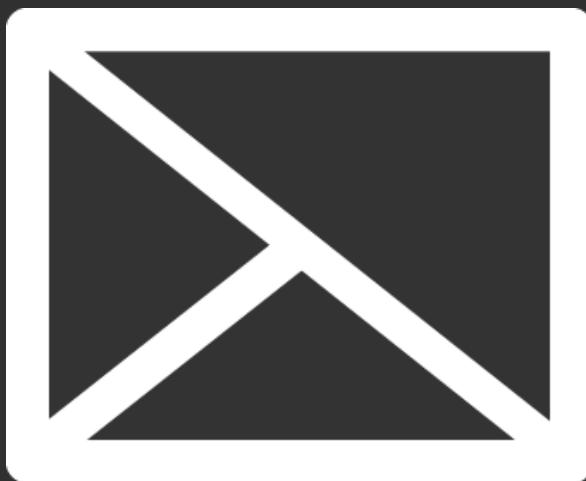


ASSIGNMENT ONE WEB DESIGN

ID: 15413665



Nathan T.J Matthews
T.J MATTHEWS © 2015 - 2017



	<p>CSY2043 Website Design Assessment 1 Semester 1 2016/17</p>
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Module Leader:	Liz Coulter-Smith (liz.coulter-smith@northampton.ac.uk)
Electronic copy available:	NILE

Preface

Before this assignment I had somewhat lost my interest in Web Development and other hobbies due to a mild depression I was going through last summertime. I was burnout after a stressful second term during my first year at university which I thought was never going to end. There was problems with my personal life I was dealing with and before things were able to go back to normal again it was time to start my second year at university. I felt like there was never time to recover and already I was thrust into another long term I probably thought would be uninspiring and be a living hell.

While my second year hasn't gone well so far due to multiple illness during the production of this assignment, going back into depression, dealing with domestic abuse and having problems with other modules. This assignment overall has been my favourite in the whole time I've been studying in the University of Northampton. For two hours every Thursday I would be engrossed with the topics the class would discuss and learn from a professional who knew how to teach and knew how to be interesting at the same time. I never felt ashamed if I didn't understand anything, I felt like I could ask questions if I had any. Best of all I would be able to meet up with my lecturer to get some feedback or support if I needed any which some lectures may not have time to do.

So I would like to thank Liz Coulter-Smith for not just being a great lecturer but for inspiring me and helping me fall back in love with web design and development which I didn't think was possible during the recent problems I had been facing in my life. I am glad to have had Liz as my lecturer and will look forward to having my second assignment taught again by Liz, as I always learn something new and enjoy every moment of it. If I was to leave university for any reason and had to look back on my time here for what would be my favourite lecturer who taught me, who inspired me the most.

It would be Liz Coulter-Smith.

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Nathan T.J Matthews

Web Developer



@NTJMatthews



Nathan T.J Matthews



7490 168652



ntjmatthews



nathan.matthews95@hotmail.co.uk

About Me

I'm a web developer with a passion for good design standards. My skills range from HTML5, CSS3, JavaScript, PHP and many more. I'm always perfecting my craft up to the smallest detail and I am willing to work hard for the best I have to offer.

Education

University of Northampton (Northamptonshire, England) 2015 - 2018
Bsc (Hons) Web Design

Experience

Helmdon Parish Council Website Project : September 2016 - July 2017

Quality and User Centered Systems Project : September 2016 - July 2017

Software Engineering 1 Group Project : September 2015 – January 2016

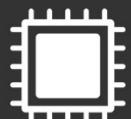
Skills

HTML5	Java	Typography	Wire Framing	Technical Writing
CSS3	JQuery	Invision	Sony Vegas Pro	Client Facing
JavaScript	Colour Pairing	Branding	Adobe Creative	Communication
	Visual Hierarchy	Interaction Design	Github	Teamplayer

Interests



Video Editing



Technology



Gaming



Creative Writing



Reading



The News



My CV: Word Version

Name: Nathan T.J Matthews

Address: Leighton Buzzard, Bedfordshire, England

Phone: +44 7490 168652

Email: nathan.matthews95@hotmail.co.uk

Studying my second year at the University of Northampton for BSc Web Design. I have passed all modules for the first year, such as the basic understanding of Web Development (CSY1018-STD), the importance of keeping a clean digital footprint in the new world of social media through the Digital Footprint course (CSY1030-STD) and have briefly touched upon Java programming by creating an interface for a Java based game. I am also very skilled in writing reports for clients if he/she requests for better understanding of the current trend in visitor's behaviour to the newly created website.

My web design experience dates back to 2013 when I created two static websites for myself, this is what kick started my interest in programming. Around this time I learned the early version of HTML5 (at the time), CSS3 and the basics of JavaScript. I also played around with JQuery for my second website which incorporated a news ticker and other useful features. I also know how to use Google Analytics and Google AdSense within my own websites allowing me to receive income and user data which will go towards improving the website.

General Summary:

Programming Languages: HTML5, CSS3, JavaScript (Basics), JQuery (Basics), Java (Basics).

Software: Atom, FileZilla FTP Client, Sony Vegas Pro 13, Eclipse, Git, Adobe Photoshop CC, Adobe Illustrator CC.

Websites: GitHub, Google Products (Fonts + AdSense + Analytics), CodePen.

My Qualities

- ❖ Brilliant communication skills.
- ❖ Able to work in a team or on my own.
- ❖ Can produce detailed reports if necessarily for the client based upon Analytics or website based income.
- ❖ Highly motivated to get the work done.

Main Interests

- ❖ Massive passion for web development as a topic.
- ❖ Craving to be a novelist one day, for now an unpublished writer.
- ❖ Loves making and editing videos.
- ❖ Enthusiastic of the future of technology.
- ❖ Has a high interest in the news and the economy.

My Skills

PROGRAMMING	DESIGN	MISCELLANEOUS
HTML5	Colour Pairing	Creative Writing
CSS3	Visual Hierarchy	Sony Vegas Pro
JavaScript	Typography	Adobe Photoshop
JQuery	Invision	Adobe InDesign
Java	Branding	GitHub
	Material Design	Communication
	Interaction Design	Technical Writing
	Wire Framing	Client Facing

My Bio

I'm Nathan, the coffee addict web developer of your dreams! I live in a town called Leighton Buzzard which is part of the Grand Union Canal, the town is most famous for the local quarries used for films like The Mummy Returns and The Da Vinci Code.

Outside of programming I am a creative writer with hopes of becoming a novelist when I'm not busy fixing my parents computer. When I'm not the family's IT help desk or creating my magnum opus I spend my time reading the news and playing with new technology I can get my hands on!

I am someone who will always go that extra mile to produce the best website possible and can be very competitive in general. So when I'm working on my client's latest project I will put in the many hours of coffee drinking... I mean coding to get the job done.

My Social Media

A record of my social media accounts.



@NTJMatthews - <https://twitter.com/NTJMatthews>



The Twitter profile page for @NTJMatthews features a large, black and white aerial photograph of a dense urban area with numerous buildings and rooftops. In the bottom left corner of this image, there is a smaller, rectangular inset showing a portrait of a young man with short hair, wearing a black t-shirt with a geometric graphic design that includes the letters 'C', 'O', 'R', and 'E'.

Nathan T.J Matthews
@NTJMatthews

Rising Web Developer/Designer.
Studying my second year at Northampton University.

📍 United Kingdom
🔗 uk.linkedin.com/in/nathan-t-j-matthews-11111111
📅 Joined October 2016
⌚ Born in 1995

Tweets 27 **FOLLOWING** 59 **FOLLOWERS** 7 **LIKES** 87

Tweets & replies

Nathan T.J Matthews @NTJMatthews · 15 Dec 2016
When you order a espresso and forget how tiny they are. #espresso
#blackandwhite #coffeebreak instagram.com/p/BOCZoCSg1eq/

Nathan T.J Matthews Retweeted
IEEE @IEEEorg · 12 Dec 2016
#TechFact: Playstation 2 games were still being released in 2013.

Nathan T.J Matthews @NTJMatthews · 9 Dec 2016
How not to design web forms by John Moore Williams | Webflow Blog
[webflow.com/blog/how-not-to... #webdesign #webforms #](https://webflow.com/blog/how-not-to-design-web-forms)

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الشيء تحية المقرب منه
20.9K Tweets

#TFCOM
17.3K Tweets

#FelizDomingo
19.9K Tweets



Nathan T.J Matthews - <https://uk.linkedin.com/in/nathan-t-j-matthews-29909a131>

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Nathan T.J Matthews
Front End Web Developer / Designer
Leighton Buzzard, Bedfordshire, United Kingdom
| Internet

Current T.J Matthews
Education The University of Northampton

16 connections

View this profile in another language ▾

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First Name Last Name

Example: Jeff Weiner

Public profile badge

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People Also Viewed



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M.D.



Liviu Blidaru
Frontend Developer at Liviu-Georgian Blidaru



Marcus Williams
Front End Developer



Andrei Drimbarean
Front End Developer / Web Designer



Kent De Rueda
Front End Developer at Kent De Rueda

Nathan T.J'S Activity



How ICANN'S new transfer policy will affect domain transfers
Nathan T.J liked



OPEC's first oil output cuts since 2008; VCs are swarming...
Nathan T.J liked

Summary

Hello there. I'm a web developer / designer from United Kingdom who loves technology and has a passion for web development. With every new project I take up on I want to design a beautiful crafted experience for all users by delivering high quality programming and design. Have a look around my profile and if you like what you see, than feel free to contact me.

As of right now I am studying at the University of Northampton.

Experience

7



ntjmatthews - <https://www.instagram.com/ntjmatthews/>

Instagram

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ntjmatthews [Follow](#)

13 posts 5 followers 2 following

Nathan T.J Matthews Rising Web Developer/Designer. Studying my second year at Northampton University. Expect some code and coffee. (:

Sign up to see photos and videos from your friends.

Sign up



ntjmatthews - <https://github.com/ntjmatthews>

Screenshot of a GitHub profile page for user ntjmatthews.

The top navigation bar includes links for Personal, Open source, Business, Explore, Pricing, Blog, Support, a search bar, and buttons for Sign in and Sign up.

The profile header features a photo of the user wearing a t-shirt with "CO" and "RE" printed on it.

Profile statistics: Overview, Repositories 1, Stars 0, Followers 0, Following 0.

Popular repositories section shows one repository:

- csy1018**
- Work for Web Design module.
- HTML

Contribution activity chart for the last year (Dec to Nov):

- 3 contributions in the last year.
- Contributions are shown for Oct 14, 2016, and Oct 15, 2016.
- Legend: Less (light gray), More (dark green).

Contribution activity for November - December 2016:

- ntjmatthews has no activity yet for this period.

Contribution activity for October 2016:

- Created 1 commit in 1 repository
- ntjmatthews/csy1018 1 commit

A decorative graphic at the bottom right consists of various colored geometric shapes (circles, squares) arranged in a grid-like pattern.

Recent Trends in Web Design

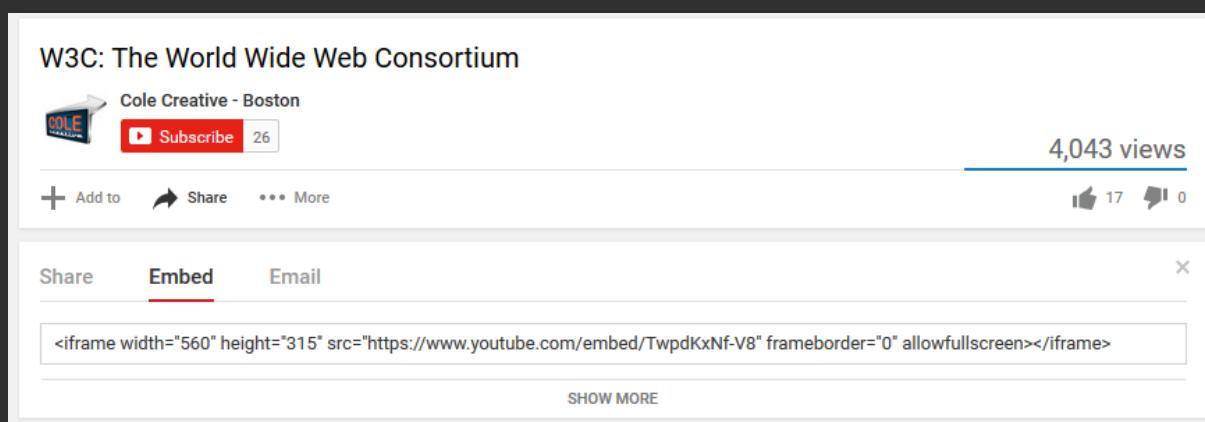
By **Nathan T.J Matthews**

Designing a website has evolved beyond anyone's imagination and more web technologies are having a greater effect on how we will be shaping the web as we know it. For today's article we will be looking into the recent trends of web design which could give us some insight what the web will look like in the future and what had been predicted in the past. Imported changes and techniques in how we create websites today will also be discussed in the article as well. So with this little introduction out of the way, let's get started.

Embedded Content & Responsive Design

Rachel McCollin, Smashing Magazine, February 2014

We all know contact is king and without it our websites would just be empty but beautifully designed spaces. However no one wants to just read a wall of text or use an unsupported video player from a website designed six years ago. Which is why embedding content work in responsive design is crucial and is going to be the first topic to be fully explored. For embedded content such as video content I could use the iframe provided by YouTube to display a video on my website, a practice I have done for quite a while.



YouTube iFrame Link

This way I don't have to worry for it not to be supported by older web browsers as YouTube takes care of this itself. This saves space on the server too and its overall reliable thanks to YouTube. However you can't change the size such as the width or height and if you remove them, than poof the iframe is gone. So you're stuck with an ugly looking video

when viewed on mobile phones. You can fix this by using CSS to create a video container and create the iframe. The alternative is to upload the video of your choice up onto the server and hard code it onto the web page. Back in the day I used iframes but now I use HTML5 video instead. It takes up space on the server but it will always work.

For more info on this topic, click here: [**Making Embedded Content Work in Responsive Design**](#)

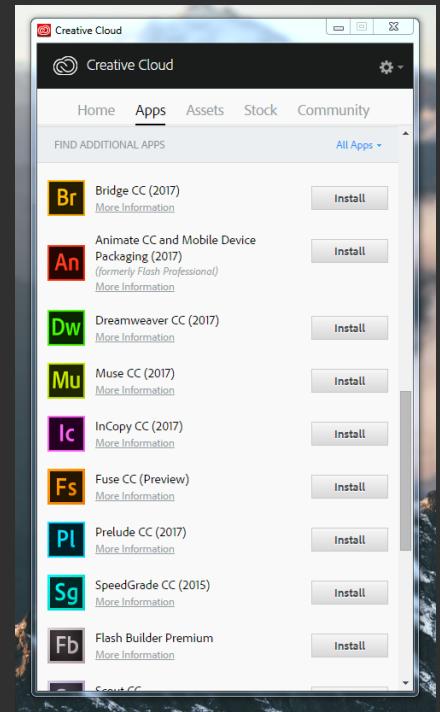
The End of Pre-Design with Photoshop?

Brad Frost, bradfrost.com, January 2013

A web designer without his tools is pretty much limited to hard coding his or hers pre-designs on screen. Even with the massive improvement with CSS it is still time consuming to design a webpage through only it alone. Photoshop to the rescue it seems and pretty much had been through a good decade or so. It allowed many to save time and still is an industry standard tool where everyone asks for PSD files. However could the times be changing?

Edge Reflow CC (Preview) from Adobe was meant to overtake Photoshop as its main purpose is to design the responsive websites, Reflow could even connect to Photoshop making the work flow even better but the development on the software had stopped. However Adobe Muse CC is pretty much the same thing, allowing us designers to pre-design websites without having to use Photoshop. I have yet to use Adobe Muse but from what I read about it would benefit me and others greatly. In fact I'll probably be using Muse to help design my portfolio website. So it seems Muse could be web designers main tool but whatever or not it will be industry standard? Time can only tell.

For more info on this topic, click here: [**The Post-PSD Era**](#) and check out [**Should We Still Use Photoshop to Design Websites?**](#) As well.



Flat-File CMS: No More WordPress OR Databases?

Jeremiah Shoaf, typeandgrids.com, December 2013

This title may ring true to some as flat-file CMS (**Content Management System**) is becoming very proper for web developers who are creating advance type websites. WordPress is a CMS but became more complex over time than it used to be as WordPress is now feature-rich CMS which can power very large sites which may not be useful for smaller projects. Same goes for databases which is a real plus for CMS as it increases speed. Security has been improved by tenfold and less-expensive server usage.

Introducing **Pico**.

A stupidly *simple* & *blazing fast*, flat file CMS.

Making the web easy.

[DOWNLOAD NOW](#)

Taken from Pico's website

But what is a flat-file CMS? Well it's a content management system which can store data in files that are organized in folders rather than a database. The created content is readily-accessible in a simple file and folder structure. This means you could store dynamic web fonts with ease and share them and the rest of the flat-file with GitHub. One way or another I will be using flat-file CMS and have already chosen **Pico** as it uses the MIT license which means it's for free!

For more on Flat-File CMS, read more here: [**Goodbye WordPress: 2014 Will Be the Year of the Flat-File CMS**](#)

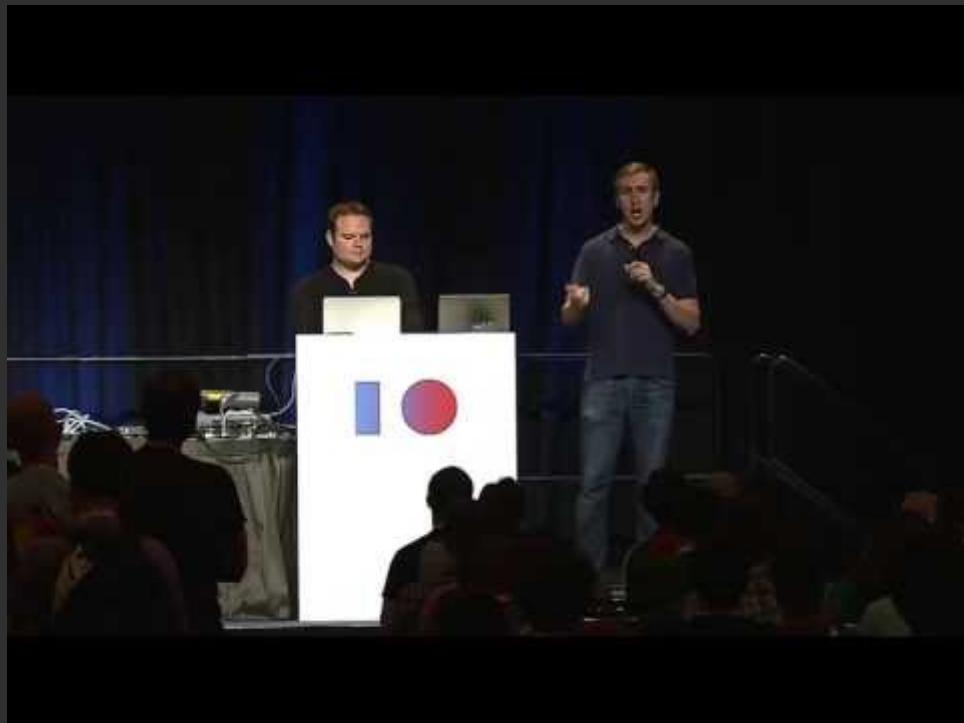
Web Components Are the Future: Says Google

Frederic Lardinois, techcrunch.com, May 2013

But wait! What is a web component? Well web components are separate technologies used for websites. Think of it as reusable interface widgets that are created using open web technology for all to use. No external libraries are needed as web components are kept in web browsers such as Google Chrome or Firefox which we use daily without even knowing to a non-web developer. For most of the technologies on web components are new or still being developed by standard browser capabilities.

Back in 2013 around the time of Google's I/O keynote, Sundar Pichai spoke about web components and how it will allow web developers to build stylish interfaces that work across all form factors, which means all devices from your smartphones to your

smartwatches will be able to view what the developer intended in the first place. Google are pretty excited with web components which will one day work wonderfully with [**Project Polymer**](#), an application framework that's built upon the idea of web components, Polymer will use the ideas of web components on browsers which don't feature all of the necessary technologies just yet.



Web Components in Action - Google I/O 2013 - Google Developers [Click Image]

I fully agree with web components being the future. It's now 2017, making it four years since this I/O keynote and already Project Polymer is already working on Polymer 2.0. What Polymer offers so far are iron elements which allow me to set of visual and non-visual utility elements like user input, scaffolding apps and fully working layouts for any design I wish to setup. There also gold elements that give us e-commerce use like the classic checkout flows we've come to know from Amazon and EBay. Yes it seems web components are the future, making Google right once more.

Read up on Polymer here: [**Google Polymer Web Component's Advantages and Disadvantages**](#)

Type on Screen: Superhero Superfamilies

Dan Eden, typecast.com, September 2013

The perfect font/type can make even the most basic websites look beautiful. Choosing the perfect typeface is something I've gone through in the past when creating websites. I would normally *play it safe* and just use Arial as it was easy to read, supported by all browsers and easy to implement onto any website. Well I am currently moving on from that practice and starting looking at the newest typeface 2016 had to offer. However it is best practice to pick one font and stick with it until a new design change for your website. Using two or more would just be confusing.

This is where superfamilies fonts come in. Supersized typefaces are single family fonts, take for example the Serif and a Sans Serif typeface. They both look and feel the same but are overall different. If you're a web developer than you may have seen code like this: font-family: "Times New Roman", Times, serif. There are three fonts being used in the code above because they in the same family. But now with the basics covered let's look at some super fonts.

There are three fonts which I really like. First of them is Proxima Nova, than Museo and last of all Myriad Set Pro. Proxima Nova has been getting quite a lot of screen time as it's becoming a popular choice for many web developers to use. It also makes it incredibly diverse and great as a heading for a page. Museo I believe is a great choice of typeface as you can mix with Museo Sans Regular and Museo 300 Italic to make you're webpages to come alive. Last of them all is Myriad Set Pro, you may have seen this alone thanks to Apple. Myriad is clear and crisp but somewhat getting close to the overused statues.

Read up more on: [**Superhero Superfamilies Fonts**](#)

Laziness in the Time of Responsive Design

Ethan Marcotte, an Event Apart, May 2016



Ethan Marcotte (Clickable Video)

"When it comes to design, times have changed for the better and we have fully moved past the idea of building a canvas for our websites out of abstract grids we used long ago. Now we design individual components and modules which designer's create responsive systems to be put together. Each of these components have their own breakpoints which can change and adapt to all the different devices/systems around them. As we build the small systems we stitch them up into something whole and then present it to our users."

Ethan Marcotte, May 2016

The main point Ethan Marcotte pointed out in the video is we should be lazy now as responsive design makes it so easy to create the breakpoints/grids we want, taking up less time than before. Having a responsive designed website means you don't have to create CSS files for each type of device. Meaning you can spend time on other features instead of worrying your website to fit on every phone and every device which has a web browser.

If we can conserve our effort more, than we can focus on design features like animation, as in the transaction instead of the interface to give a website alive feeling towards it. Than the web will be a perfectly built for all. Using nth-child or flexbox allows developers to be lazy and that is a good thing.

Watch Ethan's Video: [**Laziness in the Time of Responsive Design by Ethan Marcotte - An Event Apart video**](#)

What I learned about web accessibility by pretending to be blind for a week

David Ball, London Web Standards, November 2013

Accessibility isn't just about disabled people. According to David Ball, a front end web developer talking at the London Web Standards event. "It's really about accessing information from the web." Which is a very valid point to make. If we who have no problems with sight but can't access the information we want quickly and easily than it's going to be even worse for someone who is blind. There are different types a person can be registered as blind. There may be able to see but not clearly enough to make out the details of a sharp object. The person may be coloured blind unable to distinguish between reds, greens, browns and oranges. Or he/she could be completely blind and can see nothing at all.



David himself using a screen reader

What David Ball found out after pretending to be blind for a week was how hard it is to use a website such as Amazon when you cannot see. The first thing David's screen reader did was read everything such as the logo, navigation, sub-navigation and along with everything else making it hard for David to find what he wanted to do and that was to just search for a product. Link titles are also not read out by the screen reader which can

make them hidden within the webpage. This is why title tag is avoided at all times even know it is useful for SEO (**Search Engine Optimization**) and social sharing. Autofocus is also not recommended to use, it just takes the user out of the natural page order which just makes things more confusing.

What David has pointed out is important. It means all of us should test our website for accessibility issues. Maybe even try using a screen reader ourselves or find someone who is registered blind to try out our website if they have the time to do so. It is easy to think our websites are easily to use by anyone if we have passed the W3C validator. Problem is we all won't know how good the website is to someone who is blind and has to rely on a

screen reader uses it and gives back feedback to the developer. So let's make it easy to display information! Not only for web users who can see but for those who can't either.

Watch David's Keynote: **What I learned about web accessibility by pretending to be blind for a week - David Ball**

On Web Typography

Jason Santa Maria, an Event Apart, June 2012

Typography has a real importance on the web and is really awesome too! There are so many ways we can get different typography for our websites. We can have them hosted onto our websites, download them for free by services like Google Fonts or purchase them and host it ourselves. But why does typography matter so much? Jason Santa Maria talk on 'On Web Typography' explains "It helps us unify that we talk about." By using a page from *The New Yorker* magazine which uses Irvin Gothic for its titles typeface. The typeface is even used as the main website title because it is its brand, its identity.

However don't be fooled in thinking typography is an easy thing to master, it's hard. There are so many fonts from so many sizes it's very hard not just to use Arial or Calibri as your default font for the website you plan on making. But don't despair you won't need to go to type font



Example of a font's height

school to know how to use it proper, you only need to know so much. For example it's all about using the right type font for the right context. As I have mention before all fonts are really a family of fonts. So one font will have a different type of look when it is bold, italic or even different type of contrast.

Typography impacts the act of reading. If a website or article uses horrible hard to read fonts on its pages than no one is going to read it. Which is why it is so crucial to having the right font for the right website. It is the job for the web designer and even the web developer to pick the right font just as he or she would have to pick the right image or colour to fit the background. If we have picked the right font than the user probably won't notice our time and effort in terms of typography but at least to me that means I've done

it right. Because in most cases if someone does notice the font you've used it's normally a bad thing, unless you're getting praise from another developer or designer that is.

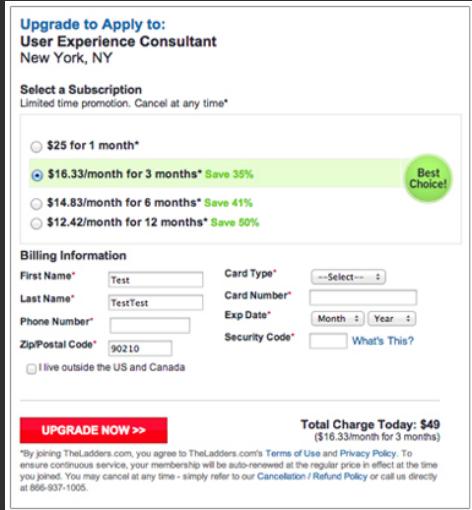
Watch Jason's Video: [**Jason Santa Maria – 'On Web Typography'**](#)

The Art of Deception

Stephen Hay, UXUX Event, January 2016

During a UXUX talk Stephen Hay looked into the art of deception that we see on web. Stephen talked about how as web users we are being deceived whenever it is for good or bad reasons. He also talked about dark patterns, which are mostly the user interface which are designed to trick the end user into doing things. Like paying for a higher priced subscription for a service of his/hers choosing. Another good example is making your service really hard to delete your account for whatever reason, I'm looking at you Skype! Pretty much when developers make the UX (**User Experience**) evil for no good reason but to profit off the end user.

We as web developers should avoid using the dark patterns practice and be good to our customer's base as much as possible with good use of design. For example only giving user prompts when necessary. We should also try to be consist with our end users in terms of design and what we ask of them. Keeping things nice and clean without ruining the design of the interface and if something doesn't need to be shown to the end user, make it invisible. Otherwise you risk over overshadowing your content which is something you don't want to do if you want the end user to buy a product or service from you. So



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Dark Patterns Evil Tactics!

let's use deception for good and not use it for bad reasons when it comes to designing interfaces.

Watch Stephen's Video: [**The Art of Deception**](#)



[**The online version of this article can be read on my LinkedIn**](#)



Link 1

Link 2

Link 3

Link 4

This is a heading!

Font: Myriad Pro Regular : Adobe Fonts : #000000

This is a sub heading

Font: Myriad Pro Bold : Adobe Fonts : #009EE3

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis dui mauris, egestas eget molestie eu, accumsan ac nisl. Cras tincidunt elementum aliquam. Praesent eu mi accumsan, fermentum est et, tincidunt arcu. Aenean commodo at justo quis feugiat. Aliquam lobortis feugiat pharetra. Phasellus neque nisl, porta vel eros vel, fringilla varius nulla.

Font: Myriad Pro Regular : Adobe Fonts : #000000

This is link text: www.google.co.uk

Font: Myriad Pro Italic : Adobe Fonts : #E5007D

Adjectives

Smooth

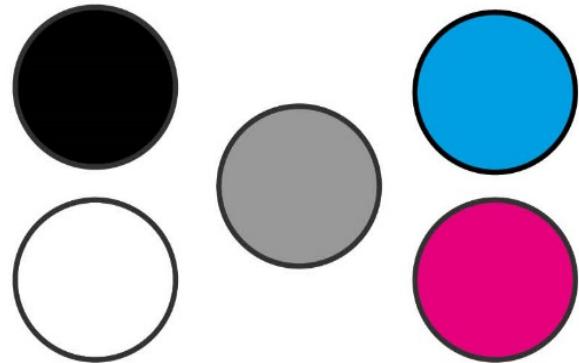
Approachable

Emotive

Reliable

Accessible

Colours



Headline Text

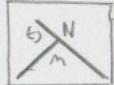


Download CV

Download CV

Desktop Sketches

Please note the footer is not included on every sketch to prevent wasting time, it is shown on the index page.



AA

Home

About

Portfolio

My Background

Blog

Nar bar
#333333

Background img →
1345 × 984



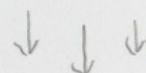
Web Designer

NATHAN T.J. MATTHWES

CONTACT ME



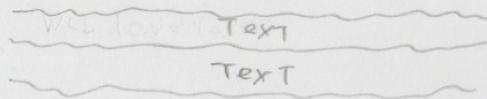
scroll down



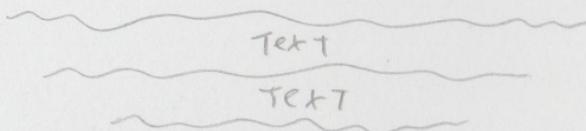
End of background Wavy

Background Colour #FFFFFF

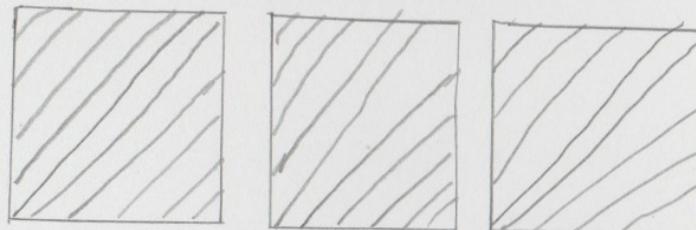
Who AM I?



← What I can do for you



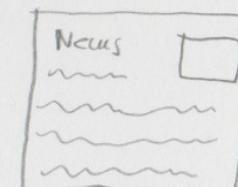
Past Projects



Blog

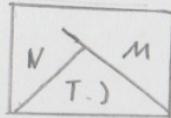


Twitter Line



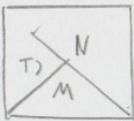
Blog Line

End of white ↓ Footer Below
of Box



← 2016 Nathan T.J. Matthews. All rights reserved
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DAA

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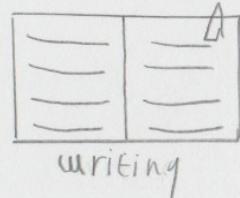
My Background

Blog

ABOUT ME

Quote by me
Placed here

Nathan T. J. Matthews B & W Screen .Jpg
(close up shot of face)

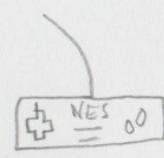


writing

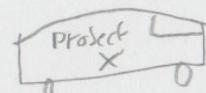
Main Interests



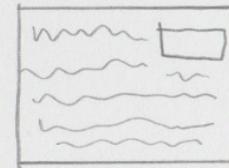
Video Editing



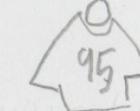
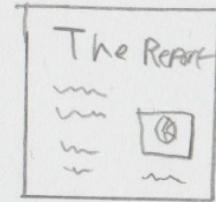
Gaming

<code> www
m m m m </code>

Web development

The future
of tech!News +
EconomyBrilliant
Communication

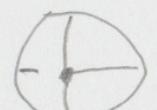
My Qualities

Team
PlayerProduce detailed
Reports

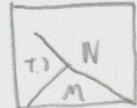
Analytics



Motivation



Support



AA

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My Previous work for myself and
Clients alike.

Stuart Matthews
Photographer

twoeyesopen.net

Blank space

LIKE WHAT You SEE?

Blank space

Redicts to the contact
page.



DAa

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Interactiveideshow

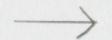
HTML5



CSS



click arrow



Programs
I use

Education

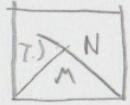
History

Text taken from
CV

Text taken from
CV

Download CV

Nathan T. > Matthews



① AA

Home

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Blog

My thought on today's and future technology

Recent trend in web design

24-05-2017

Blank
Space

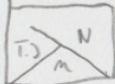
Blank
Space

Wall of text

Continue
Reading

Fancy School

Nathan T. Jeffery



● AA

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CONTACT ME

so we can stay in touch

THE Details

Email : nathan.matthews15@hotmail.com

Phone : 000 000 000

MP CV

Go download it!



Love Forms

Name *

First

Subject *

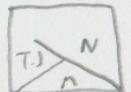
Subject *

Surname

Email Address *

Message *

SEND



○ Aa

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Recent Trends in Web Design

Articles by

Nathan T. Matthews

1700 x 401.45

Background image
appears here!

Recent Introduction

to web design



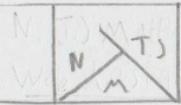
Contin
Reading



← Auto
scroll

Mobile Sketches

Home



Home

N.T. Matthews

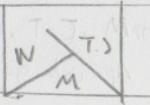
Web design

CONTACT ME



Footer

About



ABOUT ME

{ Close Up background image of me }

"Quote by me"

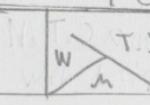
Main Interests



video editing

Footer

Portfolio



PORTFOLIO

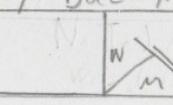
Website Link
Image Link

Website Link
Image Link

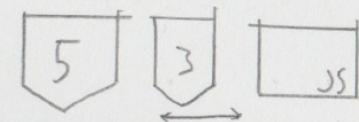
Website Link
Image Link

Footer

My Background



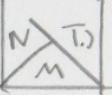
Background

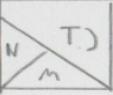


Education

Text Box

Footer

Blog

Blog
Article 1
Article 2
Article 3
Footer

Article Example

Recent trend on web design
13/09/2016
In the lifetime of the world wide web there have been many trends. Some trends have benefitted the web but some have not.
Footer

CONTACT ME

CONTACT ME
The Details
Nathan.matthews95@hotmail.co.uk 000 0000 000
Download CV
Form
Footer

Wireframes

Centered Header Text

Background Image

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam.

Scrollable Content Box

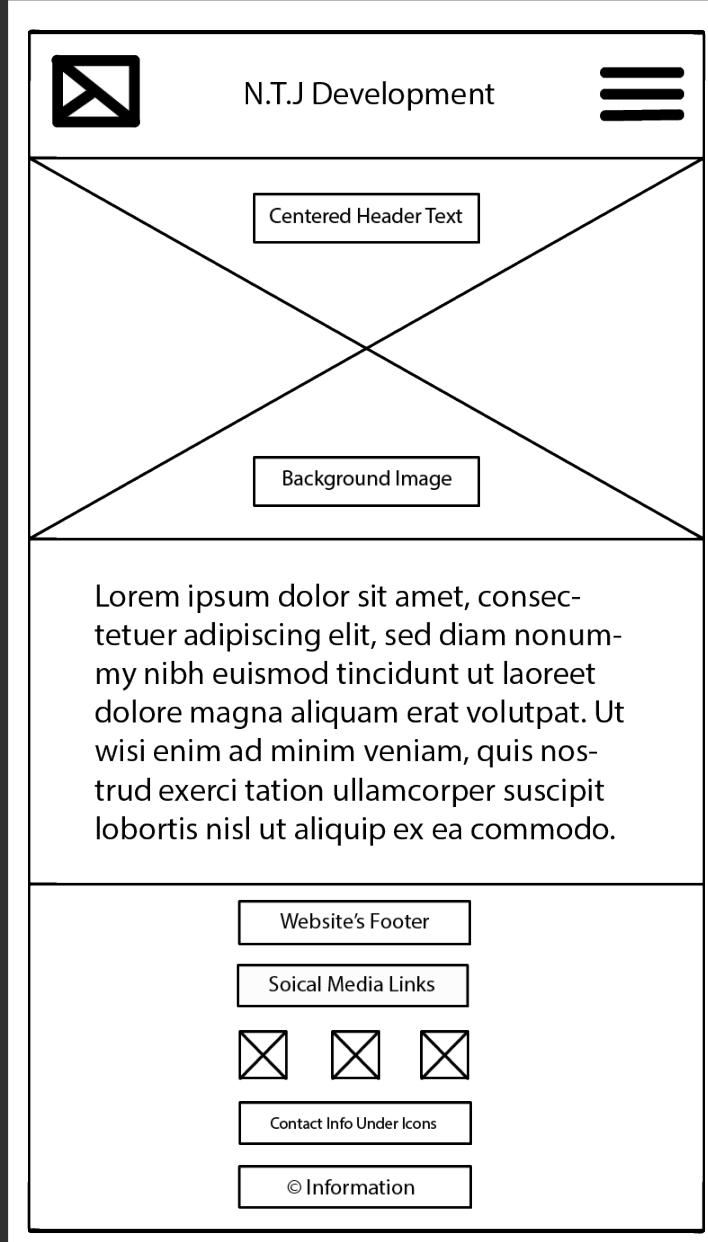
Website's Footer

Contact Info Under Icons



Soical Media Links

© Information



Peer Evaluations

By Kent De Rueda & Jacob Masters

CSY2043 Web Design

Kent De Rueda Feedback Review

**Student Name -- Evaluated: Nathan T.J
Matthews (15413665)**

**Student Evaluator: Kent De Rueda
(15412852)**

Date evaluated: 26/01/2017

Assessment Criteria

3) *Creativity and originality using 'design principles' by applying them to the creation of a portfolio 'Style Guide'.*

Are the following used or particularly well implemented? What improvements are needed? (add or omit to this list if needed!)

Design Conventions	User Experience Design	Content/ Typography	User Interface Design (UI)
Padding/ margins/ whitespace Currency: demonstration of modern/contemporary UI Purpose/ genre/ type Consistency Colour Integration of Colour Contrast Focal colours Visual Hierarchy Flat Design	Emotional engagement Microinteractions (small interactions) Delight Ergonomics – Multi-device/ cross device implementation What is the physical user experience going from one platform to the next?	Built with Content strategy Editorial considerations Grammar and spelling Writing style (Web) Well structured Outline (HTML5/ use 'outliner' Readability CSS3 implementation of type: kerning/	Design Principles Accessibility: Readability, Contrast, Colour Navigation: In-page, and internal/ external Optimised graphics Call to Action (CTA) Typography Font used and how many or families of fonts Appropriateness for genre/type of site

Typography
Carousels/ Sliders or similar
Parallax Scrolling

leading/ widows and
orphans

Structured Layout
RWD/ Has much thought gone into
these?
Branding
Consistency

Feedback

The various range of contents that Nathan produced certainly has its impact on the page, from the way each contents are laid out and structured. The style tile Nathan has produced shows the different fonts and sizes on his page, making his texts display in order; from the heading, sub-heading and main article.

Furthermore, the consistent white space throughout enhances the readability and presents rich content in their respective area. Nathan has also shown the use of ongoing colours which can be seen on the sub-header, navigation and links. However, it does not show the result when hovered/clicked. In Addition, the white and black in contrast with the cyan and magenta work well, they complement each other without being too overwhelmingly dull or crude.

The use of suitable and relatable adjectives matches with describing the website. Also, the use of his logo could be enlarged and modified. He could achieve a better result by changing the placement of the logo as it is currently placed on the navigation bar which shares the same color.

4) Skill with planning the structure and organising and developing the content for the portfolio.

Feedback

Nathan has provided numerous sketches for desktop and mobile version, which presents how the content will initially look when displayed on their respective area/space. The three desktop index pages provided indicates that the user will be presented with a scrolling feature (parallax scrolling?) for the homepage. The use of it makes content flow more smoothly and gives it a modern feel for both desktop and mobile. Also, Nathan has shown how each pages are linked together and again with his use of white space, it avoids clutter of information on the page.

However, the wireframes provided for desktop and mobile could be enhanced by adding his colour concept throughout his design. Also, by expanding on where each of the content will be located in each respective section.

5) Presentation and layout of supporting written documentation including: spelling, grammar, punctuation, quality of expression, and reflection

Feedback

The wireframes provided has the potential to be improved as it currently looks plain when visually displayed on desktops and mobiles. There is no evidence on the wireframes that suggest any themes with colours or fonts. The inclusion of these may make it easier to visualise the completed product. Furthermore, the layout could be improved upon, by adding more content in the empty spaces it will make the design more engaging.

Any Additional Encouraging Comments:

I believe he has reached the foundation of a good starting point for creating his portfolio website. There are areas for improvement such as the wireframes, but overall I feel the content provided is sufficient enough for him to build a contemporary and dynamic website.

CSY2043 Web Design

Jacob Masters Feedback Review

**Student Name -- Evaluated: Nathan T.J
Matthews**

Student Evaluator: Jacob Masters (15415614)

Date evaluated: 27/01/2017

Assessment Criteria

3) *Creativity and originality using 'design principles' by applying them to the creation of a portfolio 'Style Guide'.*

Are the following used or particularly well implemented? What improvements are needed? (Add or omit to this list if needed!)

Design Conventions	User Experience Design	Content/ Typography	User Interface Design (UI)
Padding/ margins/ whitespace Currency: demonstration of modern/contemporary UI Purpose/ genre/ type Consistency Color Integration of Color Contrast Focal colors Visual Hierarchy Flat Design Typography Carousels/ Sliders or similar Parallax Scrolling	Emotional engagement Micro interactions (small interactions) Delight Ergonomics – Multi-device/ cross device implementation What is the physical user experience going from one Platform to the next?	Built with Content strategy Editorial considerations Grammar and spelling Writing style (Web) Well structured Outline (HTML5/ use 'outliner' Readability CSS3 implementation of type: kerning/ leading/ widows and orphans	Design Principles Accessibility: Readability, Contrast, Color Navigation: In-page, and internal/ external Optimized graphics Call to Action (CTA) Typography Font used and how many or families of fonts Appropriateness for genre/type of site Structured Layout RWD/ Has much thought gone into These?

Branding
Consistency

Feedback

Good implementation of white space, Uri is sleek and modern. Theme of site is present throughout. High contrast colors of black and bright pink draw your eye to them. The san serif font makes the site seem professional and modern. The emotional response evoked by this site is one of clear intention and devotion to a specific purpose. The design for pc and mobile is a nice touch for accessibility. There does not appear to be any spelling or grammatical mistakes throughout the documents provided. There does not appear to be any html or cuss prototypes at this time that could be implemented for maximum effectiveness. Nathan has clearly thought about the adaptively of the site and tried to format in a way were a responsive design would be most benefited to a responsive design.

4) Skill with planning the structure and organizing and developing the content for the portfolio.

Feedback

The structure and planning of Nathans wire frames and style tile so a consistent theme that spans ever page, with a complimentary color shame that works to identify the key features and draws the eye to them. The choice of greys and white make the background seem styled but does not draw attention to its self, it seems modest. His logo also compliments this with robot like simplicity and design.

5) Presentation and layout of supporting written documentation including: spelling, grammar, punctuation, quality of expression, and reflection

Feedback

Nathans CV, BIO, and social media presence was expertly moderated. His CV was complimentary to himself without seeming over grandiose or over confident. His Bio represents him well but could be a little more humorous but this is difficult to force. His social media presence is one of professionalism and does not shy away from his web development career. All of these documents have been scrutinized and are largely grammar and spelling mistake free, although my proof reading capability can be questioned.

Any Additional Encouraging Comments:

Over all in my opinion this task has been effectively completed in a correct and proper manner.

Peer Evaluations

By Nathan T.J Matthews

CSY2043 Web Design

Nathan T.J Matthews Feedback Review

**Student Name -- Evaluated: Kent De
Rueda (15412852)**

**Student Evaluator: Nathan T.J
Matthews (15413665)**

Date evaluated: 27/01/2017

Assessment Criteria

3) *Creativity and originality using 'design principles' by applying them to the creation of a portfolio 'Style Guide'.*

Are the following used or particularly well implemented? What improvements are needed? (add or omit to this list if needed!)

Design Conventions	User Experience Design	Content/ Typography	User Interface Design (UI)
Padding/ margins/ whitespace Currency: demonstration of modern/contemporary UI Purpose/ genre/ type Consistency Colour Integration of Colour Contrast Focal colours Visual Hierarchy Flat Design	Emotional engagement Microinteractions (small interactions) Delight Ergonomics – Multi-device/ cross device implementation What is the physical user experience going from one platform to the next?	Built with Content strategy Editorial considerations Grammar and spelling Writing style (Web) Well structured Outline (HTML5/ use 'outliner' Readability CSS3 implementation of type: kerning/	Design Principles Accessibility: Readability, Contrast, Colour Navigation: In-page, and internal/ external Optimised graphics Call to Action (CTA) Typography Font used and how many or families of fonts Appropriateness for genre/type of site

Typography
Carousels/ Sliders or similar
Parallax Scrolling

leading/ widows and
orphans

Structured Layout
RWD/ Has much thought gone into
these?
Branding
Consistency

Feedback

Kent's style tile has a unique feel to it. Unlike most standard style title's there is no header image. This is visual impressive, however the blue outline borders ruin the effect but can be easily corrected, this problem happens again on the end border outline in the colour red. I feel the header and sub header typefaces are a great choice along with the colours. But the text for the website buttons could have a better colour so it can be easy to read. For example white text would be a better option just for the buttons.

4) Skill with planning the structure and organising and developing the content for the portfolio.

Feedback

The design of the wireframes and mock-ups are very well organize. It is clear how the website was meant to look like thanks to the clear layout and perfect structurer. Anyone could easily see how Kent would carry out the building of his website thanks to these wireframes and mock-ups. While the mock-ups do look a little bit rushed, the wireframes overall are clearly the best.

5) Presentation and layout of supporting written documentation including: spelling, grammar, punctuation, quality of expression, and reflection

Feedback

The spelling overall is on point along with the grammar as well. The quality of the writing is above standard quality and gives a clear reflection to the owner's work. It sends the message across perfectly and has good use of punctuation.

Any Additional Encouraging Comments:

Overall a great piece of work, I am very impressed with the logo but was sad to see it was not added to the style tile. Maybe this could be added to the style tile at some point in the future or even the website itself? I feel with a bit of tweaking this could be a great website.

CSY2043 Web Design

Nathan T.J Matthews Feedback Review

Student Name -- Evaluated: **Jacob Masters (15415614)**

Student Evaluator: **Nathan T.J Matthews (15413665)**

Date evaluated: 15/12/2015

Assessment Criteria

3) Creativity and originality using 'design principles' by applying them to the creation of a portfolio 'Style Guide'.

Are the following used or particularly well implemented? What improvements are needed? (add or omit to this list if needed!)

Design Conventions Padding/ margins/ whitespace Currency: demonstration of modern/contemporary UI Purpose/ genre/ type Consistency Colour Integration of Colour Contrast Focal colours Visual Hierarchy	User Experience Design Emotional engagement Microinteractions (small interactions) Delight Ergonomics - Multi- cross device implementation What is the physical user experience going from one platform to the next?	Content/ Typography Built with Content strategy Editorial considerations Grammar and spelling Writing style (Web) Well structured Outline (HTML5/ use 'outliner' Readability CSS3 implementation	User Interface Design (UI) Design Principles Accessibility: Readability, Contrast, Colour Navigation: In-page, and internal/ external Optimised graphics Call to Action (CTA) Typography Font used and how many or families of fonts Appropriateness for genre/type of
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Flat Design
Typography
Carousels/ Sliders or similar
Parallax Scrolling

of type: kerning/
leading/ widows and
orphans

site
Structured Layout
RWD/ Has much thought gone into
these?
Branding
Consistency

Feedback

Style Title: Layout is clean and fresh but lacks visual representation (i.e. no pictures). Good use of typography with excellent examples in different colours.

Logo: Needs more colour variation as it looks quite plain but overall a solid design.

LinkedIn: Listed jobs you've only been in for a month. Volunteer experience relating to web design is not shown first. Has not joined any relative web design / adobe groups. Has no profile image. However has listed skills correctly.

CV: Non-web design job is listed first on employment history instead of being listed last. Professional designed for a Word Document / PDF.

4) Skill with planning the structure and organising and developing the content for the portfolio.

Feedback

Overall excellently planned with a clear structure and precision detail. The developing could be improved but the final product clearly states that Jacob has massive potential in the field of design and web development.

Document End