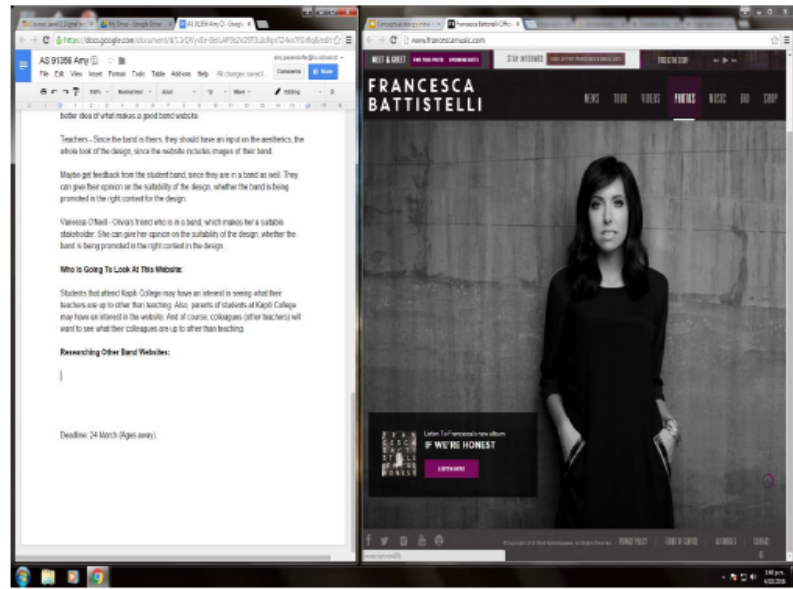
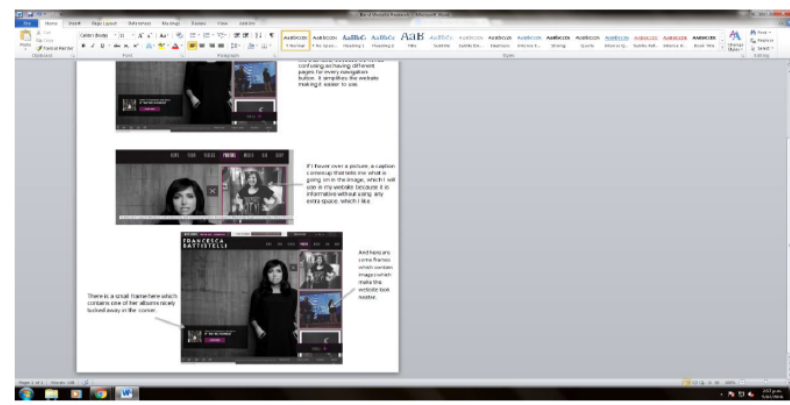


**Francesca Battistelli:**



The website has relevant images of the singer, I will also use relevant images to the band. And up top, if you hover over one of the navigation buttons, the button is highlighted, using the purple colour from the ongoing colour scheme of purple, black and a variety of grey shades, that way the user knows what they are hovering over, and it looks nice. I think I will do something similar using my colour scheme of the College colours, because I think colour schemes unify the website together nicely. The whole look of the website is modern, because the website uses modern techniques to promote this singer. I will also use a modern style, since it applies most to what the teachers band has to offer and suits the style of the present.



Relevant sizing of the text, it changes according to the size of the window, which I want to use in my website because it makes the website more universal.

The colours are shades of grey and black with some purple bits in it to make it more interesting. The font is nice and simple and readable. The simplicity of the font is nice, because that way, the font doesn't take attention away from the nice images that are being displayed. The singers name is written in white to make it stand out more from the grey font of the navigation buttons, and vice versa. The grey font contrasts less against the background colour which makes it more pleasing to the eye. I will use a similar approach because I think it is an effective design aspect. (But using my own colour scheme).

<p>Imagine Dragons:</p>	<p>The images weren't too big which I liked, but I also liked how you could view images by navigating them by arrows on the side. First of all it saves space, therefore avoiding clutter, and second, it makes the website neater. What I also like is that the name of the band is displayed very nicely smack bam in the middle at the top, because it gives the name an important effect, and just underneath it is the navigational bar which has a smaller font, as to draw less attention away from images and the main name of the band being displayed at the top.</p>	<p>To be honest, there is nothing really that wasn't nice about this website, which I think makes it a very well designed website, it has enough images but not so much that it clutters the website. The website uses fancy techniques which the website can get away with because the colours are neutral, so the nice effects gives the website more balance in both function and looks, I really liked this website.</p>	<p>I like how you could view images in a slideshow, by navigating them using the arrows on the sides, I like it because it saves space, meaning less scrolling, which is always good. Not only does it saves space, it also declutters the website.</p>
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**Conclusion:**

I like how you could view images in a slideshow from the Imagine Dragons website, by navigating them using the arrows on the sides, I like it because it saves space, meaning less scrolling, which is always good. Not only does it saves space, it also declutters the website, which is good for someone like me, because I love detail, but I have to avoid cluttering of my website.

I like the idea from X Ambassadors where they used lots of frames to frame specific content. I may use that technique to give my website a neat and tidy feel to it. To declutter it.

website to be viewed on various sized windows making it more universal, the navigational bar font just shrinks a bit in size, but stays visible for easy access unlike the X Ambassador relevant sizing technique.

**Ideas From Video For An Effective Website Design:**

Scrollable, almost divides content up, making it neater and easier to navigate.

Include a footer, which displays extra info like contact us, details, copyright.

**Design Specifications (own ideas)**

- Suitable Font Styles (e.g: Website Header, Subtitle, Body Text, Navigation).
- Suitable Images (e.g: Background, Visual Appeal, Icons, Buttons, Logo, etc.).
- Colours Suitable To The Purpose Of The Website: To Promote The Band.
- Appropriate Interactive Elements.
- Colours: Maroon, Dark Blue, Light Blue, and Some Yellow (College Colours).
- Image Slideshow.
- Frames.
- Appropriate Relevant Sizing.

**Student A:**

**What do you think of the colours for moodboard one, and what could be improved:**  
 I really like the colour scheme - the selection of colours work together really well, and suit the photos selected. I would say make one colour the colour used the most - that way you can use the other colours as accent colours, helping the more important elements to stand out to the user.

**What do you think of the font for moodboard one, and what could be improved:**  
 The font is suitable for the header, and works with the colours, but I believe a different font could be used for the page content - something more basic, like Arial, as it's easier to read in large quantities.

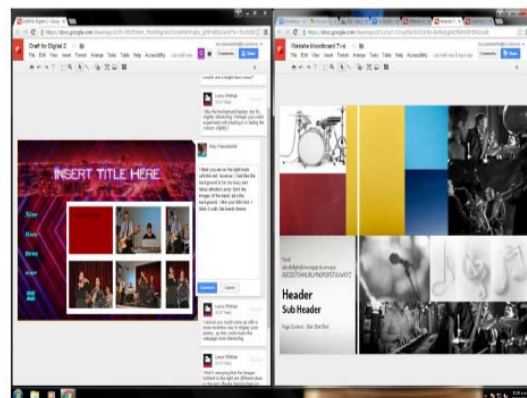
**What do you think of the colours for moodboard two, and what could be improved:**  
 Although I prefer the more vibrant sky blue in the second one, overall I preferred the colour scheme of the first moodboard. In the second one the light blue is vibrant, but the rest of the

colours aren't, and thus I feel like they don't work as well together. If you made all the colours a bit brighter, then this colour scheme could really work. Also, the idea that the page is in colour and the photos are in black and white is a good idea, but you'll need to be careful putting it together - if done wrong it could result in the background distracting the user from the photos.

**What do you think of the font for moodboard two, and what could be improved:**  
 I prefer this font for the content text, but preferred the font in moodboard 1 for the headings. Perhaps if you used both in different places (font 1 for the headers, font 2 for the bodies of text).

**Which moodboard is your favourite and why:**

The first one - I like the bolder colours and bolder designs. I also prefer the font - the one in the second moodboard reminds me of Comic Sans for some reason.



**MoodBoard Conclusion:**

Two people liked the first moodboard and two people liked the second moodboard, but I think I will go with the second one because it was Mr. [redacted] favourite, and he is in the teacher's band therefore his opinion is more relevant. He gave me very good feedback on what kind of mood the band actually is; more rocky less chamber music.

**Feedback For MoodBoard Two:**

**Plus:** The black and white it looks really sleek and nice. The font is good because it's bold and stands out nicely. The several patches of colours on the second mood board are a little dull but they fit together nicely. Font is fine - simple is good. The idea that the page is in colour and the photos are in black and white is a good idea, but I need to be careful putting it together - if done wrong it could result in the background distracting the user from the photos.

**Possible Improvements:** Maybe have an eye popping colour for the writing to make it stand out more, otherwise if you have white or black it might clash with the black and white images. The second mood board has a less variety of colour but has a larger impact of music. The black and white pictures however will be overpowered by the colours and so maybe the colours should be more subtle. The header and subheader on the second moodboard are very common, this could be changed to a more unique font type to make it more of its own. In the second one the light blue is vibrant, but the rest of the colours aren't, and thus they don't work as well together. If I made all the colours a bit brighter, then this colour scheme could really work. The second moodboard font for the content text is good, but the font in moodboard 1 is nicer for the headings. Perhaps if I used both in different places (font 1 for the headers, font 2 for the bodies of text).

**Student A:**

**What do you think of the layout for Design One and what could be improved:**  
 I would like the title to be in the middle - it would fill the empty space and grab my attention more.  
 I like how all the text is at the bottom because the images and video thumbnails are more interesting to glance over.  
 The fact that the whole website is split into multiple columns makes it look more cluttered in my opinion.  
 I like the idea of the individual scrollable frames, but perhaps having two is a bit too much and could confuse the viewer, especially when they're side by side without a gap in between.

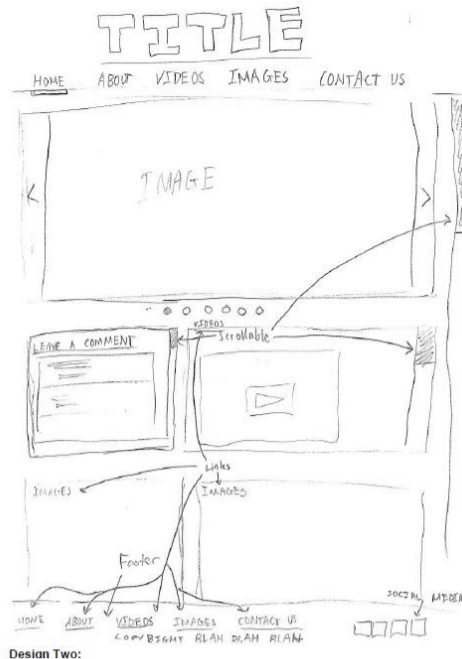
**What do you think of the layout for Design Two and what could be improved:**  
 I like the logo in the middle, and having a second navigation bar at the bottom of the page makes navigation far more convenient. I also like how on this version the page splits into multiple columns after an image slideshow, as it means the image is the only thing to initially grab my attention, and nothing else is competing with it.

I feel like if you have the image slideshow, you don't need two image frames below - one would be sufficient.  
 Again, if you want to have multiple scrollable frames, having two frames with scrollbars side by side would confuse me, and I'd probably attempt to use the wrong scrollbar.

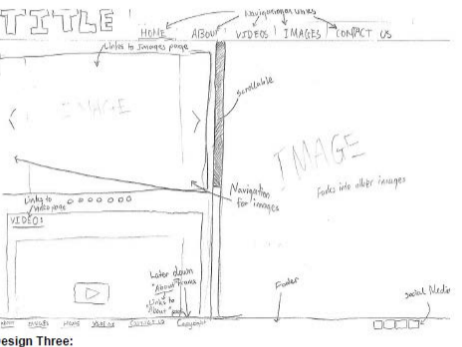
**What do you think of the layout for Design Three and what could be improved:**  
 I like this layout - it's unique and thus gets my attention. However, I feel like you don't need an image slideshow *and* a large image to the right - perhaps just have the image slideshow to the right and go straight into some text, seeing as you've got the images already. I feel like the logo should be in the middle, as being to the left and having a very large image, it's lost and I would miss it.

**What do you think of the layout for Design Four and what could be improved:**  
 This one feels cluttered - if you spaced each frame apart more it wouldn't feel as cramped in as it does. I feel like in this one, you could have a slideshow for videos instead of a scrollable frame, but keep the scrollable frame for the "about" frame. I feel like the image slideshow should be above the videos and about, as it would immediately grab my attention.  
 The second navigation bar looks a bit small - I feel like it should be more similar in size to the top navigation bar. Social media links could perhaps be bigger, making them easier to find.

**Which Design is your favourite and why:**  
 Design 4: I like how simple the frame layout is, and the interactive elements - they just need to be modified a bit.



Design Two:



Design Three:

4

**Feedback For Hand Drawn Designs:**

**Favourite Designs:** Mainly Three And Two.

**Plus For Design Two:**  
 The second design layout is similar to the first one however this time it is more spread out and comfortable. The layout is nicely spread out compared to the first design. The layout for this one is better because it all flows nicely together and there are no chunks of space. The logo in the middle is nice, and having a second navigation bar at the bottom of the page makes navigation far more convenient. Also, it is nice how on this version the page splits into multiple columns after an image slideshow, as it means the image is the only thing to initially grab the user's attention, and nothing else is competing with it.

**Minus For Design Two:**  
 The bottom layer of the page is again very busy and a lot is going on. Maybe I could lessen the amount of frames on the page and have more free space and a dominant picture of the band on the background. If you have the image slideshow, I don't need two image frames below - one would be sufficient. If I want to have multiple scrollable frames, having two frames with scrollbars side by side would confuse the user, and the user would probably attempt to use the wrong scrollbar.

**Plus For Design Three:** This layout is good - it's unique and thus gets the user's attention.

**Minus For Design Three:**  
 Again like the last two designs, there is very little space where you can see the background. On most pages that have been evaluated, the band has an image of themselves in the background with dominant presence. This one isn't as good as the others because it's very busy looking and just too much to take in. However, you don't need an image slideshow *and* a large image to the right - perhaps just have the image slideshow to the right and go straight into some text, seeing as I have got the images already. The logo should be in the middle, as being to the left and having a very large image, it's lost and the user would miss it.

**Favourite two Designs and why:**  
 The second and the third one because they have a more 'relaxed' and attractive layout. The first and the last one are very similar and are too busy and crowded. Design Two and Design Three. Design 4: Simple frame layout - and the interactive elements - they just need to be modified a bit. Design Two is good because the page doesn't have too much on it, and each bit is scrollable. The buttons at the top are also at the bottom which is nice.

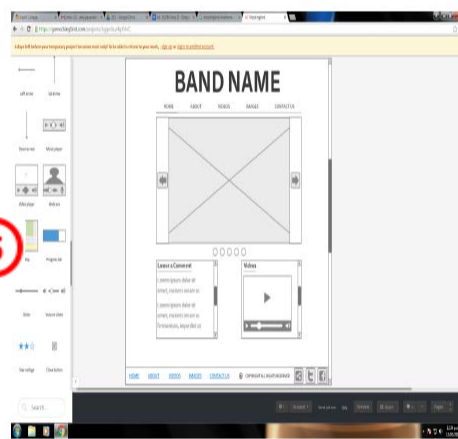
**Student A:**

**What do you think of the layout for Wireframe One:**  
 I really like this one - it's simple while still having many interactive elements. I like the fact that everything is clearly spaced out - the scrollbars in the two frames are much clearer now.

**What do you think of the layout for Wireframe Two:**  
 This one is clear, but something about the layout looks messier than the first one. The extra spacing makes it easier to navigate, but the fact that its more landscape than portrait makes it a bit hard on the eyes.

**Which Wireframe is your favourite and why:**  
 Wireframe 1 - simple, interactive, clear and clean layout. Also, its portrait, compared to the second one which looks messier because its landscape.

Wireframe One:



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**Wireframe Feedback Conclusion:**

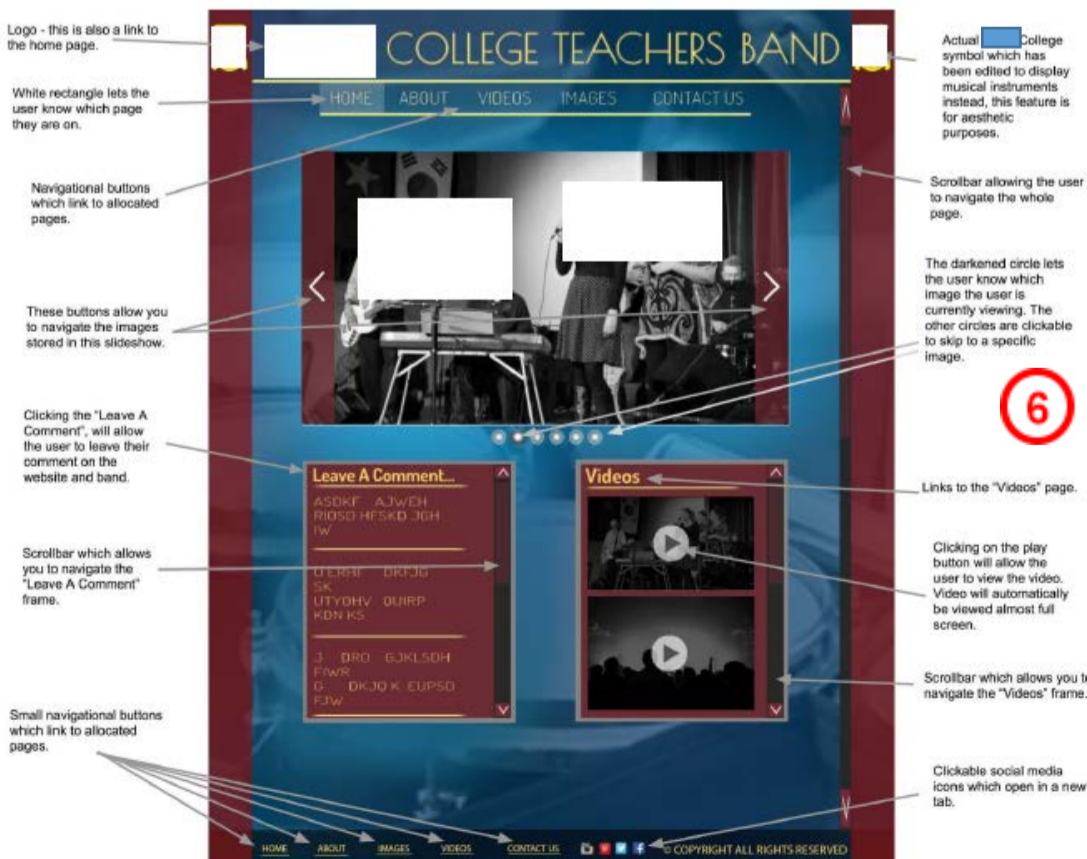
**Minus For Wireframe One:**

**Plus For Wireframe One:**  
 The layout of this one is nice. It is not busy but has enough characteristics and aspects for it to be balanced. The usage of frames is also equally balanced and this gives a better feel of unity for the page. This layout looks really good. How you can leave a comment is a good idea. It's simple while still having many interactive elements. The fact that everything is clearly spaced out is nice - **the scrollbars in the two frames are much clearer now.**

**Minus For Wireframe Two:**  
 The second layout is good however the image on the right is really out of proportion and this is a little bit too dominant in the layout. This one is more crowded and squished together it doesn't look as tidy and neat **maybe make the page bigger?** This one is clear, but something about the layout looks messier than the first one. The extra spacing makes it easier to navigate, **but the fact that it's more landscape than portrait makes it a bit hard on the eyes.**

**Plus For Wireframe Two:**  
 If the image is made smaller and more balanced to the others this would be a great design.

**Favourites and Improvements:**  
 The first one, **the second layout is a little overwhelming**, the first one is far more balanced, the frames are varied but due to the unity of the frames it mixed together like bread with butter. Wireframe One because the layout is better and **the idea of leaving a comment is good.** Wireframe 1 - simple, interactive, clear and clean layout. **Also, its portrait, compared to the second one which looks messier because its landscape.** Prefer design one - it is good that both are uncluttered. Kind of a stark beauty to both. **I like the Band name in the middle of the top - completely unambiguous as to what the page is about, and that the frames are self-contained with side arrows and scroll bars. The buttons top and bottom are pretty idiot-proof too.**



6

**Physical Environment: Where will it be used?**

On the internet, maybe linked to MySC, since it is relevant to things going on in School College. It will be used where people interested in the website can access it easily.

I think if I link it to MySC, more people from SC will look at the website because it is there and easy to access. If this website was to be used on the internet, I would have to find a good web hosting service so that it is reliable and appropriate, also, it would have to be a good web hosting service so that dodgy ads can be avoided (web hosting: the activity or business of providing storage space and access for websites). For a good web hosting service, you need to pay more money, therefore, if you are going to have ads on the website to pay off the fee, at least make them appropriate for all ages at School College. The images used in the website shouldn't be too big, or they would take a while to load, which is not what you want if you want to navigate with ease through the website. The website should also not be too graphic heavy as it will affect the loading speed. The website should have an appropriate relevant sizing much like Francesca Battistelli's website where everything just gets a bit smaller, not like the X Ambassadors', where the relevant sizing hides the navigation bar so that it is harder to navigate the website. The website should look and function the same on different browsers such as Chrome, Safari, Mozilla Firefox and Internet Explorer (To be honest, why would you use Internet Explorer). If the website is compatible with different devices and different browsers, the website becomes easier to use and the website becomes more universal and easier to access.