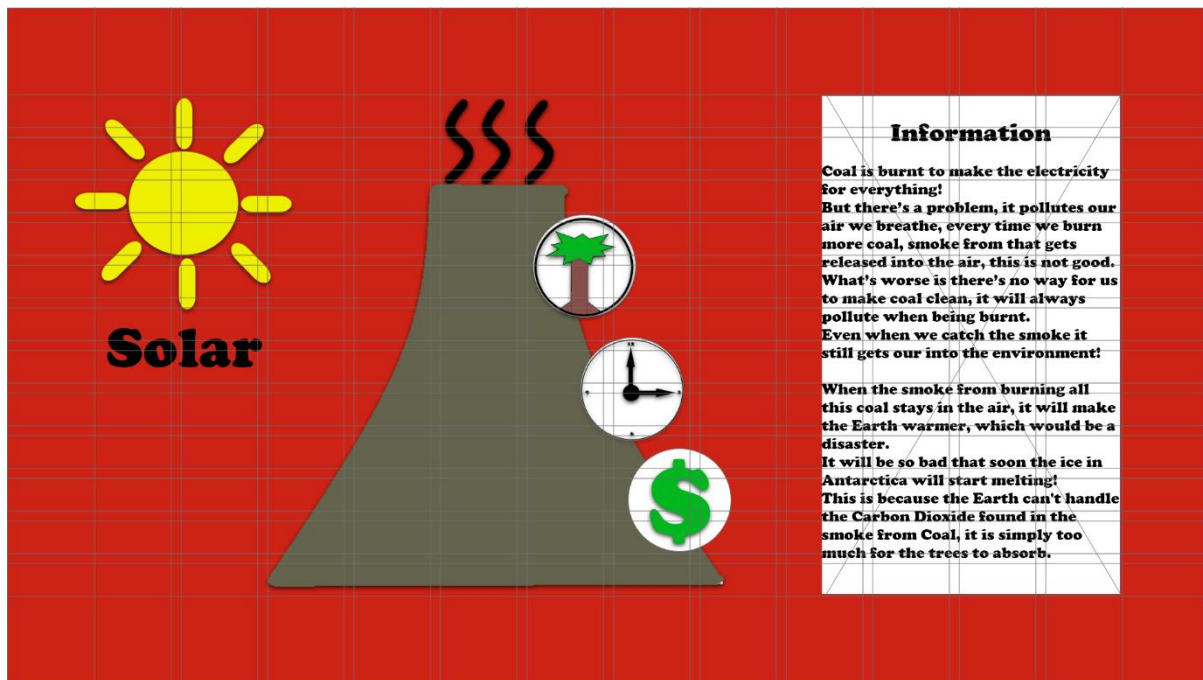
There is a solution:



Solar

Three column:

- Similar design to the two column design.
- Solar link has been moved from the bottom of the information page to the left of the infographic, placing the infographic in the middle.
- The information box is smaller.

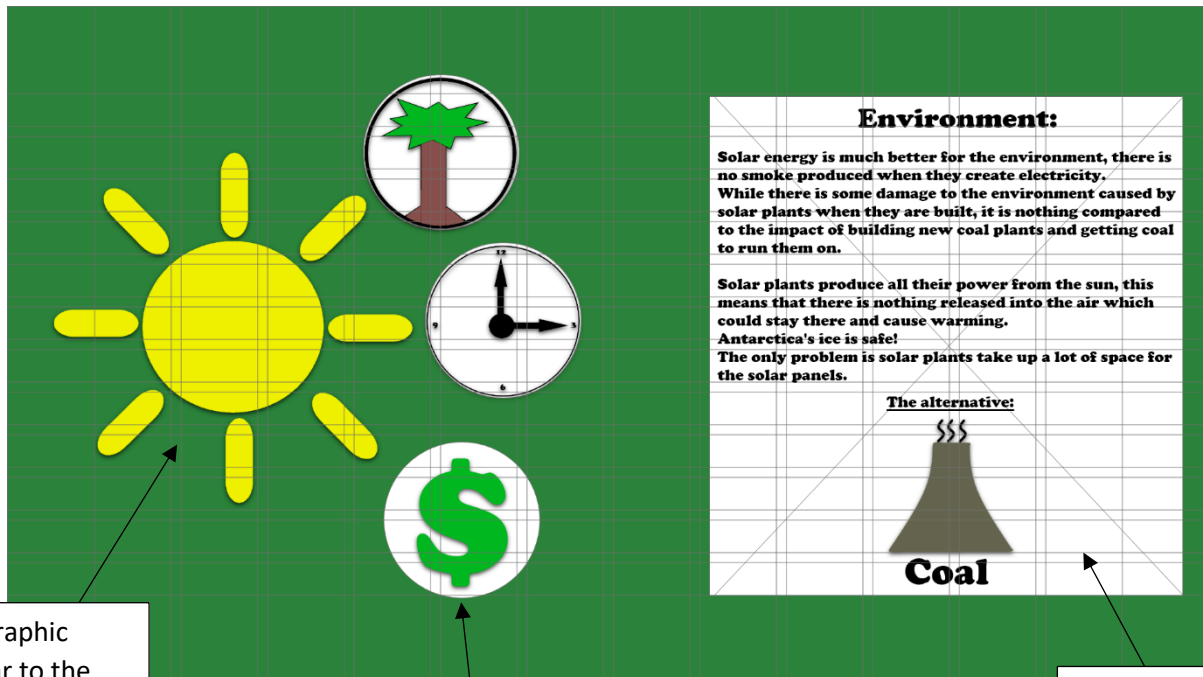


Solar page:

Two column:

- Added a green background colour.
- Similar layout to the coal page, to maintain consistency across the entire site.
- Added infographic for interaction.
- Colours used on this page are brighter and elicit more positive feelings.

Environment:

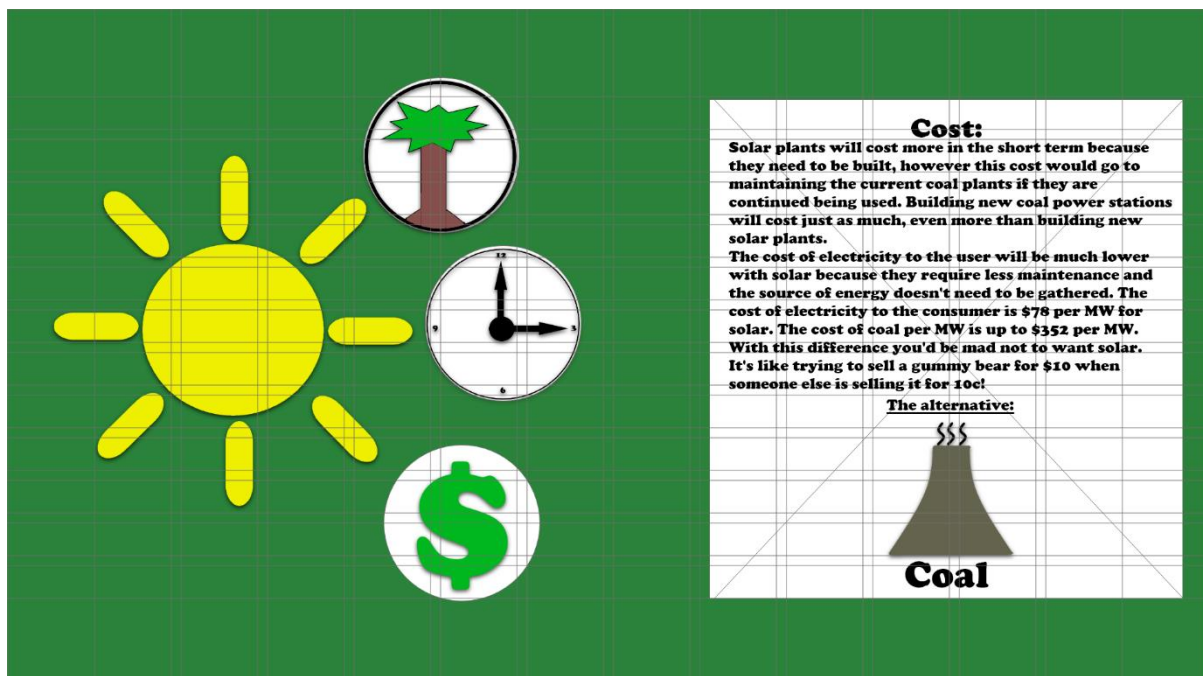


Infographic similar to the coal page.

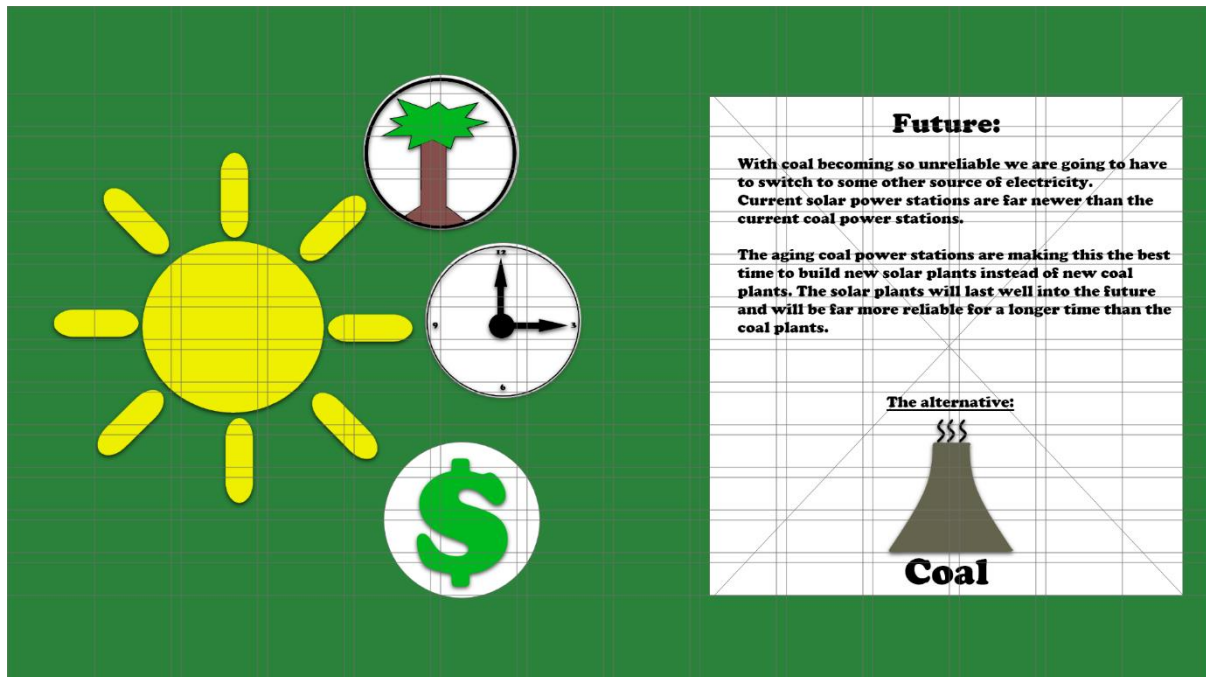
Clicking each button will show the corresponding information.

Information box with the link to the coal page at the bottom.

Cost:



Future:



Three column:

- Coal link is now on the left of the solar infographic.
- The solar infographic is now in the middle of the page.
- The information box is now slightly smaller.
- Information text is the same as the above text.

