



GRIFFITH COLLEGE DUBLIN

## Assignment Cover Sheet

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|--------------------------------|---|--|--|
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| <b>Faculty:</b>                | <u>Computing Science</u>  |  |  |
| <b>Course:</b>                 | <u>Post-Graduation in Science      Stage/year:      2017</u><br><u>in Applied Digital Media</u> |  |  |
| <b>Subject:</b>                |   |  |  |
| <b>Study Mode:</b>             | Full time <input checked="" type="checkbox"/>   | Part-time <input type="checkbox"/>     |  |
| <b>Lecturer Name:</b>          | <u>Ruairi Murphy</u>  |  |  |
| <b>Assignment Title:</b>       | <u>WebAuthoring – Website Assignment</u>  |  |  |
| <b>No. of pages:</b>           |   |  |  |
| <b>Disk included?</b>          | Yes <input type="checkbox"/>  | No <input checked="" type="checkbox"/> |  |
| <b>Additional Information:</b> | (ie. number of pieces submitted, size of assignment, A2, A3 etc)                                |  |  |
| <hr/>                          |   |  |  |
| <b>Date due:</b>               | <u>19/12/2017</u>   |  |  |
| <b>Date submitted:</b>         | <u>19/12/2017</u>   |  |  |

### Plagiarism disclaimer:

I understand that plagiarism is a serious offence and have read and understood the college policy on plagiarism. I also understand that I may receive a mark of zero if I have not identified and properly attributed sources which have been used, referred to, or have in any way influenced the preparation of this assignment, or if I have knowingly allowed others to plagiarise my work in this way.

I hereby certify that this assignment is my own work, based on my personal study and/or research, and that I have acknowledged all material and sources used in its preparation. I also certify that the assignment has not previously been submitted for assessment and that I have not copied in part or whole or otherwise plagiarised the work of anyone else, including other students.

Signed: Date: 19/12/2017

**Please note:** Students **MUST** retain a hard / soft copy of **ALL** assignments as well as a receipt issued and signed by a member of Faculty as proof of submission.

## Web Authoring – Ruairí Murphy – Design Brief - Website

### I. Inspiration

As my initial research to this project showed, none of the actual Paul McCartney's fan sites has a page dedicated to the causes that he promotes and his daily life, with fresh news. But they also are really poor in design, so, I started my design brief choosing all the things that I didn't want on my site, as it follows:

- 1) The Macca Report - <http://themaccareport.com/news/report.htm> -



It's very 1995. Maybe 1998. Definitely, an inspiration on what NOT to do.

- 2) McCartney Maccazine - <http://mccartneymaccazine.com/>



The black and red colour combination, in my point of view, can't represent the way of McCartney to see things, even though his own website uses the same colours as a base.

### 3) Fan Pop Paul McCartney - <http://www.fanpop.com/clubs/paul-mccartney>

There's a lot of things happening on this homepage, that has even a place for a live chat. I really don't know where to put my eyes. This inspires me to create the cleanest homepage possible.

### 4) Beatles News – Paul McCartney

<http://www.beatlesnews.com/news/paul-mccartney.html>

Way too clean, it becomes not interesting. Definitely not an inspiration too.

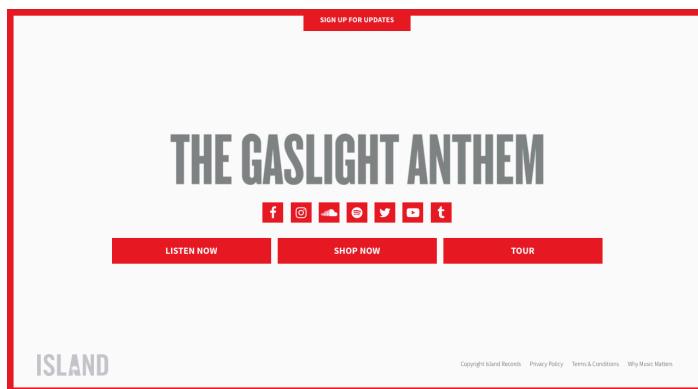
5) MaccaFan - <http://www.maccafans.net/Links/links.htm>



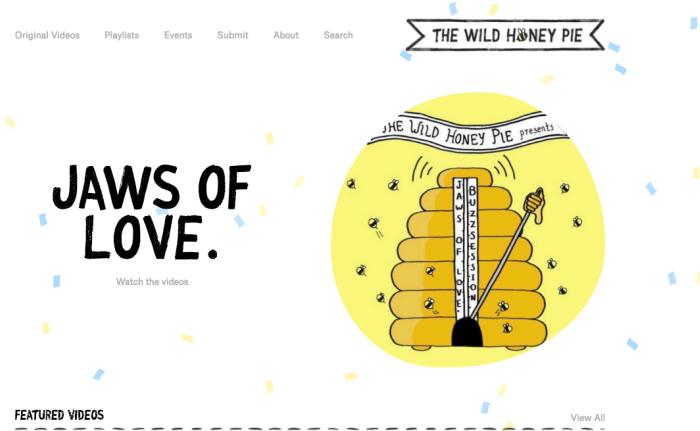
Very 1995 again. Or worst. McCartney fans, in general, don't know how to code.

Taking all of what I don't want to do in consideration, I started to put out what I wanted to do. And I wanted a very clean and organized homepage. So, those are some pages, not only from fan sites but for websites in general, that inspired me.

- 1) **The Gaslight Anthem** (<http://www.thegaslightanthem.com/>): simple, two colours based, every information in front of you.



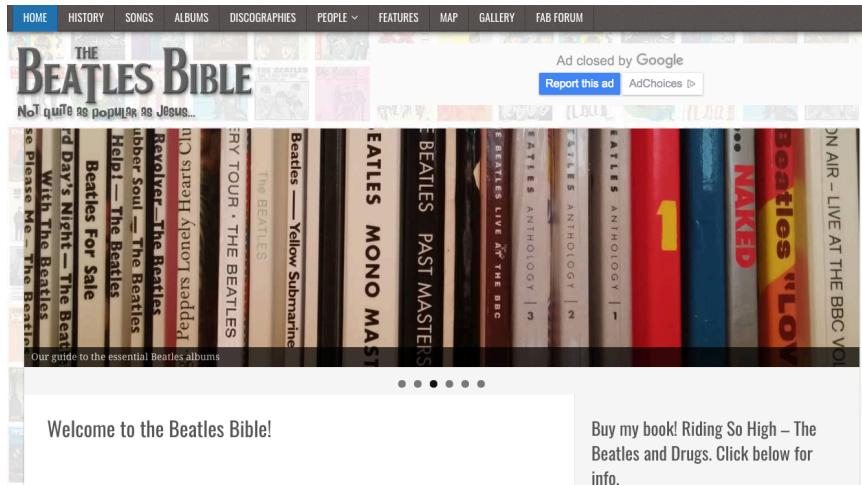
2) **The Wild Honey Pie** (<http://www.thewildhoneypie.com/>): everything about this site is simply beautiful.



3) **Pottermore** (<https://www.pottermore.com/>): well organized homepage.



- 4) The Beatles Bible (<https://www.beatlesbible.com/>): colours and homepage as they need to be – as clean as possible.



## II. Information Fonts

I used some official websites to be my information fonts, to download my images and to link my videos and music, as it follows:

- 1) [Paul McCartney.com](#): to download his signature, to get information about the causes that he supports, and to download some pictures that are showing at the “Images” page;
- 2) [Spotify](#): to link all the albums in the “Music” page;
- 3) [NME](#): to a news piece at the “News” page;
- 4) [The Beatles Bible](#): to almost all of the images at the “Images” page;

## III. Coding Help

During the process of building the website, I found myself trying a lot of different things and, sometimes, failing. Those websites helped me in find solutions to a lot of problems that I had during the process.

- 1) [MND Webdocs](#): a million of times, to the most different queries;
- 2) [PxtoEM](#): during my media queries process;
- 3) [SitePoint](#): trying to create a “show more” / “less” attribute in my “News” page, since I couldn’t find the right way to use the one that you show us in class;
- 4) [CodePen](#): to create my hamburger menu, for the same reasons above;
- 5) [Colors](#): the colours that I used in my site;

#### IV. Design modifications

Not everything that I planned in my wireframe is in my final project. Below, some reasons why:

- 1) **No sidebar:** during the process of building the pages, the sidebar was always almost clean, only with the links of Paul's social media. None of the pages needed it to improve their content, so, I took it off.
- 2) **No search bar:** as soon as I realized that we couldn't put a real search bar in the site, I give up that idea.
- 3) **Home Navigation below the carousel / hamburger menu in the not-responsive site:** I tried a thousand of times, but the hamburger menu doesn't work properly in the navigation when it is below the site and I also couldn't remove it to the not-responsive page. Maybe I didn't find the right tutorial, but that final decision makes me like the result a little less.
- 4) **Images page layout:** after building an entire page with 3 or 4 pictures, I decided that it will be better divide the pictures according to McCartney history, so I started all over again and tried to create a relationship between the images and the parts of his history.