The **layout** is quite unique, looking spread out yet dense at the same time. Very well placed images with good proximity to the text.

A different **Navigation**, as the links at the nav area are vertically sorted and are pretty much the only links to other pages of the whole site (except for the other companies' logos at the bottom of the site)

Black/White **colours** as the text/backgrounds, with orange and blue accents every so often, quite an effective colour scheme.

Bountiful **images/graphics** throughout all pages of the site, from some simple shapes to real-life images. These go great with the lesser amount of text. Most of the headings are actually images.

Design Elements
- Various different shapes were used from some basic graphics (like the blue star at the top) to the orange text box with its unique edge outline.
- No gradients or textures used, just flat colours (sometimes with opacity, like the bike image at the top)
- High amount of white space used, makes the layout seem spacious and not cramped.
- Only major colours used were orange and blue, which have great harmony with some of the images.

①

What did I like? The overlays of images on colours worked very well and gave a good effect on the image itself; I also especially liked the sleekness of the design, with no rounded corners unless it had a special pattern and some regular square shapes.

What didn't work well? I thought that the navigation of the site as a whole was a little weird, as two links were given to the same page (though they look like they're relating to different pages) and none of the other pages carry over the design used in the home page, especially the navigation area. If it was, it could make the site more legible.

How can I use these on my design? I feel like there aren't many aspects of this design that go well with the idea that I have, but the variation of layout and graphics could be something from this I can look at.

What can I borrow from this? I might try having a bit more shapes like the 'Our Goal' box, since it gives a good overall effect to the site. Using the "&" as a graphic behind the main text is a particular aspect I'd like to have on my site, mainly on a "-- College" header or something.

Layout Design Idea 1

Design influence:
http://www.bungie.net/

(Bungie)

How does it meet the brief's requirements?
It would appeal to the target audience; I think it is practical enough so that it's attractive and legible.

Any Problems?
The J-query slideshow using thumbnail images as slide links can be quite hard to code, same with the nav scrolling down with the page.

What do you like?	What don't you like?	Rating out of 10?

-- I think that the overall layout is quite balanced and works well as a website. The large image slideshow would be a very effective and attractive section of the site. The only negative of this layout would be to better align the headings for articles, i.e. middle heading centred and the right one right-aligned.

--Lim Everything is well balanced, items are evenly spread out along the page. Eyes are drawn into the centre of the page, where a large image from a slideshow will appear. An improvement that could be made to make the page more uniform is that each boxes' sides are aligned to all reach the same point, instead of the article heading boxes sticking out further than the main box, but that could potentially remove the page's uniqueness and character. Overall it is an effective page with unique features.

-- Scott-Hill I believe that your target audience would find this website layout appealing as they would find the Jquery slideshow and other parts of the slideshow attractive and would be an effective way to present digital media types like images in a small amount of space but there may not enough room for text within the 3 sections and maybe confusing for some web users.

②

Final Layout

③

This layout is based off of the two more liked ideas from my stakeholder feedback, ideas #1 and #4 (also the drop-down menu from #2). The main aspect that my stakeholders liked in idea #1 that I implemented in this layout was the large image slideshow, which effectively draws the reader's attention to the centre of the page and successfully implements the brief's purpose of "communicating the Education outside the Classroom will be through a Website, where students and parents can interact and explore the range activities available and to get further information." The sections I used in idea #1 were seen as too small, so I used the sections from idea #4 which are larger and have a better suited style to the rest of the page than before. These will also allow for more information to be inputted while making the site feel less cramped, improving overall legibility. I added a drop-down menu in the nav/header area (which scrolls with the page) for easy and familiar navigation throughout the entire site while making the header area look simple and less complicated. Some small links may be used above or next to the drop-down menu, such as the 'contact us' link.

Overall I think this layout fits the brief's specifications of the site being "interactive", "user friendly" and "practical", as I took the better appealing aspects via the stakeholder feedback (the target audience) from each of my four layout ideas; from the less-appealing aspects being changed like the section sizes and heading placement, to the more attractive slideshow and the thumbnail images for each slide being used.

Colour and Font - Idea 4

④

This layout is based off of the two more liked ideas from my stakeholder feedback, ideas #1 and #4 (also the drop-down menu from #2). The main aspect that my stakeholders liked in idea #1 that I implemented in this layout was the large image slideshow, which effectively draws the reader's attention to the centre of the page and successfully implements the brief's purpose of "communicating the Education outside the Classroom will be through a Website, where students and parents can interact and explore the range activities available and to get further information." The sections I used in idea #1 were seen as too small, so I used the sections from idea #4 which are larger and have a better suited style to the rest of the page than before. These will also allow for more information to be inputted while making the site feel less cramped, improving overall legibility. I added a drop-down menu in the nav/header area (which scrolls with the page) for easy and familiar navigation throughout the entire site while making the header area look simple and less complicated. Some small links may be used above or next to the drop-down menu, such as the 'contact us' link.

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Thumbnail Sketches – Home Page
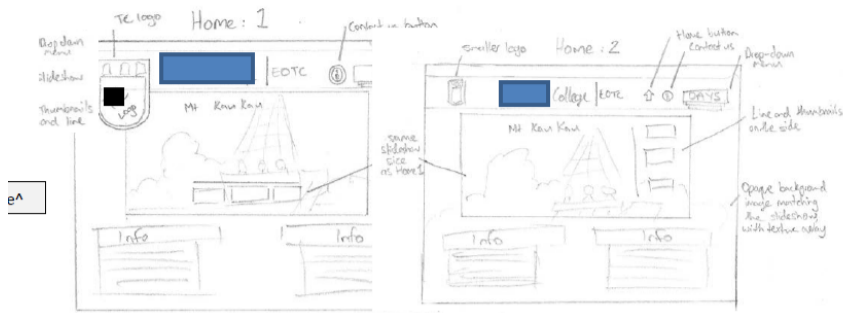
What changed?   Well Home 1 has a much larger ▇ logo, only a 'contact us' button and pretty much everything else that was in the final layout. Home 2 has a home button and an opaque background image which may/may not change with the slideshow.

How does it meet the brief requirements?   They would successfully and effectively communicate the purpose to the target audience by staying attractive while giving the required information and meeting "Social Acceptability".

What do you like?	What don't you like?	Which is better?

▇ Gaunt   I like how you have placed a larger ▇ logo on Home 1 and how it is arranged to the front of the page. It shows how it is related to ▇ College and also how important the logo is. I also liked the placement of a large jQuery slideshow at the top of the page, which will be helpful to gather the attention of the user. What I like in Home 2 is the additional home button added in the navigation. I dislike the way the ▇ logo is scaled on Home 2 as it looks puny and less important compared to the massive jQuery slideshow below. In conclusion, I prefer Home 1, though you should add in the home button from Home 2 into it as a "refinement".

▇ Tatsuya   I think that having a larger ▇ College logo is better for representing the school, I also prefer the JQuery on the first sketch as I prefer the look of having the selector thing on the bottom rather than on the side, I think it looks prettier. Overall I think that the first sketch is better than the second one.

Chosen Colour and Font Concept
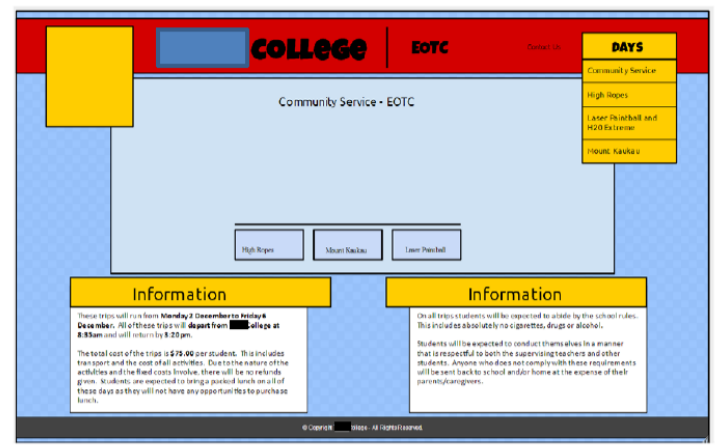
This final concept for the fonts and colours I will use in my website based off of the stakeholder feedback I have collected of my four ideas. This idea itself is mainly based off idea 4, in which the stakeholders gave the highest score out of my four ideas. (All fonts found using "Google Fonts")

The **Refinements** made consist of both mainly fonts, as the colours of idea 4 were greatly credited without much changes requested. I re-used the well-received heading font "Luckiest Guy", which best suited the 'EOTC' theme of the website. One major point of feedback I got on Idea 4 was that the sub-heading font (also "Luckiest Guy") was too overpowering of the paragraph text, so I changed the sub-heading font to a little simpler yet not too boring "Ubuntu" which should be effective according to by stakeholder feedback. The main body text stayed at "Calibri" (the font I'm using for this text now) which was used in Idea 4 and is the most readable of the four I used. The only colour change I made from idea 4 (which my stakeholders didn't like at all) was removing the opaque drop down menu and replacing it with a full colour box. The main problem with it was that it wasn't very legible nor did it look appealing to the target audience (my stakeholders).

Final Evaluation

Purpose
I have met the purpose of *"communicating the Education outside the Classroom through a Website, where students and parents can interact and explore the range activities available and to get further information"* by successfully (according to my stakeholder feedback) creating an educational, interactive and user friendly website plan which provides an insight into Community Service, High Ropes Course, Laser Paintball/H$_2$O Xtreme and the Mount KauKau Walk in which the target audience (and the general public) will find both interesting and attractive.

Target Audience
I have met the needs of the target audience by using the target audience (or somewhat close to it) as my stakeholders who gave me feedback on my many ideas and designs. Using this I was able to choose the most liked overall idea and use other liked aspects from others to refine my chosen final. For example, I used the 'home' button icon from my thumbnail sketch two, while using the overall style of sketch one because my stakeholders liked that aspect. This means that everything I ended up with was the result of my entire target audiences preferred features.

Specifications
I have easily met the many specifications of the brief, including having the website within 8 pages (Home, Contact Us, Community Service, Mt KauKau, High Ropes and Paintball/H$_2$0) and incorporating the -- College colours of Yellow, Red and Blue (with the more liked idea being used via stakeholder feedback). I'm also using two media types – graphics and images, while incorporating design elements/ideas from existing websites (research) e.g. The slideshow layout from Bungie.net.

Copyright Law, Ethical Issues, Social Acceptability
None of the images/graphics I am using are from external or out-of-school sources, except for the drop-down menu which I will get permission by the creator to use (via http://codepen.io/sivaprakash/pen/Bdsoj) in accordance with New Zealand copyright law. The final website will also incorporate the copyright statement "© -- College 2014, all rights reserved". This would mean that there would be no copyright issues in the website.

I am sure that my site will have ethical and social acceptability, with it being suitable for the wider community since none of my images/graphics are unsuitable in any way nor is the text (which I will be provided with). Anyone who is in the EOTC images I am using have previously given permission for our class to use their images, avoiding the ethical issue of using an image without proper permission. Using my stakeholder feedback (via no complaints or changes suggested) I am able to conclude that the images in my website will be acceptable for the wider audience without containing any Ethical Issues.

Stakeholders
I have used stakeholder feedback from (at least close to) the target audience of ages 13-14, in order to get useful information in how I could improve, remove or change any aspect of any ideas I made. This was done with my Layout, Colour/font and Thumbnail ideas in order for me to get the best possible end result which meets the brief requirements. For layout ideas I used aspects from ideas 1, 4 and 2 in which my stakeholders especially liked, including the drop-down menu from #2. For colours and fonts I ended up using the colour scheme of idea 4, while changing up the (badly received) sub-heading font to closer resemble a less-boring idea 2. Finally I used my stakeholders to point out aspects of image placement/sizes for my thumbnail sketches which I ended up using to make my final Concept sketch.