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First Draft of Website Report

UNIT : DIG251 Internet Design Introduction

Exercise 2 Report

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SP & Year: SP 1/2015

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Please read the following and type your name where indicated

DECLARATION: I declare the attached assignment is my own work and no portion of it has previously been submitted for assessment. This work complies with Curtin University rules concerning plagiarism and copyright. [Refer to http://www.policies.curtin.edu.au/documents/academic_misconduct.doc for plagiarism and copyright information.] I have retained a copy of this assignment for my own records.

Type your name here to confirm declaration: Milton Bittencourt de Souza Neto

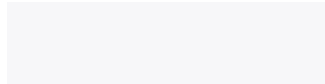
PROJECT TITLE: brModelo

LIVE WEBSITE URL: <http://brmodelo.esy.es>

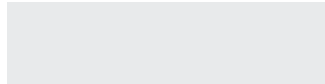
WEBSITE PROGRESS (Highlight relevant): On Track
Behind Schedule – On Track – Ahead of Schedule – Completed

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Colors: I updated my color pallet including more one color. It was necessary to differentiate buttons from headings.



#F7F7F9 (Background)



#E2E5E5 (Background image, <a>)



646565 (h3, p)



#C6DAFF (Background banner)



#6494F9 (h1, h2)



#647ED4 (button)

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Typography: My typography was not well defined in previous work so I made some adjustments.

I choose two google web fonts; Oswald (headings) and Open Sans (text).

h1: font-family: 'Oswald'; font-size:32px;

h2: font-family: 'Oswald'; font-size:25px;

h3: font-family: 'Oswald'; font-size:18px;

a: font-family: 'Open Sans'; font-size:16px;

button: font-family: 'Open Sans'; font-size:16px;

p: font-family: 'Open Sans'; font-size:16px;

li: font-family: 'Open Sans'; font-size:16px;

Page layout: I didn't change the page layouts considerably, only minor adjustments. However, I tried to apply as much as possible concepts from "flat design".

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Design Deviations Reference List:

Typography

Norton, Sam, “Effective Web Typography: Rules, Techniques and Responsive Design”, Design Modo, February 16, 2015, <http://designmodo.com/web-typography>

French, Niguel, “Eight tips for combining typefaces”, December 10, 2013, http://inspire.adobe.com/2013/12/1/eight_tips_for_combining_typefaces.html

Flat design

Clum, Luke, “The beginner’s guide to flat design”, August 27, 2014, CB Creative Blog, <http://www.creativebloq.com/graphic-design/what-flat-design-3132112>

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“To Do” List:

- Improve text relevance
- Improve my “footer” (I don’t like my current solution)
- Create more one mechanism to help navigation
- Standardize margins and spacing.
- Create a video to “learn” page
- Optimize html/css markup (I believe I wrote more code than necessary)
- Optimize image loading

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Website 3rd Party Content Reference List:

Image References: All images used are screenshots from brmodelo application (developed by me) or are my own pictures.

Text References: Every database theory used on the site was paraphrased from the book:

Coronel, Carlos, Steven Morris. Database Systems: Design, Implementation, and Management, 2011, Australia: Cengage Learning

First Draft Website Report - Frequently Asked Questions

Q: Do I really have to use the provided template?

A: No, but we highly recommend that you do. If you wish, you may create your own document formatting / design, as long as you take care to retain the same headings as the provided template

Q: Do I have to fill in every section / every page in this assignment template?

A: Yes.

Q: The provided pages aren't enough for me to list all my references or other project related details. Can I add extra pages to this template?

A: Yes.

Q: Can I use any font face / type size that I like to fill out this assignment template?

A: Yes, as long as your completed document is clear and legible. For maximum compatibility/legibility, we recommend using universally available fonts like Arial, Helvetica, Times New Roman or Cambria at no smaller than 10 point font size.

Q: My tutor recommended that I make some specific design changes to my project. In my 'Design Deviations Reference List', can I just list my tutor as the source for my design improvements rationale?

A: No. While you tutor will certainly provide pointed suggestions for improving your site design, you must still find other credible research sources that support and rationalise why those changes result in an improved website design / user experience.

Q: Are the FAQs for each assignment different?

A: Yes, in the same way that the requirements for each assignment are different. Please take the time to read the assignment brief, marking rubric and relevant templates for each assignment.