Interactive Design BA(hons) Yr2
University of Lincoln

Band or Brand

Digital Practice
ISG2003M
Credit Value: 30

Briefing Date
6 OCT 2017
Deadline
27 Oct 2017

Tutor
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Introduction (BAND OR BRAND)
Responsive website development project

The Fashion industry is always looking for the latest trend to absorb it and then spread it to the rest of the world. This behaviour is also common in web design. So, when Fashion and the Internet collide, we can expect to see websites that blend together the latest visual and technological trends, However Musician websites have a bad name for themselves. They are often behind the times, either poorly designed or poorly coded - or both. Music and fashion brands aim to create a unique and characteristic visual style, a navigation and functionality that fit their personality. However there are certain characteristics that are common to most of these types of websites. Most rely on the power of visuals to draw attention to them and let the product or style of music speak for itself. The main objective of a fashion website is to keep the viewer in the site enough time for him or her to see the last collection of the product, where as band web site is about getting the user to buy into the band ethos and style of music. Some of these websites have interactive elements and try to transform the visit into a sensory experience for the viewer, i.e Arcade Fire or Nike.

Your favourite band or brand requires an immersive interactive website to facilitate its online profile, marketing and sales. A unique selling point of the website is that something can be configured, customized and personalized to (and by) customers, Hence, the web presence (i.e. website) should help the band or brand to market themselves and increase their customer base including the online configuration and customization of products. This could be a customisable play list, customised colours for trainers, it could be configurable mini figures or it may be a personalised video rendered from facebook data? The choice is yours as long as it is relevant and has a considered and dynamic interface.

Select a Band or Brand that you feel could use your development skills to develop a completely new responsive website. You can use their existing imagery and text or create your own. Your page content and navigation does not need to be the same as the existing site but please refrain from "lorum ipsum" or dummy text- you have autonomy to add, make up or remove sections you feel are appropriate.

Requirements

Research (Part A)
The task here is to produce a mood/research board and basic wireframe of the site. The research board should demonstrate good and bad practices in web development, it could be interesting navigations, style, typography, functionality, user ability – elements that you feel are important in the development of your own site. Critically analyse them and see how they are appropriate.

The wireframe should cover an initial design and implementation of the core website This includes the design (including mood boards, wire framing, layout,

flow diagram, sitemap etc), with some very basic functionality – Imagine showing a proof of concept to your would be employers.

Wire frame, lofi prototype, mood boards

- Visual Research Board (this can text and images – if drawn or illustrated it needs to be photographed/digitised)
- Screen shots of the initial website.
- Wire framing, Layout, Sitemap etc.
- The TWO "Peer Review" forms where you have reviewed the website of a peer.
- Your "Personal Reflection" form.

## Website (Part B)

This is an independent piece of work for which you must create a web site for the aforementioned band or brand. The website should be implemented using the latest web technologies; HTML5 and CSS3. Appropriate supporting scripting should be used, such as JavaScript, as required. You are free to use editors of your choice like Dreamweaver, Sublime and notepad etc. (Please note that you only have access to a few editors in the computer rooms)

Frontend frameworks should not be used, including examples such as Bootstrap and Foundation. This is not an exercise in sever side scripting i.e PHP, .net etc. The web site should contain several (e.g. 4-6 different pages) of content. The site content is expected to include information such as, products and services, operating hours, contact details, delivery territory, pricing, seasonal promotions/ deals and customer testimonials. This list is by no means exhaustive, it is merely indicative of the type of content you may wish to include.

You should aim to apply as many technical features as possible, where appropriate, to demonstrate your skills and competence. These include, but are not limited to:

- Hyperlinks
- Text effects and graphical styles (drop shadows, gradients, rounded corners, JavaScript, web fonts and transparencies)
- Multimedia (embedded objects, images, galleries, SVG, video, audio, transitions/transformations, drag and drop)
- Local web storage
- Geolocation.
- Advanced Javascript functionality, including functionalities beyond what was covered in lectures & workshops.
- Web standards and validation

You should endeavor to provide detailed commented markup, good organisation and naming conventions, clearly structured code with logical order. Evidence of W3C validation for all HTML and CSS content must be demonstrated and included. Consistency of content across different browsers and devices must also be tested, demonstrated and evidenced.

The full submission must include:

- The completed website uploaded to the agreed server on or before the date of submission

- Copies of all the full website content including sources (HTML, CSS, JavaScript, Images & multimedia) and a bookmark link or text file to your live website.

- A critical log (up to 1000 word written report) detailing how best practice and standards were identified, appraised and applied throughout the site's development. Your report should also be developed as a webpage (in your

website) leveraging your newly acquired skills. The report also need to be submitted as a text (strictly in PDF format) document via Turnitin. It should include URL to your websites, appraisal of strengths and weaknesses of current web standards & specifications compared to previous versions, as in Learning Outcomes LO1. Also, consider the site's interoperability, specific techniques used, and the challenges presented with reference to appropriate supporting literature. In the log you should provide confirmation of the W3C validation process for all markup (screen shots.) Where possible also evidence areas of best practice in terms of file organisation, markup structuring and browser testing.

- A video demo demonstrating the major aspects of the site in action, on multiple browsers & versions, and showing specific features and outstanding aspects that you would like to highlight. The video should be no more than 1 minute in duration and can include, annotations, voice-over descriptions and any sub-titles/text/pointers as necessary. The video should be uploaded to YouTube and embedded in a dedicated page, named "DEMO" in your uploaded website.

- Reference list

## Considerations

Typography, usability, legibility, navigation, composition, memory size, image quality, devices, browsers, responsive, engaging, experience, empathy, target audience, media queries, boiler plate, bootstrap, HTML5, CSS3, CSS animations

## Links

http://www.awwwards.com/50-examples-of-responsive-web-design.html
http://www.awwwards.com/websites/responsive-design/
https://www.ugurus.com/responsive-design-examples
https://kamra.invisi-dir.com/
http://special.bose.eu/en/quietcomfort/ov1
http://amphibiox.geox.com/amphibiox2014/en_gb/the-film
http://www.justareflektor.com/
http://www.thewildernessdowntown.com/

## Learning Outcomes

01 Digitise a range of media with regard for the practicalities of processor speed and memory.

02 Generate ideas, select, test, analyse
and make appropriate use of materials, processes and environments
Source, navigate, select, retrieve, evaluate, manipulate and manage information
from a variety of sources.

03 Practically demonstrate an understanding of the basic principles of web-based applications including time line control

04 Interact effectively with others, for example through collaboration, collective endeavour and negotiation. Select and employ communication and information