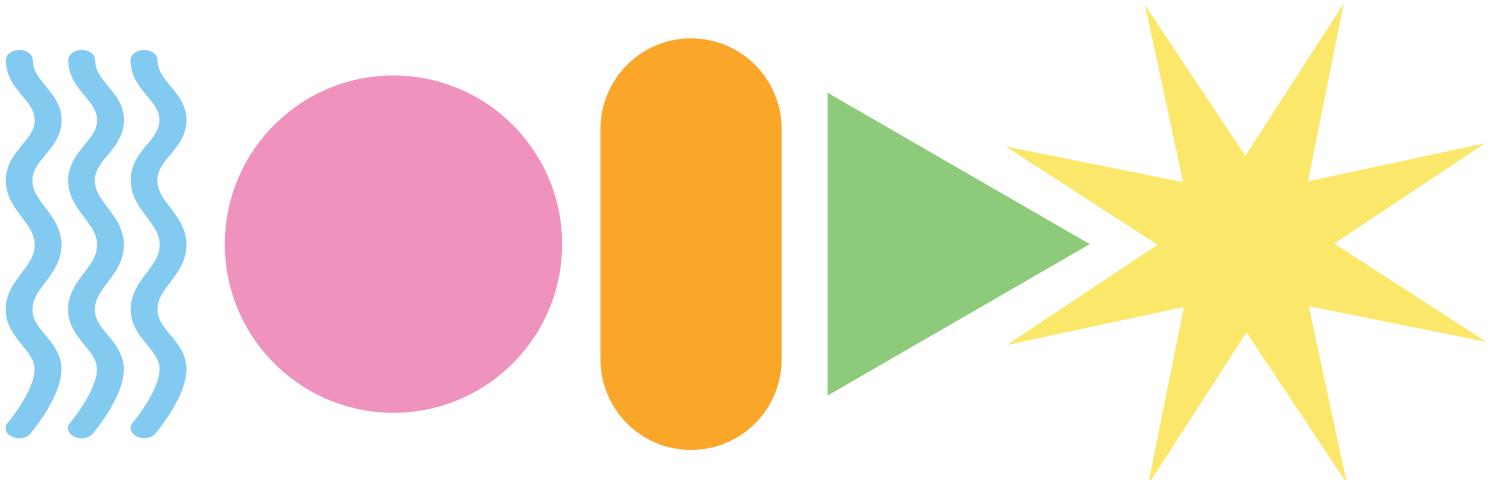


Website Creation & Design

Final Project
Documentation
October 2023

André Cardoso
2395069



1. Introduction

1.1. Client



**Worldwide Education Fund
of The Dallas Foundation**

WEF – Worldwide Education Fund of The Dallas Foundation

Website: <https://wefdallas.org>

Location: Dallas, Texas, USA

History: For many years, Connie and Kamal Daya provided modest financial support to various orphanages, hostels, and schools. A trip to Asia in 2004 brought them face-to-face with the urgent needs of many institutions and they pledged to get engaged and 'do more'.

The Connie and Kamal Daya Gift Fund of The Dallas Foundation invited others who share their vision to participate in the initiatives designed to benefit under-served children and youth.

Soon, WEF started in 2009, with a generous donation from the Connie & Kamal Daya Gift Fund of The Dallas Foundation.

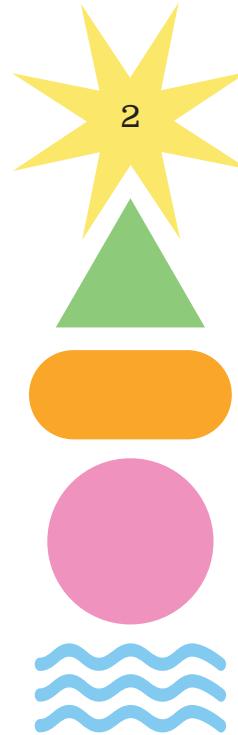
During the last many years, the organization has been helping the poorest of the poor and over 10,000+ children and youth have benefited from different projects of WEF.

1.2. Reason

Since 2021 I've been doing some graphic design freelancing for the charity. I have always believed that education is a powerful tool to foster prosperity. For this reason, I chose this foundation that focuses on improving the education of poor children in remote areas around the world. In these neglected regions, children often lack access to even the most basic resources and opportunities. By supporting this charity, I hope to make a meaningful difference in the lives of these children, giving them the chance to receive a quality education, acquire essential skills, and ultimately, the opportunity to break free from the constraints of generational poverty.

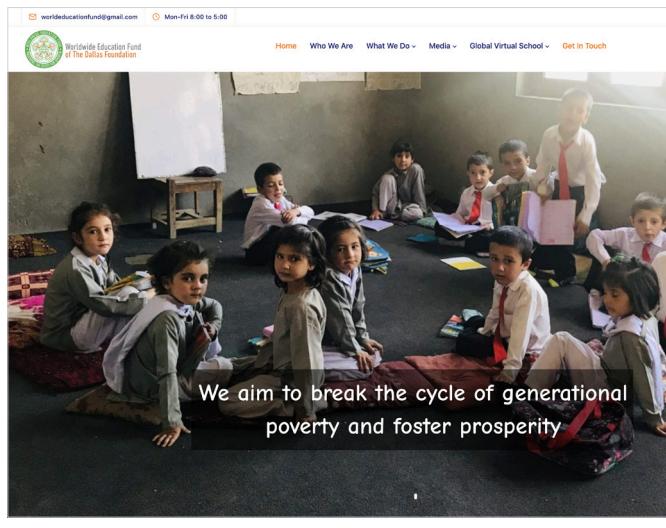
1.3. Objective

I decided to create a completely new more attractive layout. Playful, with more colors, showing images of children happy, to represent the improvement the foundation can bring to their lives, focusing more in showing the result of their actions so people can understand they are doing a good job and feel more compelled to donate and support the mission.



2. Research and planning

Their current website, built on a WordPress template and developed by their in-house team, presents several issues. A visible lack of clarity and structure, lacks uniformity in design elements, features a boring light gray background, with a simplistic color scheme (logo colors only), utilizes generic animations and decorations, a notably small font size is used, and predominantly showcases somber images of children, seemingly with the intention of evoking sympathy and encouraging donations.



Project E3: English, Education, Empowerment

ENGLISH

Global virtual school
English as Second Language (ESL)
English for Academic Purposes (EAP)
24/7 Portal
Brick and Mortar Operation
In-School Language Labs

EDUCATION

Scholarships
Anwar Mandari Scholarship Program, Tajikistan
WEF-HU MBA Scholarship USA, India, Pakistan and Tajikistan p.
Literacy Program at St.Plaic's School, Bangladesh
Global Early Childhood Development Programs
ECD Centre Chitral Pakistan
ECD Play Spaces Bartang Tajikistan

EMPOWERMENT

Emerging Technology Hub Program, Tajikistan
Cyber Security Program
Digital Marketing Assistant
Digital Training and Placement Program, Ghilt Baltistan Pakistan

WEF BEGINNINGS

1. Connie and Kamal Daga provided modest financial support to various orphanages, hostels, and schools. A trip to Asia in 2004 brought them face-to-face with the urgent needs of these institutions and they pledged to help. 10 more...

2. The Connie and Kamal Daga Gift Fund of The Dallas Foundation invited others who share their vision to participate in the initiatives designed to benefit underserved children and youth.

3. Soon, WEF started in 2009, with a generous donation from the Connie & Kamal Daga Gift Fund of The Dallas Foundation.

4. During the last many years organization has been helping poorest of the poor and over 1 children and youth have benefit different projects of WEF

200+ Teachers

Global Virtual School

Our humanitarian action relies on your generosity

"For Less than 10 cent a day \$3 a month and \$36 a year you can help a student learn English Language Skills in remote and rural areas of South and Central Asia."

Donate Now

Global Virtual School

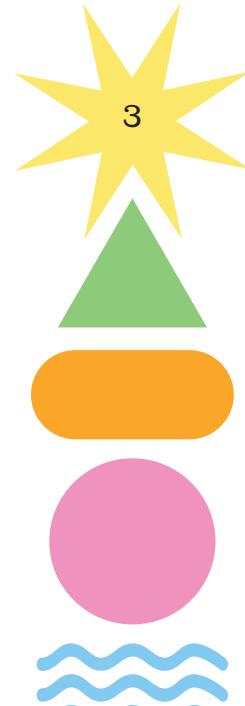
The Global Virtual School (GVS) is an ever-expanding online learning center delivering quality English-language instruction to underprivileged youth and young adults in remote areas of the world. Under the tutelage of the Worldwide Education Fund of The Dallas Foundation, and with the help of technology, GVS has grown from one online ESL class (in Khorog, Tajikistan) into a full-blown online school with dozens of classes.

Featured Project

Amer Mandari Scholarship Program, Tajikistan
WEF-HU MBA Scholarship USA, India, Pakistan and Tajikistan p.
Literacy Program at St.Plaic's School, Bangladesh
Global Early Childhood Development Programs
ECD Centre Chitral Pakistan
ECD Play Spaces Bartang Tajikistan

Emerging Technology Hub Program, Tajikistan

Cyber Security Program
Digital Marketing Assistant
Digital Training and Placement Program, Ghilt Baltistan Pakistan



2. Research and planning

2.1. Target



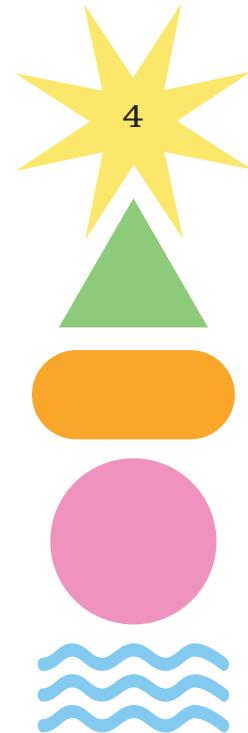
ALL
GENDERS



50+
YEARS OLD



MIDDLE & UPPER
SOCIAL CLASSES



2.2. Planing

To answer to the specific needs and preferences of our target audience, I have developed a 6-grid based layout spanning 1728 pixels, with a visually engaging and user-friendly interface. The choice of a light background and ample white space is to enhance readability and also to evoke a sense of openness and clarity, inviting visitors to explore the content effortlessly.

For typography, I opted for a formal yet playful display font-family that strikes a harmonious balance between professionalism and approachability. The choice of large font sizes ensures that essential information is easily accessible, even on smaller screens, making the website accessible to the needs of the targeted audience.

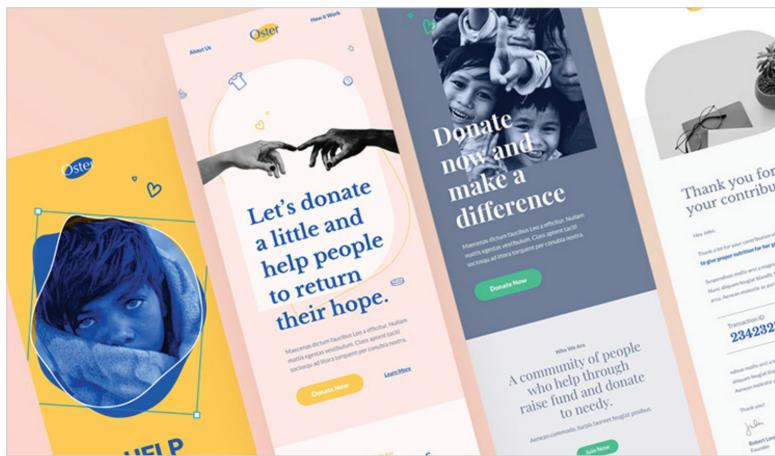
Bright and vibrant colors have been strategically applied to specific areas to draw attention to critical points, guiding visitors to act where it matters most.

The inclusion of photographs featuring children, a combination of stock images and real portraits of those served by WEF, serves as a powerful reminder of the organization's mission. These images help establish a personal connection with the audience, making the cause feel more tangible and relatable.

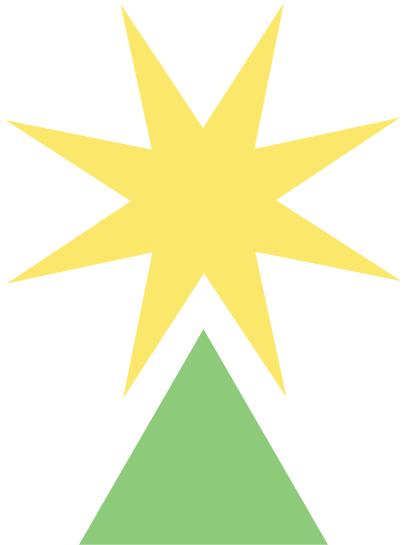
Incorporating discreet yet functional decorations and animations inspired by children's school play adds a touch of whimsy and charm to the website. Using basic geometric shapes such as circles, triangles, and rectangles, these animations create an engaging and interactive user experience, subtly reinforcing the notion of education as a playful and transformative journey.

The screenshot shows the homepage of the Global Virtual School (GVS) website. At the top, there is a banner with a child's face and the text "Breaking the cycle of generational poverty and fostering prosperity for children and young adults in remote areas of the world." Below this, there are several sections: "Project E³: English, Education, Empowerment" with a photo of children, "GLOBAL VIRTUAL SCHOOL" with a video player showing a teacher, "Anwar Manduri Scholarship" with a map of Pakistan, and "Emerging Technology Hub" with a map of the USA and Pakistan. There are also sections for "Our partners" featuring Lincoln Center for Education and Training, and "Our humanitarian action relies on your generosity" with a "DONATE NOW" button. The footer contains links for "ABOUT WEF", "QUICK LINKS", "ACTIVE PROJECTS", "CONTACT", and social media icons.

3. Design Process



#FFE769

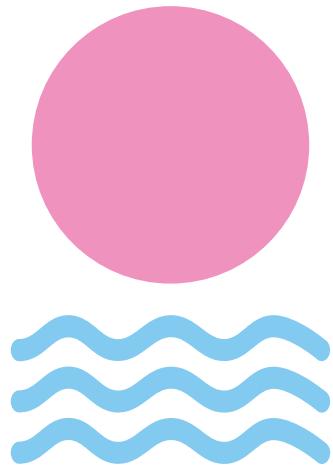


#7CEE81



#FFA723

#FF8FD2



#84CBF3

Montagu Slab — Regular 400

Montagu Slab — Regular

Montagu Slab — SemiBold 600

Montagu Slab — SemiBold

Mulish — Regular 400

Mulish — Regular

Mulish — Bold 700

Mulish — Bold

Mulish — Black 900

Mulish — Black

3. Design Process

 Worldwide Education Fund of The Dallas Foundation

WHO WE ARE WHAT WE DO MEDIA GLOBAL VIRTUAL SCHOOL GET IN TOUCH DONATE

Breaking the cycle of generational poverty and fostering prosperity for children and young adults in remote areas of the world.

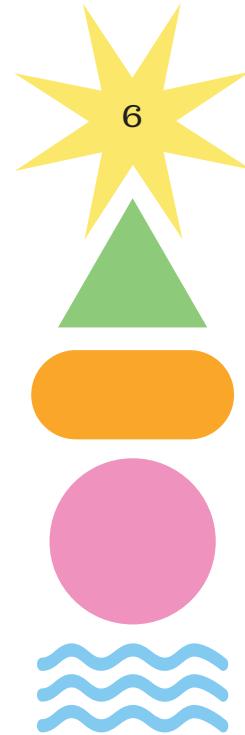


Every child and youth, regardless of financial circumstance, caste, religion, or gender deserves a chance to reach his or her maximum potential.

We provide opportunities for quality English language education, technology proficiency, and educational and vocational scholarships

200+ teachers **10,000+ beneficiaries**

14+ years of experience **36+ learning spaces**



Project E³:
English,
Education,
Empowerment



GLOBAL VIRTUAL SCHOOL
English as Second Language (ESL)
English for Academic Purposes (EAP)
24/7 Portal

BRICK AND MORTAR OPERATION
In-School Language Labs

Anwar Mandani Scholarship Program, Tajikistan
WEF-HU MBA Scholarship USA, India, Pakistan and Tajikistan
Literacy Program at St. Placid's School, Bangladesh

GLOBAL EARLY CHILDHOOD DEVELOPMENT PROGRAMS
ECD Centre Chitral Pakistan
ECD Play Spaces Bartang, Tajikistan

Education

Empowerment

Our humanitarian action relies on your generosity

For Less than \$10 a day, \$3 a month and \$36 a year you can help a student learn English, Language Skills in remote and rural areas of South and Central Asia.

[DONATE NOW](#)



Subscribe to our newsletter and stay updated on the latest news

ENTER YOUR EMAIL

[SUBSCRIBE](#)

Featured project: Global Virtual School (GVS)



The Global Virtual School project is unique in that it connects, online and in real-time, English-speaking volunteer teachers with students who are eager to improve their English to pursue post-secondary education, career training and better employment, all of which guarantee an escape from the cycle of generational poverty.

[KNOW MORE](#)

Our partners



ABOUT WEF
WEF is a 501(c)3 registered in USA. The Dallas Foundation (TDF) is the fiscal sponsor of the Worldwide Education Fund of the Dallas Foundation (WEF), a component fund of The Dallas Foundation, a 501(c)(3), publicly supported charity. Federal Tax ID 75-2890371.

100% of all dollars raised through your contributions go towards implementation, operation, and maintenance of WEF's projects and programs. All administrative expenses are paid by the Founders, Connie and Komal Doya Gift Fund of The Dallas Foundation, and by our many generous, engaged volunteers.

QUICK LINKS
ACTIVE PROJECTS
SUCCESS STORIES
MEDIA

CONTACT
Worldwide Education Fund of the Dallas Foundation
3000 Pegasus Park Drive, Suite 930, Dallas, TX 75247
+1 (214) 741 9888 | worldeducationfund@gmail.com
Mon-Fri 8:00 to 5:00



4. Development

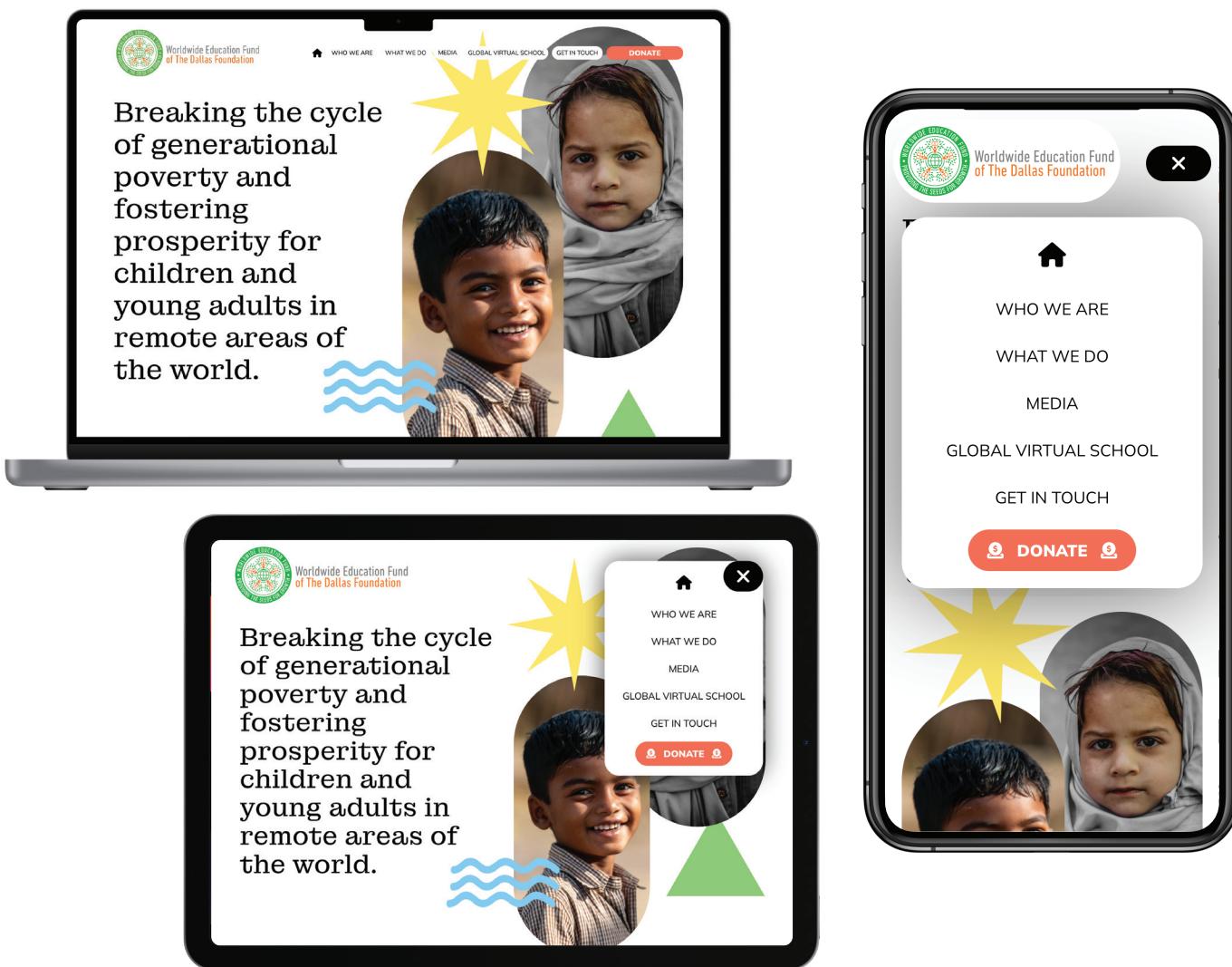
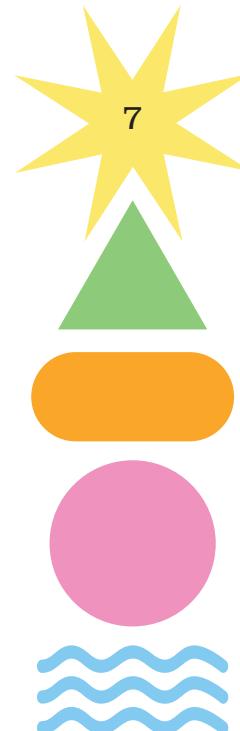
4.1. Technology

- Google Fonts for font support
- Font Awesome for basic icons (home button and social media)
- SVG files for the decorative shapes
- Noun Project for well-designed icons for the page
- Slick Slider to show the logo of the partners
- GreenSock for animations
- Jquery and Javascript for multiple uses (on scroll animations, accordion, hamburger drop-down menu, slider)

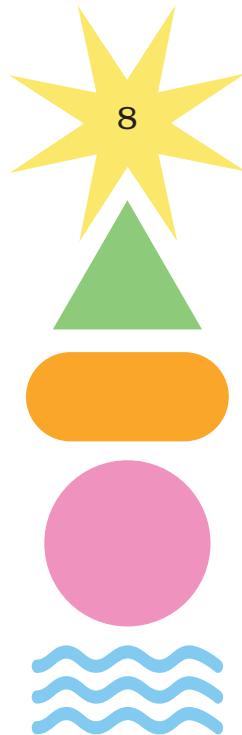
4.2. Responsiveness

The website is fully responsive in five different screen sizes, showing properly on screens up to 320px wide, with hamburger and drop-down menu on non-desktop devices and adapting the shapes size, animations and positioning according with screen sizes:

- min-width 1729px for bigger screens
- max-width: 1180px for big tablets (horizontal)
- max-width: 1024px for small tablets (horizontal)
- max-width: 480px for mobile (vertical)
- max-width: 320px for mobile (vertical)



5. Features and functionalities



5.1. Dynamic partners logo showcase with Slider

To enhance user engagement and demonstrate a sense of partnership, I have implemented a dynamic slider feature. This component is designed to automatically showcase the logos of our valued partners. Users can easily navigate through these logos using intuitive arrow controls. This not only adds a visually appealing element to our website but also highlights the collaborative nature of our work.

5.2. Condensed content accessibility with Accordions

Recognizing the importance of clarity and user-friendly navigation, I have included three accordions designed by me. These accordions serve a dual purpose by optimizing the length of the webpage while offering users the flexibility to access highly specific information when they desire it. By hiding such details behind accordions, we ensure that our website remains concise and organized without compromising on the depth of information available.

5.3. Interactive decorative elements with On-Scroll Animations

To provide a vibrant and engaging user experience, I have introduced captivating on-scroll animations within decorative elements. These animations add an element of playfulness and interactivity to our website, synchronizing seamlessly with the user's scrolling movements. As you explore the page, you will find that the animations create a delightful visual journey, making the entire website experience more dynamic and enjoyable.

Our partners

< >

 English	 Education	 Empowerment
GLOBAL VIRTUAL SCHOOL English as Second Language (ESL) English for Academic Purposes (EAP) 24/7 Portal	Anwar Mandani Scholarship Program, Tajikistan WEF-HU MBA Scholarship USA, India, Pakistan and Tajikistan Literacy Program at St.Pelcild's School, Bangladesh	Emerging Technology Hub Program, Tajikistan Cyber Security Program Digital Marketing Assistant Emerging Technology Hub Program, Tajikistan
BRICK AND MORTAR OPERATION In-School Language Labs	GLOBAL EARLY CHILDHOOD DEVELOPMENT PROGRAMS ECD Centre Chitral Pakistan ECD Play Spaces Bartang Tajikistan	

6. Conclusion

In the competitive world of charitable donations, staying relevant and engaging donors effectively is a constant challenge. This new design aligns with the contemporary aesthetics of 2023 and answer to the evolving digital landscape, making it more accessible and user-friendly for donors and supporters. In an era where online presence and engagement are capital, this updated design offers an innovative and seamless platform for individuals to connect with the cause. It's a clear differentiator for the charity, signaling that the organization is attuned to the current demands of the digital age and demonstrating its commitment to making a meaningful difference in the lives of those it serves.

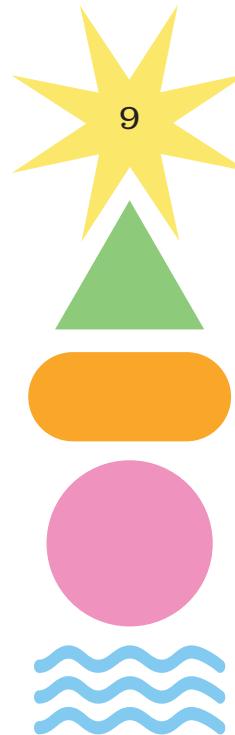
6.1. Challenges

The primary challenge encountered during this design project revolved around mastering the use of CSS Grid, a new concept for me. I invested considerable time in researching and learning how to apply Grid effectively, adapting it to suit the various design requirements on my page.

Initially, I experimented with pseudo-elements, achieving some success in their implementation. However, due to changes in GreenSock's scripting, which impacted the selection and animation of pseudo-elements, I eventually reverted to using traditional 'img' tags for the decorations.

The creation of the accordion component was a significant achievement for me. I succeed by meticulously studying examples found online, learning the necessary techniques, and solving issues along the way. The most demanding aspect of this piece was the individual animation of arrow icons, ensuring they functioned separately from the accordion content.

As the project progressed, I faced the challenge of managing multiple CSS files simultaneously. To prevent a single CSS file from becoming excessively long, exceeding a thousand lines of code, I decided to work the responsive specifications apart. This necessitated learning how to establish connections between these files. Initially, I attempted to use the "@import" rule in the main CSS file to call the responsive one, but I did not achieve the desired results. Through my research, I discovered that the optimal approach involved directly linking the responsive file within the HTML document and then using "@import" within the responsive file to include the main page styles. This arrangement allowed for the smooth and effective functioning of the different CSS files as intended.



6.2. References

- Google Fonts
- Font Awesome
- The Noun Project
- CDNjs library
- GreenSock
- Slick Slider
- MDN web docs
- W3Schools
- Stack Overflow
- Grid by Example
- Behance
- Github Pages