Website Design Synoptic

Pearl Scerri Class 4.2B

1. **Glossary**

Web server

A web server is a system that hosts websites and delivers the contents to its users on the internet. For example, when a user types in a web address, such as Mcast - https://mcast.edu.mt the web server responds to this by sending the requested page to the user.

Web hosting

Web hosting is what allows the website to be visible. Web hosting works by storing the website files on a server, and when a user visits the website the host sends the websites files to the browser used by the user.

IP address

An IP address (internet protocol address) is a number which is given to any device that is connected to a network. This number tells devices where it is meant to find or send data to.

IP Address for https://mcast.edu.mt - 194.158.33.202, which is written in the IPv4 format.

Domain name

A domain name is basically the name given to the website, such as mcast.edu.mt, this is a name which is easier to remember rather than remembering the IP address of the web page.

DNS

DNS, which refers to domain name system, this is the system that finds the IP address when the user types the domain name into the browser, which makes it much easier for users to find what they are looking for.

HTTP/HTTPS protocol

HTTP – Hypertext transfer protocol, is like a set of rules used during the transferring of data between web browsers and web servers. This lets the browser being used by the user to request web pages (the data), to which the server can send to the browser.

The difference between HTTP and HTTP(S)- Secure, is that HTTP does not encrypt the data that is being sent or transferred which makes this possible for anyone to see what you are sending or receiving.

For example, the MCAST website uses HTTPS https://mcast.edu.mt, this means that the data is encrypted so that no one can see what the user is sending or requesting.

SSL/TLS certificate

SSL (Secure Sockets Layer) and TLS (Transport Layer Security) are security protocols which encrypt the data that is sent between your web browser and a web server, so HTTPS makes use of SSL or TLS to encrypt the data.

Although the function of SSL and TLS is not only to encrypt the data to keep it private, but to also authenticate the website. TLS is the newer version which is used more today rather than SSL as it is more secure.

2. **Internet Services**

Function and Value:

Google Analytics – this is used to track the performance of a websites users, this is helpful for the website owner as they can see how thew users interact with the website. The value of this is that it can help to improve the websites design or structure if there are issues noticed from the insights by the ways the users are interacting with it.

Cloudflare CDN servers - the main use for CDN servers is to be able to deliver content quickly and reliably. The value of this is that it has built in protection hence why it is reliable, and it has a better load time.

Task 2 – Target Audience Research

After receiving the results from the survey that I had conducted, it was clear that most of the respondents, used to Mcast website regularly, as all the respondents were current Mcast students. My main goal was to see how the audience views the current website what can be done to improve the website. Most issues mentioned were regarding the menu being overly cluttered, since I got this feedback from my respondents I took this information and wrote in the User persona that the user leads a busy life, so having a more user friendly menu would help our current audience and potentially open us up to new users who may not be as technically skilled when it comes navigating through websites.

Link for survey

https://forms.office.com/Pages/ResponsePage.aspx?id=tutbJeivRU2sydx93JR5_o3e aDapi1NJi2TS5_EbW0dURFg2RElMNEdQNTJSWDdXQTMzMTVWUVdZQi4u

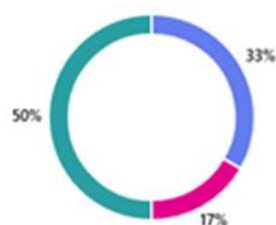*Below images for reference*

Responses	Average Time	Duration
6	03:43	25 Days

1. Do you find that the MCAST website is visually pleasing?

- ● Yes — 2
- ● No — 1
- ● Maybe — 3

33%
50%
17%

2. Do you find the websites font size and use of typeface to be easy to read and legible?

- ● Yes — 6
- ● No — 0

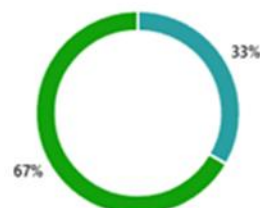### 3. Do you find the websites menu to be clear?

- ● Yes — 4
- ● No — 2

33%
67%
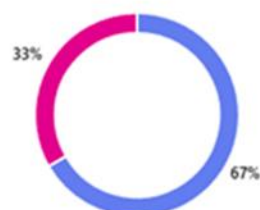
4. When using this website, is it easy for you to find the information that you are looking for?

- ● Very easy — 0
- ● Easy — 0
- ● Difficult — 2
- ● Very Difficult — 0
- ● Manageable — 4

33%
67%

More details

5. Do you find that the information displayed on the website is relevant to its purpose?

- Yes   4
- No   0
- Maybe   2

33%

67%
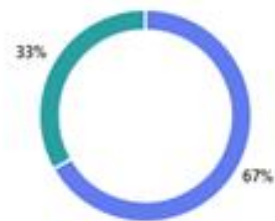
6. How do you rate your overall general experience while using the website? 1= (bad) and 3= (good)

1   2

2   1

3   3

7. Is there something which you think this website would benefit from by adding, or removing, such as new functions?

5
Responses

Latest Responses

"Make the website more user friendly"

"they need to clean up the menus and just make it look overall better"

"I dont know"

• • •

AMANDA
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Student

CONTACT INFO

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✉ Malta

SKILLS

Adobe Suite

★★★★☆

Photoshop

★★★★☆

Illustrator

★★★★★

Photography

★★★★★

Microsoft

★★★★★

Animation

★★★☆☆

■ SUMMARY

Amanda is an Mcast student pursuing her education in the creative field. she accesses the Mcast website regularly, regarding updates and events. She is constantly on the look for career opportunities for people with limited experience, such as herself. She is a full-time student who leads a busy lifestyle, therefore she values user friendly and efficient websites.
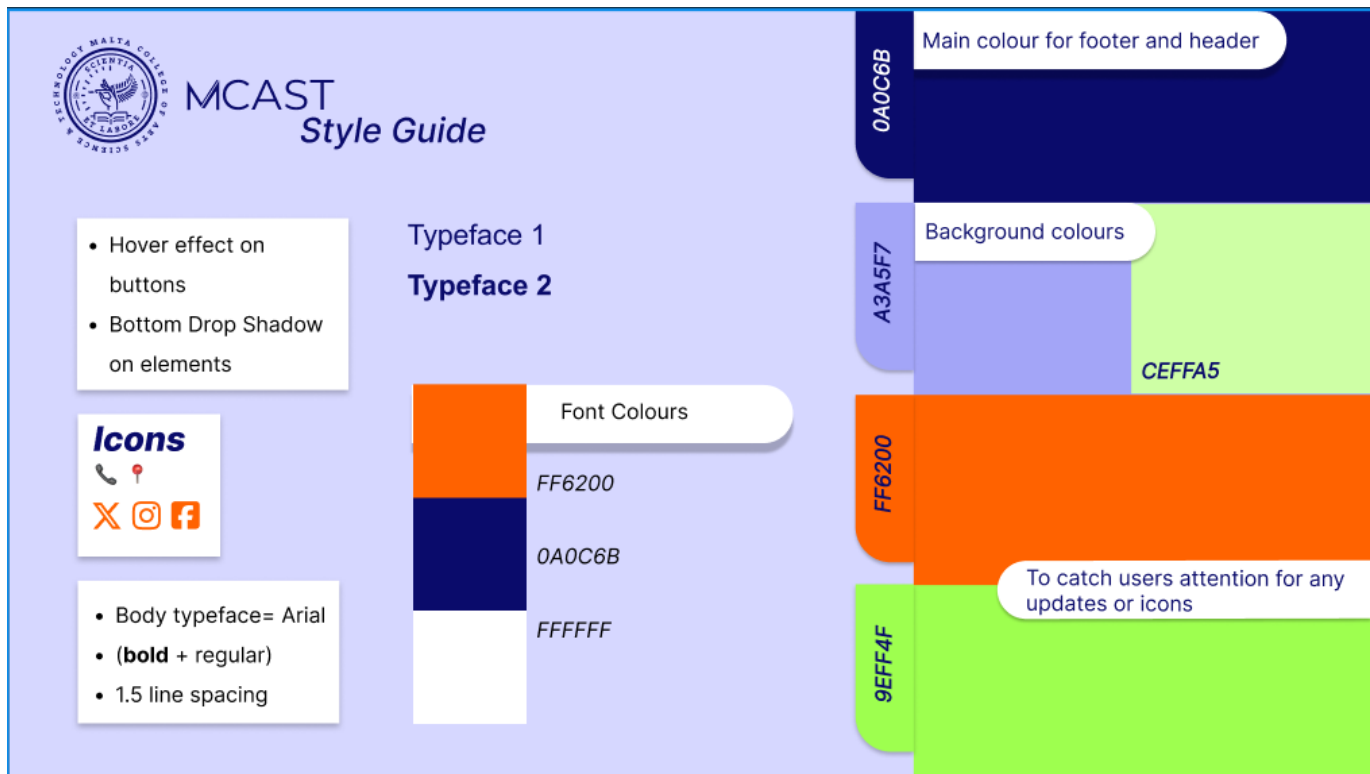
■ EDUCATION

MCAST, INSTITUTE FOR THE CREATIVE ARTS

- Advanced Diploma in Fine Arts (2022-2024)
- Bachelors in Graphic Design (2025-Present)

■ EXPEREINCE

Costa Coffee, Valletta- Barista-(2021-Present)

Intern at Redorange, Malta- (2024-Present)

MCAST Style Guide

- Hover effect on buttons
- Bottom Drop Shadow on elements

Icons

- Body typeface= Arial
- (**bold** + regular)
- 1.5 line spacing

Typeface 1
Typeface 2

Font Colours

FF6200

0A0C6B

FFFFFF

0A0C6B — Main colour for footer and header

A3A5F7 — Background colours

CEFFA5

FF6200 — To catch users attention for any updates or icons

9EFF4F

Task 3

HTML & CSS validation

Congratulations! No Error Found.

Document checking completed. No errors or warnings to show.

Task 4 -Evaluation

After completing this assignment and viewing my work. I believe that there are things that need to be improved but as a general view of the work I am submitting, I am content with the results. I feel that the website that I have created is a good base for a school website, I think it has the potential to improve and be further developed for the better.

When I first started working on the wireframes, I looked at the Mcast website to get an idea for the colour scheme, typeface, fonts, icons, etc. Because although I was redesigning the website I didn't want it to be completely different from the original. I saw that the main colour was a dark blue, so I chose a similar shade to be my main colour. I wanted the second colour to be complimentary, so I chose an orange and then a neon green colour for areas that I wanted to be more highlighted.

For the design of the website, I wanted it to be easy to understand and for anyone to be able to navigate through it. I saw that from the survey that I conducted a few people felt that the menu of the original website was cluttered so I wanted to simplify that and make it a bit more user friendly- I did this by revolving the structure around importance, the primary users that make use of this website are students or potential students. The goal of mcast as a business is to have people enrolled in their courses, so I felt it was very important to include both full-time and part-time courses in the homepage as well as how one can apply. The next page of importance is the contact page. Aside from it being a requirement in the task I think it's a vital element for a webpage of this nature to have, as it might be easier for users to reach out this way rather than calling the school or sending a formal email, although it is still an option as I linked the school email in the footer to automatically connect the user to their email.

When looking at the wireframes and the website side by side I see a few issues which I couldn't resolve, these being in the footer, I kept mixing up the social icons and I wasn't able to make it identical to the wireframe in terms of position and colour. The position of where the icons are on the website doesn't bother me as much as I feel it also works, but the colour being black on a dark blue isn't ideal.
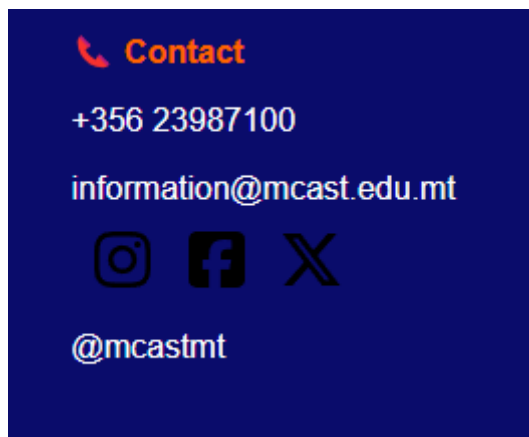
Website	Wireframe
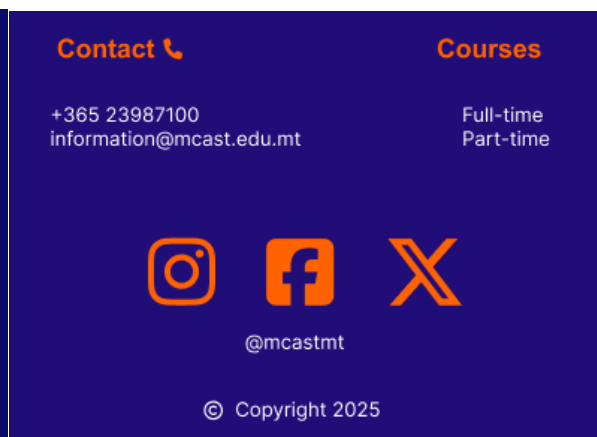
After reviewing the website, I noticed that the lack of a home button was an issue for me. So, I decided to add a home button on the top left corner of the webpage and now I feel that its more efficient for users.