



Curtin University

Student To Complete:			
Student Name:	Jack Edwards	Curtin ID No.:	19873699
		Email Address:	jack.edwards@student.curtin.edu.au
Unit Name:	Internet Design Intro	Unit Code:	DIG22
Tutor's Name:	Harriet Perryer	Assignment No.:	3
Comments to Tutor or Open Universities Australia:			
Student Declaration:	I declare the attached assignment is my own work and has not 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] I have retained a copy of this assignment for my own records.		
Sign or insert name here:	Jack Edwards		

Southern Coast Festival of Lights

Final submission - Internet Design Introduction
Jack Edwards



Status:

Complete

URL for live site:

jackedwards.x10host.com

For optimal viewing please use Chrome.

The Southern Coast Festival of Lights website is a project to create a website for a vibrant new festival for the town of Geelong in Victoria. The event previously was promoted via social media and due to the amount of interest attracted the organisers have realised the need for a dedicated website.

The aim of the project is to provide a responsive website that can provide information on the event in a simple concise manner that will be accessible to a wide range of end users and promote the festivals brand and theme.

The target audience has been identified as being a diverse range of people from all walks of life with varying technical experience so simplicity is key.

The aim of this project is to create a suitable site that fulfills the clients needs while addressing usability and design constraints set out by the client and also identified during research previously in the project.

This includes areas such as accessibility and being able to support a wide range of devices.

Simplicity -users technical ability cannot be assumed so it needs to be accessible to everyone from a technical standpoint.

Clear presentation of information - the client potentially has a large amount of information that they need to communicate and this needs to be done in an easy to digest manner.

Consistent visual design and branding in line with the clients logo and the festival theme of the event.

There have been some fairly major design changes from A2 to A3 due to tutor feedback and design consistency for the clients requirement.

Landing page content tiles.

The initial design for this was not adequate due to text being displayed on top of bright images which made it very difficult to read. The visual content still had some value for the landing page to bring across the festival theme, to keep this and the text a rollover effect was implemented where short intro text was displayed on a suitable background when the user hovers over the content pane. This serves multiple purposes, firstly it enables me to keep the vibrant images and have legible text, secondly it creates an element of user interaction with the site and finally it helps to remove some clutter when initially viewing the site (the text is hidden).

Grouping of section content

The initial mockup contained very basic sections (Music, About, etc) that had a wall of text and an image thrown in. This is not a very effective way to order content and was addressed during the development stage. Content was ordered into a grid and column layout with distinct headings and subheadings which allows for a much more structured layout of information and the ability to insert images between elements. Each section was given a border and an image at the bottom to create simple visual distinction between sections.

The grid layout is also much more manageable when working with mobile devices the column and row layout can be reordered for a vertical layout.

Visual theme

Overall the visual theme remains similar with the yellow background and light blue menu items. To avoid the site appearing washed out due to a static light yellow background and lack of visual content that existed in the design phase, some changes were made to improve upon this.

A gradient was added to the background which gradually gets darker the further down the page you progress.

Box shadows and borders are present around major content.

Sections are themed with images in their footers (or base).

A interactive map was added to each section highlighting where the attraction would be located at the festival.

Tools & Techniques Used

Due to the requirements for responsive images and site layout, relative units are used wherever possible for font size, images, padding and margins.

This really helps with ensuring the site scales properly across various screen sizes especially larger ones. Coupled with the use of CSS grids for the content it made the layout really flexible and allows the maintainer freedom for adding more content down the track.

It also ensured the mobile displays were easier to achieve by re arranging grid layouts for a vertical display and removing relative padding and margins to utilise the entire screen space.

Continuing on the responsive layout theme the use of vector graphics was explored and utilised in the site menu, this allows for the design of efficient graphics that do not lose quality due to scaling.

To keep the site size under 5MB all images were edited, which involved resizing them, cropping in some cases and saving in the most efficient format. This was mainly JPEG with custom quality settings on each image, PNG was also used as this format supports the use of transparent elements.

The main goal of the project was to create a website that can communicate the event information for a festival to a wide demographic. This content is not just the text or data, but also the clients brand and the festival theme, a vibrant community event.

The colour scheme is primarily a yellow gradient, yellow represents sunshine and light, building on the festivals name. It also represents happiness which is ultimately what this community event is about, having fun.

Typography is kept simple with a hand drawn font for titles and headings that helps add that festive touch without negatively impacting readability. Font size is kept on the larger side to really help with a clear concise presentation.

Visually distinct sections are used, this separates the content and also keeps it contained in a logical layout.

Sticky header keeps the navigation bar accessible at all times, it also keeps the sites logo/branding visible across the entire website.

Final Submission Checklist

	YES	NO	UNSURE
My website is complete	YES		
My website files have been uploaded to my server space via FTP	YES		
My live website load correctly (images, layout, text, media, etc.)	YES		
I have submitted a single page scrolling website	YES		
My website is fully responsive (according to the assignment requirements)	YES		
My menu is fully linked, consistent and easy for users to navigate	YES		
My colour scheme compliments my topic and content	YES		
My typographic treatment compliments my topic and content	YES		
I have considered my target audience in the creation of my website	YES		
I have completed my Final Progress Report	YES		
I have included a link to my live site in my Final Progress Report	YES		

- What do you feel you did well?

I have tried my best to bring this design back from the brink of disaster from my A2 submission. I have really attempted to bring the site and its content together into a much cleaner and visually appealing package.

The responsiveness in terms of layout took some work but is working pretty well on Chrome and Firefox (some issues with the SVG font position in menus on Firefox) and I am happy with its overall effectiveness.

Effort was made to bring some more colour into the site through the use of extra images and the creation of the map images which I believe is a positive improvement.

- What could be improved upon?

Menu design was flagged in A2 as missing the mark in terms of looking like lights. More work could definitely be done on this, unfortunately I overcomplicated it by designing it as a SVG with no prior knowledge of SVG's. I am happy with implementation of the menu and acknowledge visual design on this element could do with some more work.

The top nav bar/menu is too small on smaller mobile devices and really should have been implemented as a single hamburger expandable menu. This was not implemented here due to other challenges faced with trying to bring some energy into the overall design.

The Southern Coast Festival of Lights logo contains design elements and text that is yellow which is a similar colour to the site's background and is a significant accessibility issue.

- Adobe Stock, ND. "Hands holding music instruments #197427561". Accessed Oct. 2019.
<https://stock.adobe.com/au/images/hands-holding-music-instruments/197427561>
- Adobe Stock, ND. "Making of burgers #108019680". Accessed Oct. 2019.
<https://stock.adobe.com/au/images/making-of-burgers/108019680>
- Adobe Stock, ND. "Ferris wheel on a cloudy sky background vintage color #91689832". Accessed Oct. 2019.
<https://stock.adobe.com/au/images/ferris-wheel-on-cloudy-sky-background-vintage-color/91689832>
- Adobe Stock, ND. "Blurred photo of food exhibition fair montage with wood table top for background. #134856370". Accessed Oct. 2019.
<https://stock.adobe.com/au/images/blurred-photo-of-food-exhibition-fair-montage-with-wood-table-top-for-background/134856370>
- Adobe Stock, ND. "Music festival background, silhouette of musician artist with acoustic guitar at sunset field. #132616247". Accessed Oct. 2019
<https://stock.adobe.com/au/images/music-festival-background-silhouette-of-musician-artist-with-acoustic-guitar-at-sunset-field/132616247>
- Adobe Stock, ND. "organic food on street food festival. special food sold on Open kitchen food festival event #275157342". Accessed Oct. 2019.
<https://stock.adobe.com/au/images/organic-food-on-street-food-festival-special-food-sold-on-open-kitchen-food-festival-event/275157342>
- Adobe Stock, ND. "Fireworks on blue background with stars and space for text #293706949". Accessed Oct. 2019.
<https://stock.adobe.com/au/images/fireworks-on-blue-background-with-stars-and-space-for-text/293706949>
- Adobe Stock, ND. "Wishes written on Tanzaku, small pieces of paper, and hung on a Japanese wishing tree, located in the Little Tokyo section of Los Angeles, California, photographed at an outdoor mall at night. #292669599". Accessed Oct. 2019.
<https://stock.adobe.com/au/images/wishes-written-on-tanzaku-small-pieces-of-paper-and-hung-on-a-japanese-wishing-tree-located-in-the-little-tokyo-section-of-los-angeles-california-photographed-at-an-outdoor-mall-at-night/292669599>
- Adobe Stock, ND. "Cheering crowd at a rock concert #96869035". Accessed Oct. 2019.
<https://stock.adobe.com/au/images/cheering-crowd-at-a-rock-concert/96869035>
- Adobe Stock, ND. "Food truck in city festival selective focus #233186197". Accessed Oct. 2019.
<https://stock.adobe.com/au/images/food-truck-in-city-festival-selective-focus/233186197>

Adobe Stock, ND. "Jamaa el Fna market square in Marrakesh's medina with fireworks, Marrakesh, Morocco #224600287". Accessed Oct. 2019.
<https://stock.adobe.com/au/images/jamaa-el-fna-market-square-in-marrakesh-s-medina-with-fireworks-marrakesh-morocco/224600287>

Adobe Stock, ND. "Weekend market festival with colorful decoration retro filter effect #230260246". Accessed Oct. 2019.
<https://stock.adobe.com/au/images/weekend-market-festival-with-colorful-decoration-retro-filter-effect/230260246>