Exemplar for Internal Achievement Standard

Technology Level 2

This exemplar supports assessment against:

Achievement Standard 91356 (B)

## Develop a conceptual design for an outcome

An annotated exemplar is an extract of student evidence, with a commentary, to explain key aspects of the standard. It assists teachers to make assessment judgements at the grade boundaries.

New Zealand Qualifications Authority

To support internal assessment

	Grade Boundary: Low Excellence
1.	For Excellence, the student needs to develop a justified conceptual design for an outcome. This involves: - synthesising evidence from ongoing research and functional modelling, including feedback from stakeholders, to evaluate conceptual designs - substantiating the outcome's potential fitness for purpose. This student has created a conceptual design for a school band website. The student has researched other related websites and drawn conclusions as to how that will inform the conceptual design (1) (2). The student generated a mood board and low fidelity wireframes as initial concepts and has used stakeholder feedback to select design ideas for the conceptual designs (3) (4). High fidelity wireframes that showed alternative design layouts and features were created during the design development (the homepage of only one development design is shown). This involved exploring additional design features through ongoing research, trialling high fidelity wireframes and evaluating their fitness for purpose (not shown). Stakeholder feedback was embedded throughout this process to select suitable design features for the final design (5). A final annotated conceptual design for the website (6), including all the pages (not shown) has been produced. The student begins to synthesize stakeholder feedback and wireframe designs to draw conclusions (2) (3) (4) (5) (6). For a more secure Excellence, the student could further support selected design ideas and/or conceptual designs by making reference to research, results from modelling and stakeholder feedback to justify the outcome's fitness for purpose.

Francesca Battistelli:
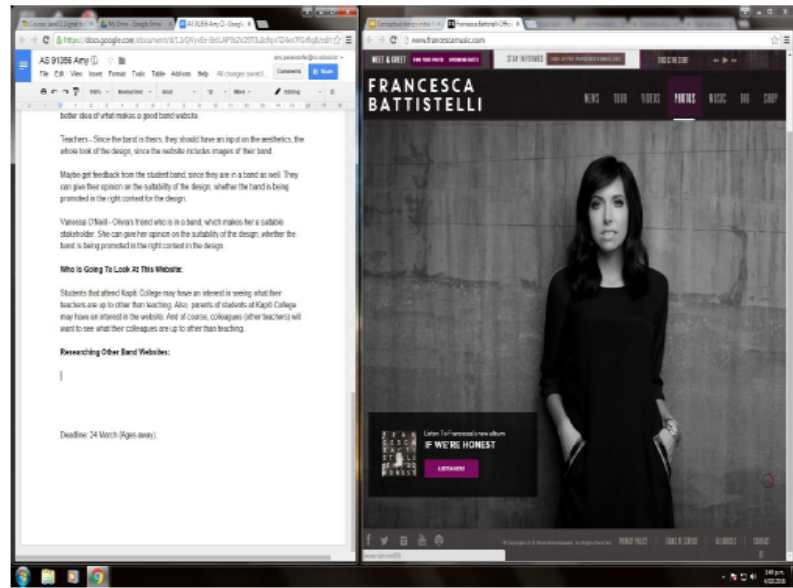
The website has relevant images of the singer, I will also use relevant images to the band. And up top, if you hover over one of the navigation buttons, the button is highlighted, using the purple colour from the ongoing colour scheme of purple, black and a variety of grey shades, that way the user knows 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.
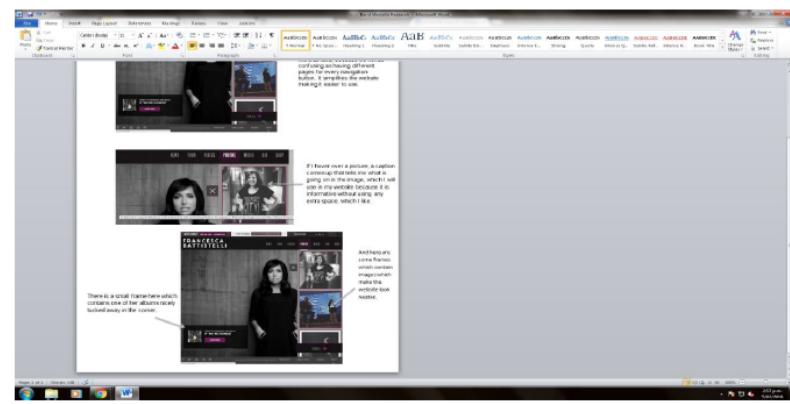
Relevant sizing of the text, it changes according to the size of the window, which I want to use in my website because it makes the website more universal.

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).

Imagine Dragons:	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.	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.	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.

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 prefered 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.
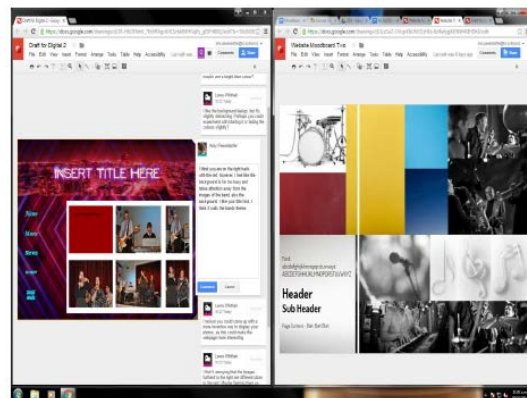
MoodBoard Conclusion:

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. ▓▓▓▓ 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 musicy.

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.
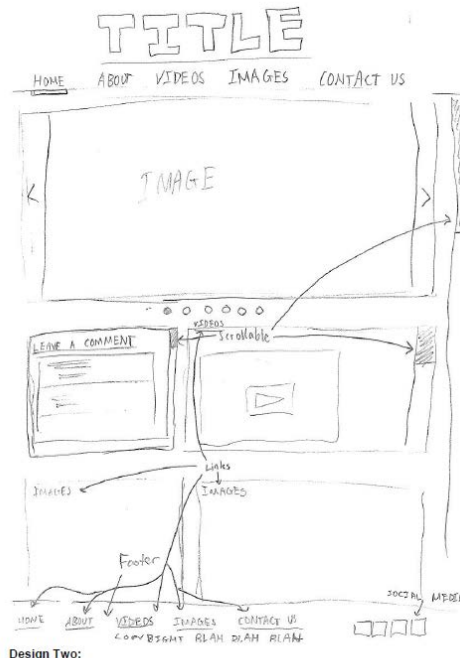
What do you think of the layout for Design Two and what could be improved:
I like the logo in the middle, and having a second navigation bar at the bottom of the page makes navigation far more convenient. I also like how on this version the page splits into multiple columns after an image slideshow, 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 crammed 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.
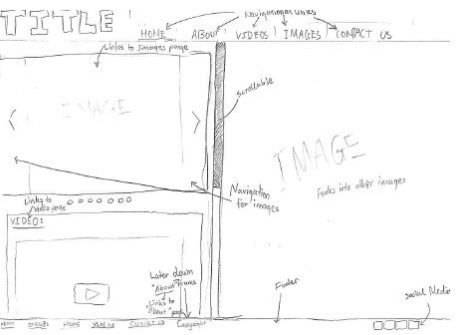
Design Two:

Design Three:

Feedback For Hand Drawn Designs:

Favourite Designs: Mainly Three And <u>Two</u>.

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 to 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.
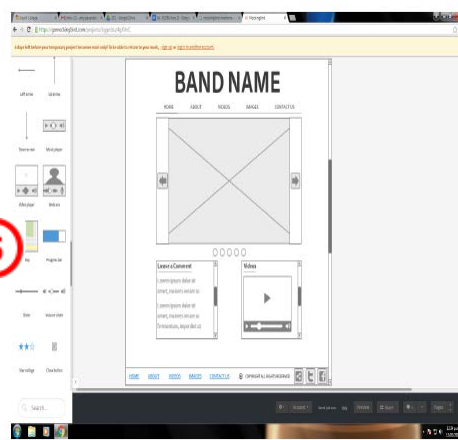

Student A:

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:**

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.
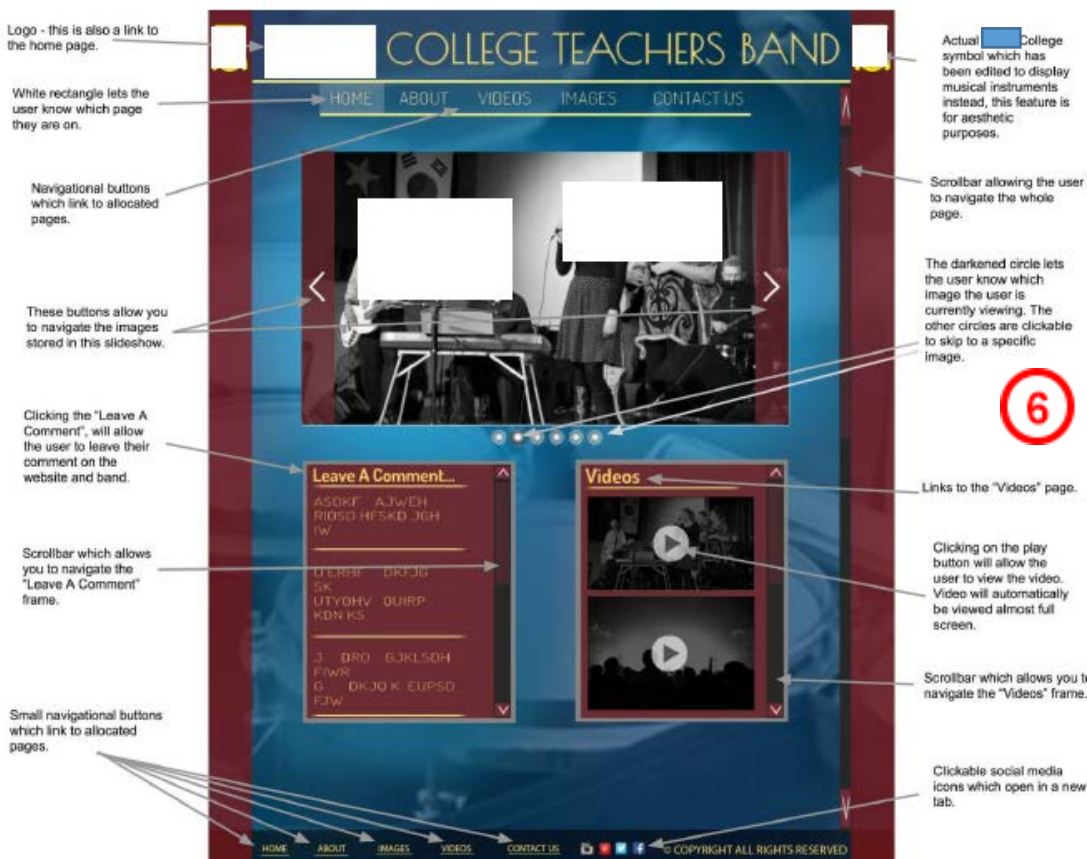

Physical Environment: Where will it be used?
On the internet, maybe linked to MySC, since it is relevant to things going on in School College. It will be used where people interested in the website can access it easily.
I think if I link it to MySC, more people from SC will look at the website because 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.

	Grade Boundary: High Merit
2.	For Merit, the student needs to develop a refined conceptual design for an outcome. This involves: • ongoing exploration and evaluation of design ideas to determine their suitability for inclusion in conceptual designs • using evidence from ongoing research and functional modelling, including feedback from stakeholders, to evaluate conceptual designs. This student has developed a conceptual design for a website. The student has researched similar websites and evaluated ideas that could be incorporated into the website (1) (2). The student created low fidelity wireframes and used stakeholder feedback to select design ideas (3). The selected design ideas were developed to create a range of design options for each page of the website using high fidelity wireframes (4). This involved using research to support the inclusion of additional features such as phone and email links, and resizable thumbnails (ongoing research not shown). Stakeholder feedback has been embedded throughout the process, and has been used to inform and evaluate the development of the conceptual design (3) (4). The student has produced a final design that shows all the pages of the website (5) (6). The student has summarised and evaluated the fitness for purpose (6). To reach Excellence, the student could synthesise evidence by triangulating the information from research, results from testing, and stakeholder feedback to evaluate designs. This will provide the student with a better opportunity to substantiate the proposed website's fitness for purpose.

Attributes of existing websites
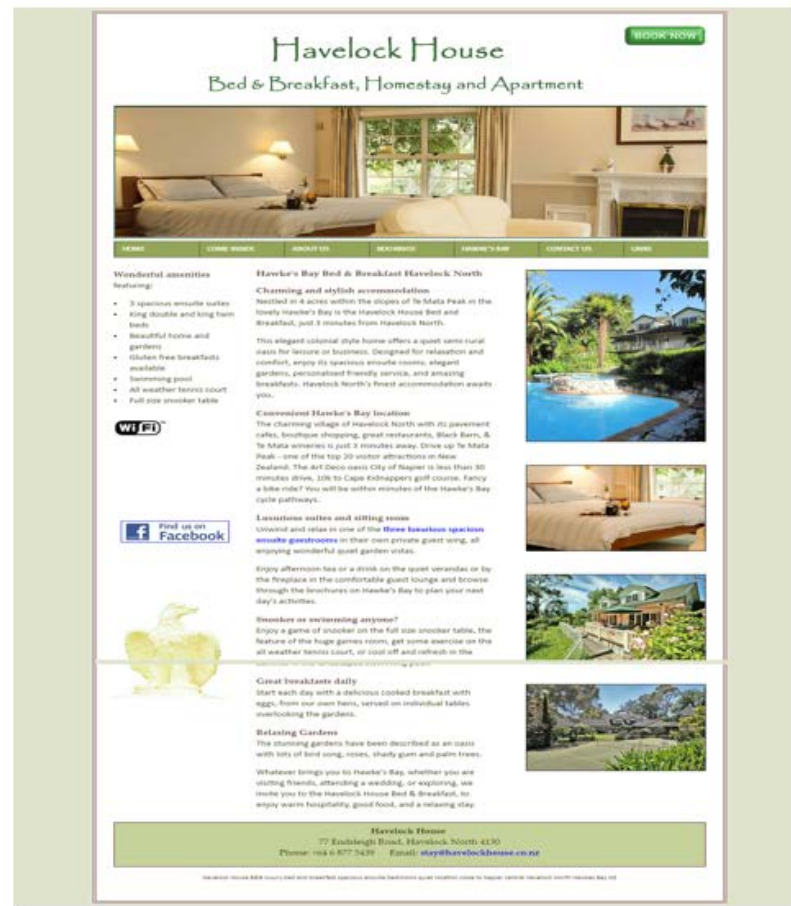
Positives

- → The title is very clear and simple, uses a nice readable font.
- → The navigation bar is simple and easy in reach. Clear and neatly spaced out. Nice font and calming colour.
- → Calming colours and nice font.
- → Happy positive pictures.

Negatives

- → The "Book Now" button is too vibrant. This is due to it being a different shade of green to the rest of the page. It stands out from the title which should be the main focus. Because it placed beside the title, it distracts from the "warmness" of the page becomes off putting.
- → The links are a bright blue colour which distracts from the calming colours. It makes the page look old.
- → There is a random picture of an eagle which has no significance to the website.
- → Headings are too small and need to be bolder.
- → The links on the left side of page are strangely spread out. They should all be close together. It makes the page messy.

Implication

- → The navigation bar worked out perfectly. It was neatly spread out, giving it a crisp and clean feel. It matched the colour scheme. This would be greatly considered for the B&B webpage.
- → The colour scheme worked well, no colours clashed with each other so it did not feel full on. Green is also a very calming colour so it gave the page a warm feeling.

Website Layouts

I have chosen 4 layout ideas which I can then develop on. I will draw up 2 concepts based on these layout designs which I will present to my client, then they can make the final decision.

http://www.stylisticweb.com/images/layouts.jpg
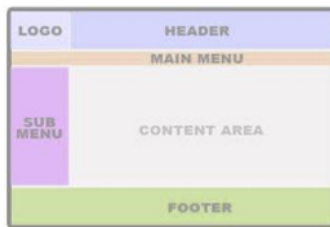
This layout is clean. I would use the same, however, I would abandon the submenu as I only require one navigation bar. I would extend the length of this page as my client has asked for a slideshow and then add my header 1 and content below.

http://speckycdn.sdm.netdna-cdn.com/wp-content/uploads/2010/08/web_layout_03.jpg

This layout is clean, neat, uncluttered. It also includes a slideshow which is what my client has asked of me. Although, the heading on this layout is very small. Even though it is tidy neat, I need the heading to stand out to the client, so they would be able to remember the name of the Bed and Breakfast stay. I would increase the area for the heading. There is also no logo on this layout to make the page unique as such. There would need to be a distinct feature so the client can recognise the page and maybe even suggest it to others.

Initial Ideas

Concept 1
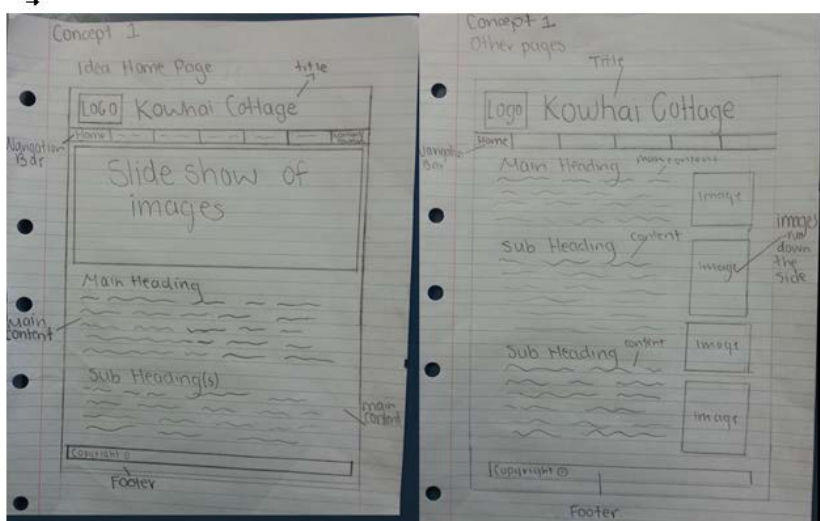
Concept 2

Reasons for Concept 1: I decided on this layout because it is clean and simple. Everything is evenly laid out on this design, nothing is too close together or cluttered which will be appealing to the user.

Clients Comments:
I like this one very much. If there are any other smaller images needed for the home page then they can just be added to the text - maybe to the right with the text going around the images on the left.
Yes this one is a good starting point.
Stakeholder feedback: This one looks less cluttered than the other. Possibly more suited to a B&B.
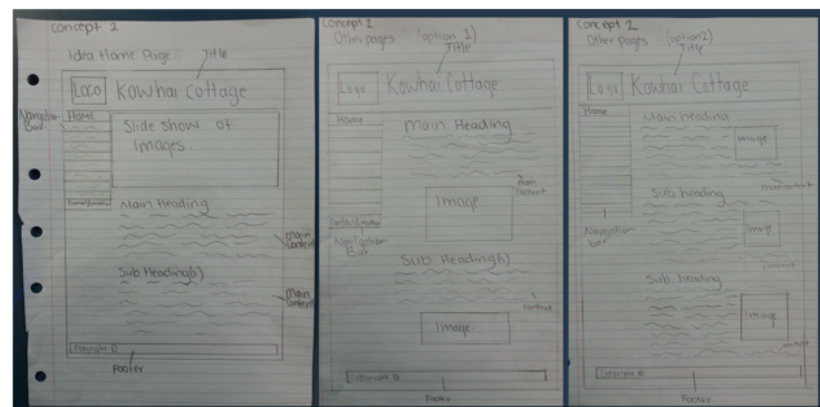
Reasons for Concept 2: This layout is quite different to Concept 1. I decided to place boxes, text and navigation evenly beside each other. I have the navigation on the left side of the page, the text in the middle of the page and a vertical line of images on the right hand side of the page. I personally feel this this layout though is quite cramped and that the user would have trouble concentrating with so much going on. I do prefer layout idea 1 as it is nicely spread out and less full on compared to layout 2.

Clients comments:
This is also a lovely idea, but seems a bit busy for me. Also there seems to be some empty space below the Navigation Bar on the left. I like the clean design of the first concept.

Attractions¶
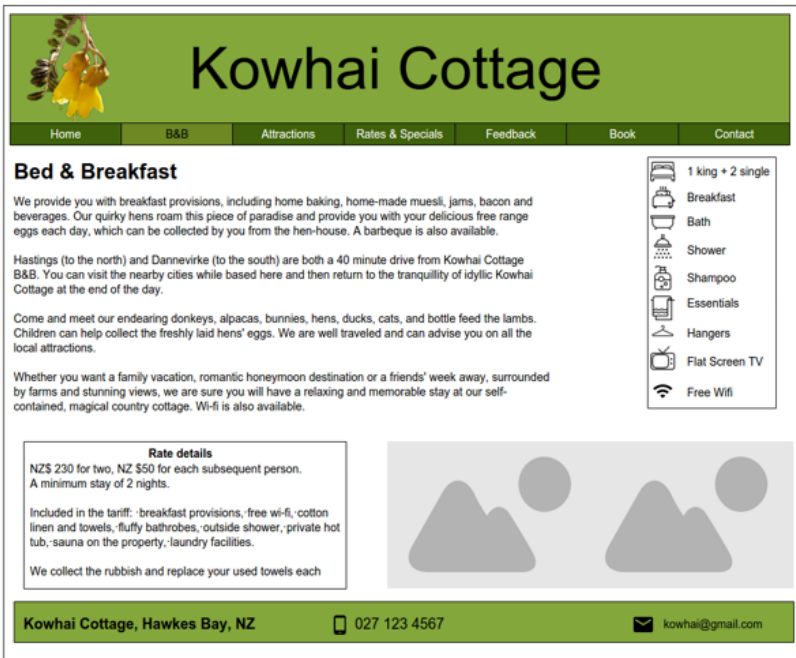
Reasons for layout of B&B page: This page needed different information to the other pages so I chose the information given to me by the client and selected a format that worked best for the amount of information that needed to be on the page. I had the text information located on the left side of the page as this is where the user of the website will first look. I then added a facilities bar image on the which floats to the right side of the text. This says what will be included in the B&B. I put the box there because this is where the user will next look. I then have a rate details box underneath the text information and 2 images located either side next the box.¶

Client comments:¶
Great how this has the same look as the other page, yet is clearly different.¶
The key on the right is great. Would you be able to add a hot tub symbol to the key, instead of the bath. Also I would like you to add laundry to the list.¶
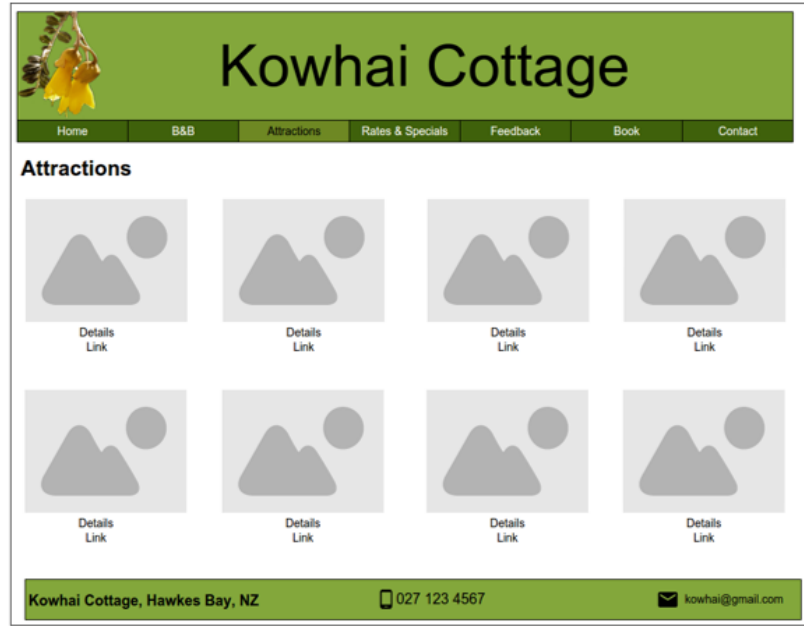Also could you have "image, rate details, image" at the bottom.¶

Reasons for layout of Attractions page: This page will provide links to other key tourism sites so I decided to have 2 rows of 4 different images of tourist attractions. This layout is not jumbled up and looks evenly spread out and clean to the website user. I put the title of the attraction and the link to the attraction website below the image. The image is a link to the attractions website as well. This is so the user can click on the tourist attraction link without having to leave the website and then have to search for the attraction website themselves.¶
Client comments:¶

What a good idea. I look forward to seeing this page in action. Rates & Specials¶
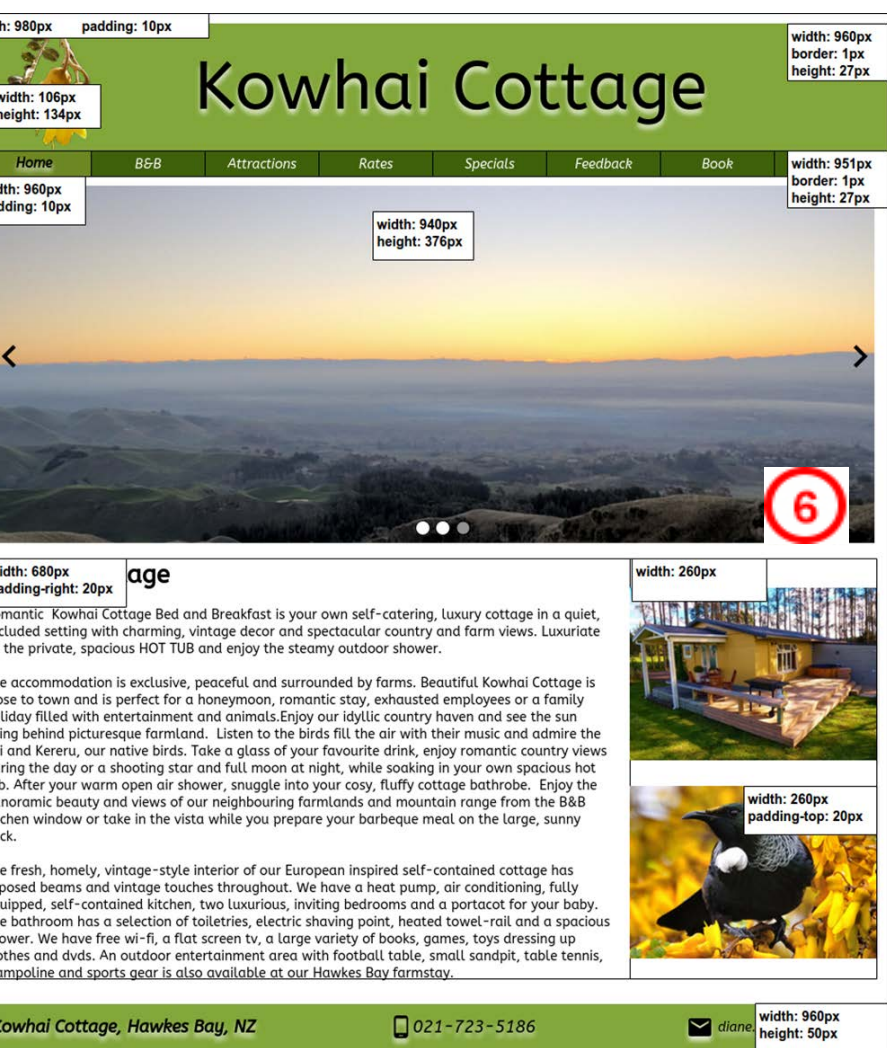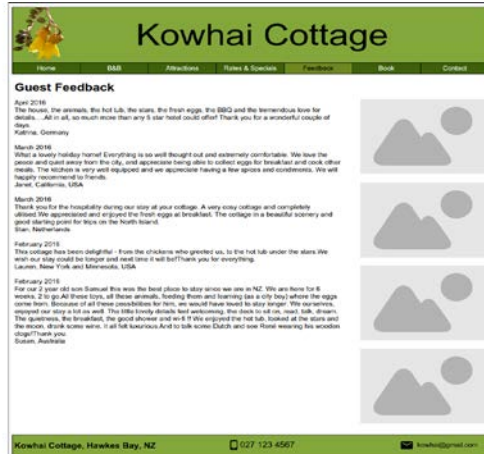
Simplicity

Requirement: "uncluttered layouts allow viewers to focus on your message. Don't overload your site with overly complex design, animation, or other effects just to impress your viewers."

I have kept my pages simple without going overboard on the design. I have kept the main content plain so the viewers are not distracted by special effects and animations. This is so the viewer can focus on the main purpose of the webpage.

I have not added any fancy text to the website. I gave my client 6 options of fonts to choose from which were neat, simple and not anything spectacular, 3 of which were serif fonts and 3 of which were sans-serif. This is so I knew whatever font my client chose, the website would end up with a clean font.

I needed the website to have the "appealing factor", so a few images of/relating to Kowhai Cottage were placed evenly on each page. They would either be placed the bottom of the content or on a vertical line on the right side of the page. This so they wouldn't be too distracting from the content, but also so it would not make the viewers bored whilst reading.

If my webpage did not contain any images, the viewer would easily become bored and uninterested in Kowhai Cottage, although, I should not overload my pages with complex design, images, animation or other effects just to impress my viewers. It should contain enough content and detail so my viewers will well informed about Kowhai Cottage.

I needed to make sure my background did not distract from my main information content. My background consists of yellow kowhai which are very bright. To prevent the background from overpowering the main information, I changed the opacity levels of the background from 100% to 50%. My background is now very subtle and does not distract the viewer's of the page from the main message. I needed to make sure that I do not overload one page with information. This means separating information into separate paragraphs and limiting the amount of information on the page. Also, I need to create separate pages for certain information including, attractions, booking, about B&B, rates, specials and feedback. This is located on my navigation. This way, the viewer does not have to scroll down to find certain information. They can just click on the navigation bar, the page they would like to view with the right information on it.

	Grade Boundary: Low Merit
3.	For Merit, the student needs to develop a refined conceptual design for an outcome. This involves: - ongoing exploration and evaluation of design ideas to determine their suitability for inclusion in conceptual designs - using evidence from ongoing research and functional modelling, including feedback from stakeholders, to evaluate conceptual designs. This student has developed conceptual designs for a website. The student has researched similar websites (only one shown) and evaluated ideas that could be incorporated into the website (1). A range of possible concepts for the home page (2) were created (only one shown) and stakeholder feedback was used to select a possible layout for further development (3). The student has completed further research (not shown) to select fonts and colours, and created high fidelity design options for the final design (only one shown) (4). The student has explored design alternatives for the final concept of the home page during development (5). Ongoing stakeholder feedback was used during development to refine the final design for the website (6). The student has summarised and evaluated the fitness for purpose (7). For a more secure Merit, the student could design other pages of the website and show how the webpages link with each other.

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?

②

-- 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.

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.

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.
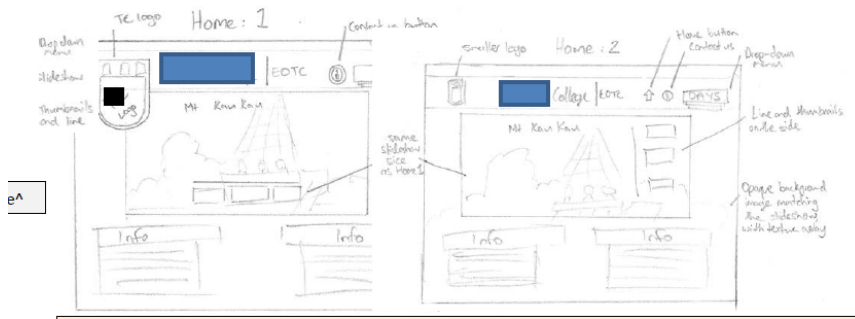
Thumbnail Sketches – Home Page

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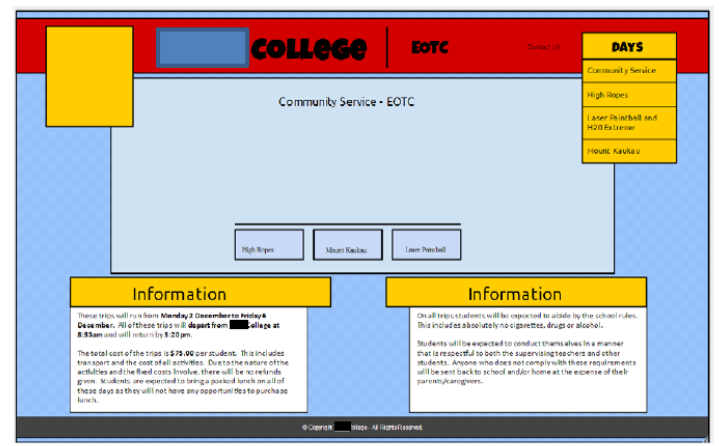
This final concept for the fonts and colours I will use in my website based off of the stakeholder feedback I have collected of my four ideas. This idea itself is mainly based off idea 4, in which the stakeholders gave the highest score out of my four ideas. (All fonts found using "Google Fonts")

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_2O 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_2O) 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.

	Grade Boundary: High Achieved
4.	For Achieved, the student needs to develop a conceptual design for an outcome.

This involves:

- establishing potential conceptual designs through generating and evaluating design ideas that are informed by research, including the analysis of existing outcomes
- using evidence from research and functional modelling, including feedback from stakeholders, to evaluate conceptual designs
- selecting and communicating the final conceptual design for an outcome
- explaining the outcome's potential fitness for purpose.

This student has created conceptual designs for a website about a school band.

The student has used research and analysis of existing websites to identify possible features for inclusion in the website (1). A range of music websites have been compared to identify features to use in the website (2).

The student has used low fidelity wireframes to generate design ideas and has used stakeholder feedback (3) to select design features for the potential website.

The student has used functional modelling such as mood boards and wireframes to create potential conceptual designs. They have used further stakeholder feedback to inform the selection of design ideas for the website (4) (5).

The final annotated conceptual design describes how the website would link and function (5) (6). The potential fitness for purpose, including the stakeholder requirements has been explained (7).

To reach Merit, the student could research other features that are not common and/or basic to a website. They could use functional modelling such as wireframes to demonstrate additional features, and use stakeholder feedback to evaluate their suitability for inclusion in the conceptual design. |

Website 2

Justin Bieber is a very successful singer who has a site about his music that has news on his new songs, albums and upcoming events
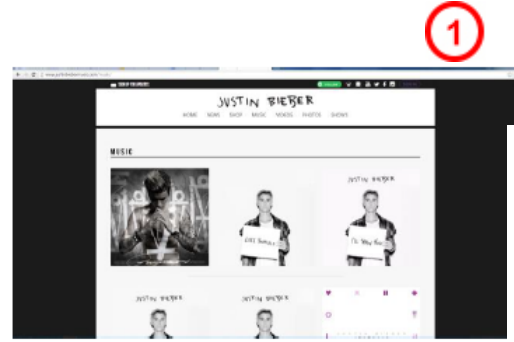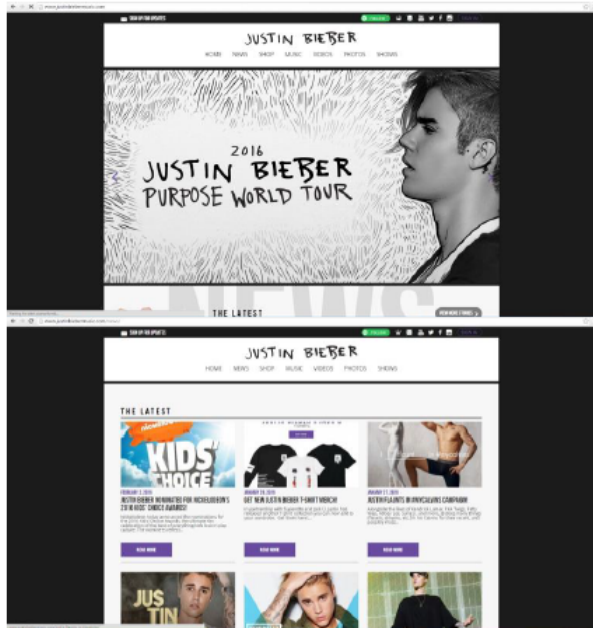
Frames- This website has been split into different sections as you can see on the screenshot on the right it has some of his merchandise in one section and latest news in the other section
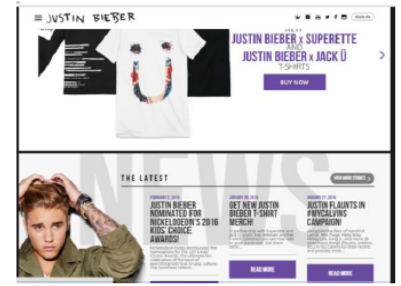
Buttons- The website has buttons that link you to other parts of his website, this is shown on the screenshot to the right

Hotspots- The slideshow on the homepage is a hotspot that links you to other parts of the site

Interactive features- It has some interactive features that link to his social media and spotify where you can stream his music

Theme- The layout of this website has the information spread out well and is easy to read, the title is a strong font that shows what kind of music the artist is about, the title also contrast very well with the black background.

	Plus	Minus	Implication for your design
eminem.com	The website has a simple and easy to read layout, the font is easily readable and the text colour has nice contrast with the background, the positioning of the images is exquisite.	The website doesn't have a strong logo, although the website is appealing to the audience i find that it has a lack of bright colours like green and orange that would capture the audience's attention.	I quite like the idea of using buttons at the top of the page to easily access other parts of the website this makes it more user friendly so more people would visit the site.
justinbieber music.com	The layout of the website has the information spread out evenly throughout the page making it easy to read. The slideshow helps give the users a feel for what the website is about.	The website doesn't have an eye capturing background that draws in an audience and makes them want to have a look at everything on the website.	I like the idea of having a slideshow on the homepage that can link to other parts of the page and show the audience all the content of the website, so they can easily access what they want to find.
wethebeststore.com (official site of Dj Khaled)	The website has a strong logo that puts an image into the audience's head of something to remember the site by and make it stick out from sites that have a low quality logo.	The website has a very basic theme which can make the audience think that it is a low quality site so they may not trust it or may not want to buy stuff off it because it doesn't seem to reliable	I like how the website has a very strong logo that helps promote the artist and his music. the logo can help put a strong image if the artist in the audience's mind that they will remember him by.

Conclusion

In my design I will:
- ➢ use a strong logo
- ➢ have contrast with the logo and background
- ➢ have a spread out layout
- ➢ use buttons
- ➢ use interactive features
- ➢ use hotspots
- ➢ have a slideshow

Further research

Some ideas from research I have done that will be used in my design are:
- ➢ table of contents at the top of the page
- ➢ functionality
- ➢ website usability
- ➢ user friendly
- ➢ easy to read text
- ➢ quality images
- ➢ simplicity
- ➢ use colour schemes
- ➢ consistent layout
- ➢ multiple browser compatibility

Links to the websites i have used for this research are included below/
https://www.youtube.com/watch?v=t14MwuWH_ts
https://www.spritzweb.com/resources/good-website-characteristics.html

I will use the stakeholder feedback from these designs to make make my final mockup, some of the stakeholder ideas i will use will be adding a scrollbar and adding a footer

Stakeholder feedback
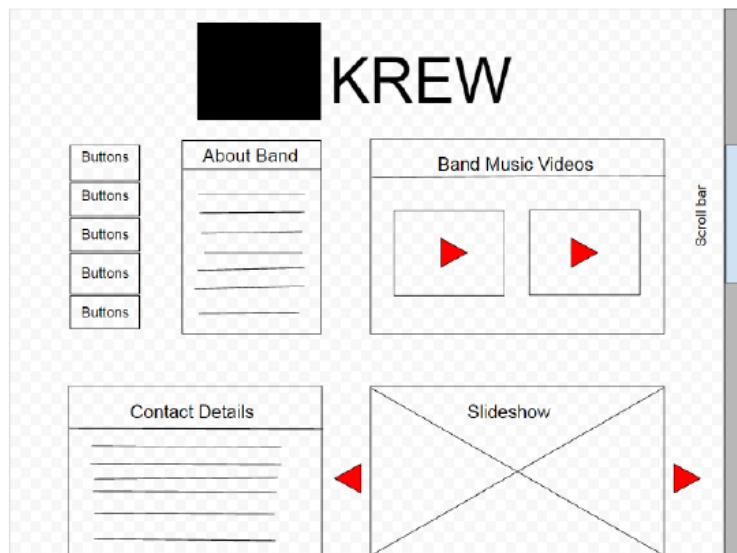

The overall colour of the website is very dark which fits in with the theme well. The name of the band "▇Krew" is not very appropriate for a school band.

"The name of the band is not suitable for a school band"

"like the colour theme, like the use of social media icons and good placement of the buttons and a strong eye capturing title"-▇▇▇
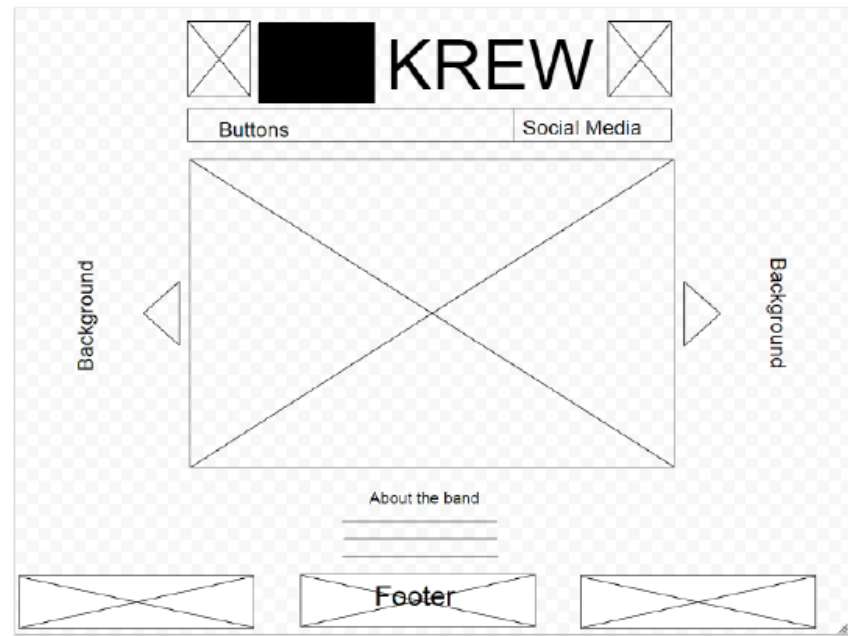
Digital Wireframes
Wireframe 1

Changes made to this design was to have a nav bar/buttons instead of another band title this useful feedback ideas have been implemented in this design.
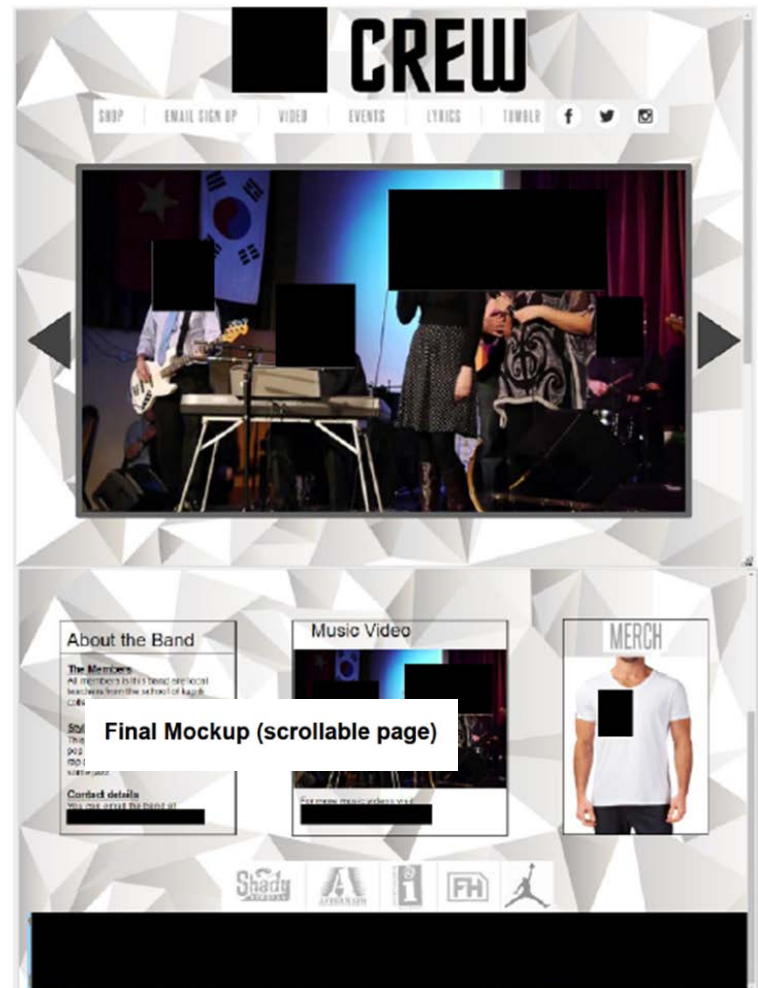
Wireframe 2

⑤

Changes made to this design were moving the social media icons/links to underneath the logo, and adding a footer to the page.

The stakeholder has decided that they like the layout of wire frame 2 as it makes the layout cleaner and easier to find links and other things on the website. I am now ready to show the stakeholder a picture of the website so they can see what it will look like of the website. The stakeholder has suggested that they would prefer a lightly coloured background so that the other parts of website stand out.

Final Design Annotation

- Heading of the page and name of the band, has an easy to read font
- Links to the bands social media
- Buttons that link to other parts of the website
- A slideshow of images of the band that changes every 5 seconds or manually when u click the buttons, also a hotspot that takes you to all images of the band if you click on an image
- Scroll bar to navigate through the page
- Music video is a hotspot that takes you to YouTube when you click on it
- A hotspot that takes to the bands merchandise has an image as a preview of what kind of
- Companies that work with the band, Shady records produce the music and Jordan makes the clothing/merchandise
- Footer of the website has images of ███ College and has the copyright

⑥

Final Mockup (scrollable page)

For the final design I have added a scroll bar as was recommended in the stakeholder feedback, I have also added a footer, the name of the band has been changed from ▆ KREW to ▆ CREW because the stakeholders thought that the spelling wasn't appropriate for a school band.

Function: What is its purpose? What does it have to do?	It has to provide information about the band and help promote and advertise it to the audience. And it should also show how good the school is	The final design meets the requirement by providing information about the band and by advertising the band and promotes the school and shows how good it is	**Appearance:** What do you want the webpage to look like? Will it have a theme? Does colour play an important role? Any important textures or techniques need to be used?	I want my website to have a contrasting colour theme that has colours relevant to the band's style of music. the web page will have a musical theme. It will have a suitable font size and suitable text colour	It meets the requirements by having a contrasting colour theme that that has colours relevant to the band's style of music , it also has a suitable font size and suitable text colour
Manufacture: What machines and software must be used to design a webpage? What drawings/communication will be needed during the process of this standard.	machines used will be a computer, software used will be mockingbird, gimp, google drawing and photoshop.	I used Mockingbird, Gimp and Google drawing	**Durability:** How long is it supposed to last? Does it need updating?	It is made to last a long amount of time it will need to be updated with new images, news and new iformation about the band.	It can be updated with new videos, music and information about the band (about the band division).
Materials: Will you need any particular software? What about training?	particular software that will be the most useful is gimp and mockingbird, you won't really need any training in these softwares because they are easy to use, if there is anything you don't know how to do on these programs you can easily find out how to by searching it up on google or youtube.	I used Gimp and mocking bird as I planned.	**Social Environment** What is your target markets age? will you have to think about this in the aspects of the design (age appropriate)? Will the site need to inform how to contact the organisation? Will the site use language in an appropriate style? Will the site have age appropriate images?	the target markets age is any age that is old enough to access a computer but mainly 13-16 because this is the age of students and caregivers, I will have to make sure it is suitable for older and younger generations as don't always like the same stuff, the design will be appropriate for all ages and will have no offensive material all images will be appropriate so that people of all ages can enjoy the webpage. The website will have links where you can contact the organisation.	This website meets the requirements by been suitable for any age group by having no offensive, vulgar or inappropriate content on the page so people of all ages can view it without feeling offended or having to view something inappropriate for their age, the page also meets the requirements by having links that you can contact the organisation via social media.

⑦

	Grade Boundary: Low Achieved
5.	For Achieved, the student needs to develop a conceptual design for an outcome.
	This involves:
	- establishing potential conceptual designs through generating and evaluating design ideas that are informed by research, including the analysis of existing outcomes - using evidence from research and functional modelling, including feedback from stakeholders, to evaluate conceptual designs - selecting and communicating the final conceptual design for an outcome - explaining the outcome's potential fitness for purpose.
	This student has created a conceptual design for a website about a school band.
	The student has used research and some analysis of an existing outcome to identify potential design features for the website (1).
	The student has used functional modelling to establish a mood board with some layout ideas (2) and generated a range (only one shown) of design ideas (3). They used some stakeholder feedback (4) to select design features for the website.
	The student used a low fidelity wireframe to show development of the selected idea for the website (4), and produced a final conceptual design for the webpage (5). The potential fitness for purpose has been briefly explained (6).
	For a more secure Achieved, the student could research and analyse a variety of existing websites with different features to gather a range of design ideas.
	The student could also generate a range of high fidelity wireframes to show alternative design options during design development. This would provide the stakeholder with a better opportunity to view and select potential ideas to be included in the final website.

Music page

Frames: This page's frames are made up of the normal main page that is on every page so far. Below the navigation bar there are a total of 4 more long frames that are down the middle of the page and are used to display Kid Rock's music.

Buttons: This page has buttons on the navigation bar like all other pages that are used to navigate to other pages on the website.

Hyperlinks: The only hyperlinks on this page are the popdown links on the nav bar that take you to other pages on the website.

Hotspots: This page has a lot of hotspots with the main title being a link back to the website's home page, along with that all of the album photos on this page are links to info pages about the album. At the bottom of the page there is also some hotspots that are links to the Youtube, Facebook and other pages.

Interactive features: Again on this page there is a limited amount of features, they are the login and the email options. The info that can be accessed on this page is a lot, because of the links to info on each album users can not only look at all the song and there run times but can get a full list the lyrics of any song they want
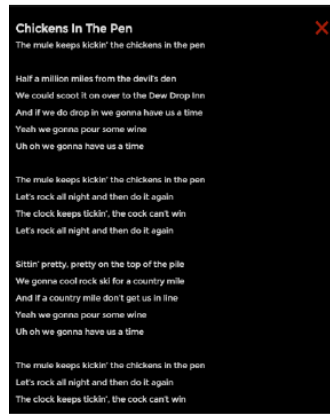
①

A: Colours are brighter but pictures may need better framing. May be to use some of the bright colours, not all together

Student C: Colours are unique, but overwhelming. Need to tone it down. The teachers picture needs to be straight in out.

②

Hand drawn design: 3

A:
The slideshows is nice and big with the title text overlapping it. Once again no navigation, the text underneath the title is in a nice place. The images are nicely displayed on the side with text underneath it to complement it, and the link to shop draws in attention.

Student C: the layout looks great, best out of them all but you should add in a navigation bar for this.

③

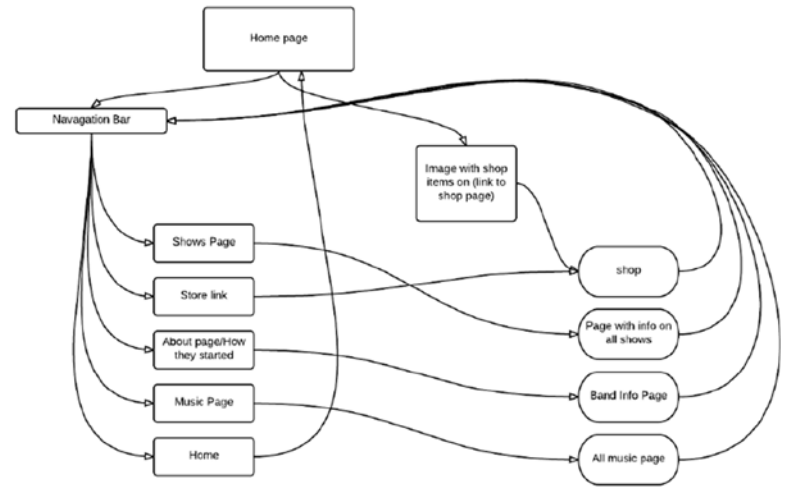**This Wire-Frame is an improvement of hand draw design: 2.** In this wire I changed the navigation-bar so that it's a lot more noticeable and you can see the links. I used the same layout for the bottom of the page because I think that i can't improve it that much and I think that it looks nice and catches the viewer's eyes making then look at the shop and the text at the bottom of the design.
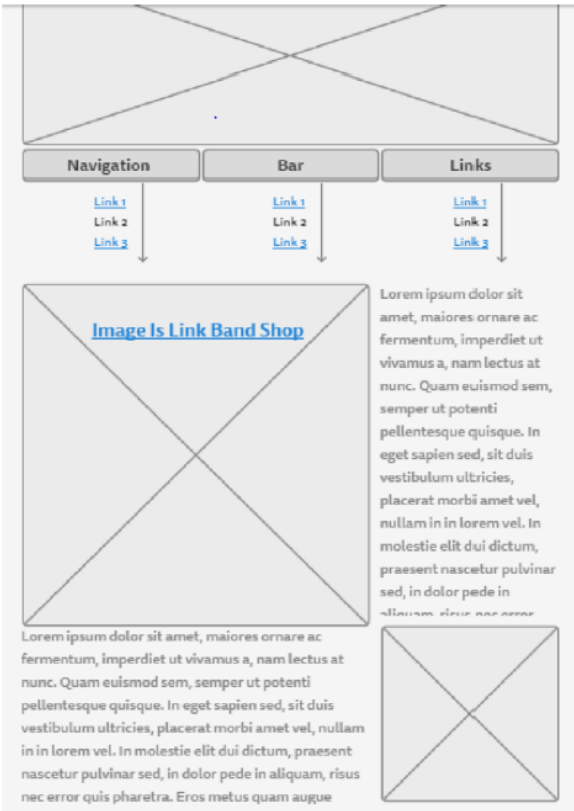
Student A:
Nothing has changed in terms of the logo and navigation bar, still in the good place. The placement of the page text and smaller images is much better.

④

| Navigation | Bar | Links |

Link 1
Link 2
Link 3

Link 1
Link 2
Link 3

Link 1
Link 2
Link 3

Image Is Link Band Shop

Lorem ipsum dolor sit amet, maiores ornare ac fermentum, imperdiet ut vivamus a, nam lectus at nunc. Quam euismod sem, semper ut potenti pellentesque quisque. In eget sapien sed, sit duis vestibulum ultricies, placerat morbi amet vel, nullam in in lorem vel. In molestie elit dui dictum, praesent nascetur pulvinar sed, in dolor pede in aliquam, risus nec error

Lorem ipsum dolor sit amet, maiores ornare ac fermentum, imperdiet ut vivamus a, nam lectus at nunc. Quam euismod sem, semper ut potenti pellentesque quisque. In eget sapien sed, sit duis vestibulum ultricies, placerat morbi amet vel, nullam in in lorem vel. In molestie elit dui dictum, praesent nascetur pulvinar sed, in dolor pede in aliquam, risus nec error quis pharetra. Eros metus quam augue

Task: 1
Site-Map.

Task: 1

⑤

This image will be a hotspot that will lead to the shop page.

This text box will show news about what the band group has been doing and how their career is going

Logo text will be a link back to home page on all pages.

The navigation bar will have links that will take you to other pages on the site. (Links will change colour when they've been used.)

This text box will tell the viewer a small amount of info about a show that will be happening soon.

Task 2:
Stakeholder Feedback:

Student A: The green/purple design really stands out from the School College website, giving the band their own sense of uniqueness. The design is simple and not much extra functions, it does what it needs to do, promote the band. The logo text seems a bit rich, like a high quality, fancy band. The image to text ratio is good and laid out nicely.

Task: 3
Evaluate your design.

⑥

Stakeholder requirements: What are the requirements of each group of stakeholders for the web-site.	• Suitable layout • Appropriate interactive elements (e.g. hyperlinks, buttons, hotspots) • Suitable Font • Appropriate Images • Colours suitable to the purpose of the site (to promote the band) • The page needs to "sell" the band • must be memorable and appropriate	The stakeholders provided me with valuable feedback on my designs about what I needed to improve and what I needed to change. I think colours work well with the font and images. Layout is suitable for a homepage, it is scrollable. Images of the band are appropriate and work well under navigation bar.
Function: What is its purpose? What does it have to do?	to promote the band's website on the internet	I think that the final design of the site does well to promote the band but could be improved.
Manufacture: What machines and software must be used to design a webpage? What drawings/communication will be needed during the process of this	Paper\pen to be used to make wire-frames of multiple designs. Photoshop to be used with making full colour and detailed designs of the site. Mockingbird as a program to	The tools that I used in the project Were all used well and to the best of my potential.

	Grade Boundary: High Not Achieved
6.	For Achieved, the student needs to develop a conceptual design for an outcome

This involves:

- establishing potential conceptual designs through generating and evaluating design ideas that are informed by research, including the analysis of existing outcomes
- using evidence from research and functional modelling, including feedback from stakeholders, to evaluate conceptual designs
- selecting and communicating the final conceptual design for an outcome
- explaining the outcome's potential fitness for purpose.

This student has created a conceptual design for a website about a school band.

The student established a mood board (1) to create some potential layout ideas using low fidelity wireframes (2). They used stakeholder feedback (3) to select design ideas for a potential conceptual design for the website (4).

The student presented a high fidelity wireframe for the webpage (5) and determined the criteria for potential fitness for purpose (6).

To reach Achieved, the student could show how they have used research and analysis of existing outcomes to establish potential design concepts.

The student could also further evaluate the proposed conceptual designs. This would involve undertaking further stakeholder feedback during design development to inform and/or confirm inclusion of design ideas for the final conceptual design.

The potential fitness for purpose of the final outcome should also be explained. |

COLLEGE MOOD BOARD

INFO: The band is a group of teachers who quite recently had a concert at college.

SAMPLE PICTURES

SAMPLE COLORS

#ff0000   #000000

1

link bar
image background
links to different websites
back ground image fadeout

Here is a some text input

band location data

video of band playing

band image   band image

band information

copyright location

Wireframe (gimp) what it most likely look like.

4

SKETCHED WIREFRAMES

2

Feedback on sketchs

The 1st one is probably the better one in this case as it has more detail, next time please take the photos front ways. You're going to need to find spots on the wire frame to put the text on, figure out what font and color you want your text. Make it a little more clear as well, you need to also spread out your photos and details about the band over the website and not all clumped in one spot.

Conclusion

I'm going to use all the feedback I got from my stakeholder and create a digital wireframe that passes all stakeholder requirement.

3

website header.

COLLEGE SCHOOL BAND

data on band. (e.g location, time)
home page/ information page/ contact page

links to different pages (e.g my websites contact page.

links to different websites. (e.g facebook)

video of band music.

Band images.

Images of band (e.g band singing).

Text box for band information

Input text

copyright box.

Everything's the same(except logo) as the wireframe (mockingbird)

5

Manufacture: What machines and software must be used to design a webpage? What drawings/communication will be needed during the process of this standard.	to create a website it requires a computer (any) and notepad++, but most of all it requires a sketched version of the site before doing.	Completed during lesson 2	Evaluation for fitness of purpose.
Materials: Will you need any particular software? What about training?	no just notepad++ and a internet software installed into the computer and a list of codes if can't remember them.	Completed during lesson 2	Evaluation for fitness of purpose.
Appearance: What do you want the webpage to look like? Will it have a theme? Does colour play an important role? Any important textures or techniques need to be used?	I want my page to look alright, mostly function, the theme will be the kc band, colour is a bit important sense a website shouldn't just be black and white, maybe a crowd in the background cheering for the texture.	Completed during lesson 2	Evaluation for fitness of purpose.
Durability: How long is it supposed to last? Does it need updating?	the site will last only for a few days, their will most likely be no updates.	Completed during lesson 2	Evaluation for fitness of purpose.
Social Environment What is your target markets age? will you have to think about this in the aspects of the design (age appropriate)? Will the site need to inform how to contact the organisation? Will the site use language in an appropriate style? Will the site have age appropriate images?	the age target should be between teenager to young adult, no because the site is for a school band, there shouldn't be anything riwd in it. yes it will have a contact page, the site will have english writing and appropriate language, the sites images will be appropriate.	Completed during lesson 2	Evaluation for fitness of purpose.
Physical Environment: Where will it be used?	it will be accessible on the computers and phones.	Completed during lesson 2	Evaluation Tested on my laptop..

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