

TECHLINK SCHOLARSHIPS EXEMPLARS: DIGITAL TECHNOLOGY

APRIL 2010

JESSICA NAPPER

YEAR 13 PROJECT: AUTHOR'S WEBSITE

NZ SCHOLARSHIP: TECHNOLOGY 2009

TECHLINK SCHOLARSHIP EXEMPLARS

This Scholarship Exemplar presents a student's portfolio of evidence which was submitted for Technology Scholarship Examination.

The exemplar has been annotated with 'call outs' that highlight the evidence presented by the student and 'Commentary on Evidence' boxes.

These annotations show where:

- student evidence was presented that exemplifies scholarship expectations
- opportunity existed for additional evidence to be presented

The intent of this exemplar is to assist teachers and students to develop an understanding of the nature of the evidence required for award of the Technology Scholarship standard.

Other Techlink Scholarship Exemplars can be found at: www.techlink.org.nz/student-showcase/index-scholarship.htm

EXEMPLAR DESCRIPTION

In 2009 Jessica Napper was awarded a New Zealand Scholarship in Technology for her work on developing a website for a client. Her work in this programme of learning was focussed on the development of a website for an author. This website contained specific information about the author, her books, and various aspects such as advice to writers, her heritage and personal gallery, and a means for readers to contact her.

Jessica worked closely with two Futureintech ambassadors and a number of experts in their field, including the author's publishing house. Using these associations she developed innovative aspects of the homepage and ways to optimise her practice in order to meet the needs of the client. In her reflective report with the accompanying evidence of her work book, Jessica demonstrated synthesis and integration of ideas, knowledge, skills and methods to allow the successful technological outcome, in this case the website, to function effectively in its intended social and physical location.

There is evidence of both elegance and originality in Jessica's practice and the final outcome. She explained and justified the practice and decision making undertaken and how the website meets the brief and specifications and therefore meets the client needs. Jessica has critically reflected on information and practices of others from a range of contexts and how these have informed both her practice and the development of her final outcome.

SCHOLARSHIPS REPORT

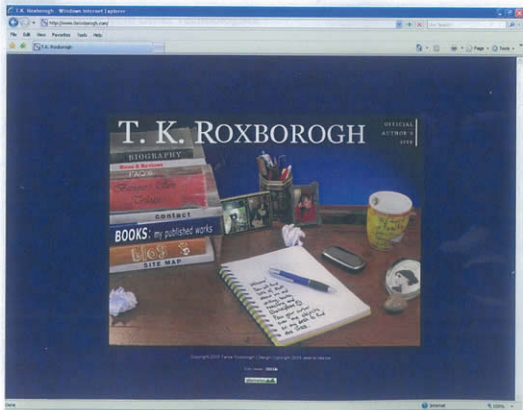
Jessica Napper
NSN: 114583130

93601

ICT Technology Scholarship

A critical reflection on the technological experiences in developing a website for author, Tania Roxborough


www.tkroxborough.com



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Student has clearly structured her report format

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Analysis and Critical Reflection of my Technological Experience

1. Introduction

The following report details the analysis and critical reflection of my technological experience. I created a website for Tania Roxborough, an author and teacher living in Dunedin, to promote her books and provide English resources for students and teachers.

I will comment on the pages and files included in the website and will copy aspects of code, images or screenshots where appropriate. I will also reference to places within my project folder. The website address is: www.tkroxborough.com.

2. The Chosen Issue

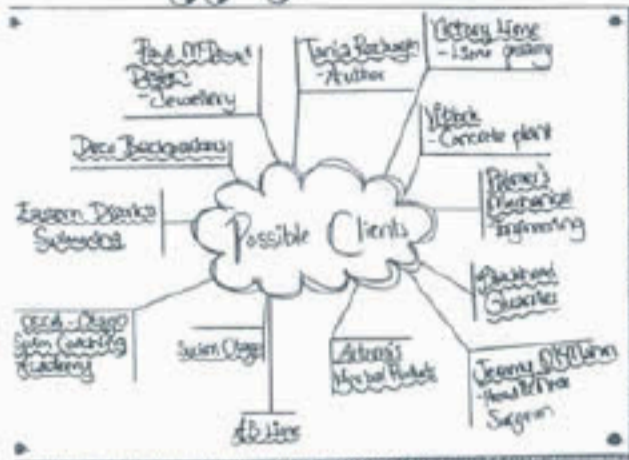
The opportunity to create a website for Tania Roxborough, child and teen author, arose from investigating a number of possible solutions that were put forward to our level 3 Computing with Technology class at the beginning of the year. We were given the task of choosing a client who needed an ICT solution. Our teacher provided us with a list of possible clients that had indicated to her their need for a solution (generally a website). As I couldn't find anyone that needed a solution I chose from the list of clients. I decided that it was important for me to choose a client that would suit my needs and when brainstorming the possible client I wrote myself a check list of what I was looking for. In year 12 Computing last year I made a website as part of a unit standard and really enjoyed the challenge of making it all work correctly and learning the coding. I have also studied design and painting for the past two years and have a strong interest in the visual arts so I didn't want to produce another print outcome but I wanted a project where I could utilize my artistic abilities. I came up with the criteria that my project would ideally allow me to fulfill. It should let me:

- Design a website
- Create a (small) Flash animation
- Make a creative/artistic/unique solution
- Have easy/clear communication with an enthusiastic client
- Learn new technological skills.

When I assessed my criteria against the client's needs I prioritised Victory Lime, Paul McDowell Design and Tania Roxborough as the top three.

I chose Tania Roxborough as my client. The issue that she had was the most suited to me and it had the potential for me to fulfill the criteria I set. The constraints of the project didn't appear to hinder it greatly. (This process is shown on page 2 of my project folder).

Identifying an Issue



Short-Listing Clients:

	✓ PROS ✓	✗ CONS ✗
1. <u>Victoria Lane</u>	+ Wants a website + Suggested a Flash introduction + Would like the site to reflect the design heavy branding + Great communication so far & a willing & enthusiastic client	- Website for a low quality may lack creativity due to the computer literacy of the user community (challenges) - Client to form judgement
2. <u>Paul McDowell Design</u>	+ Wants a website + Product (designing jewellery) suggests an artistic site + Needs a photoshop skill too	- May not be a chance for flash animation
3. <u>Tania Roxborough</u>	+ Wants a website + Responded well to the idea of flash animation + Green as an author allows for an artistic element to site + Client would be easy to meet with as she teaches at school	- May be time constraints - The idea of the client may be limited for my technological skills

Chosen Client

I have chosen TANIA ROXBOROUGH as my client. The issue that she has is the most ideal for me. It has the potential to allow me to do each of the things I have outlined (left) and the constraints of the project don't appear to hinder it greatly.

Ideally this issue will allow me to:

- Design a website
- Create a (small) Flash animation
- Make a creative/artistic/unique solution
- Have easy/clear communication with an enthusiastic client
- Learn new technological skills

3. Investigating the Issue

In order to get a better grasp on the project and come out with a quality concept to fulfill the needs of my client, I had to undertake some extensive research. I researched my client and her issue, existing solutions, stakeholders, environments and legal and ethical issues. The following pages discuss this investigation process however my project folder shows this process in detail (pages 3-21)

a. My Client and her Issue

I approached my client and introduced myself to her, explaining that I would create her website during the course of the year. As well as being an author, Tania Roxborough also teaches at my school and therefore it was very easy to get in contact with her. To further investigate the issue I had chosen I wrote an email to my client asking her some key questions that I would need answered. Her responses to this gave me a wider view of the project and enabled me to pull out some key factors for the project. These included the need for maintenance, time management and skills. I could also identify some of the stakeholders in the project and the environments that the solution would be implemented on. This was not however sufficient research to be able to begin the planning stages of the project and brought up some more questions to be answered. (The analysed responses to these questions are on page 3 of my project folder)

The next piece of research that I did was concerning my client herself. I found out about her life and the books she had written. I also viewed the website that she formally used. I noticed that the information was out of date and there was not a lot regarding her books. I was able to see that the former solution was unsatisfactory for her needs. (This research is on page 4 of my project folder)

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Section 3 demonstrates synthesis and integration of technological experiences where the student brings together knowledge, skills, ideas and methods that will allow her to realise the technological outcome. This is also where we can see the range of contexts

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An example of where the student explains how the complexities of the situation have been identified and explored through research examining existing solutions and interviews

Here the student identifies how the practices of others has shaped and influenced her own practice.

When I spoke to my client after this, she said that she was launching a new book, Banquo's Son, in October. Her publisher and literary agent had told her that they could see a lot of potential in the book and that they expected it to sell well. She therefore needed her new site to profile this and to be of a high standard to promote both Tania as an author and the book itself. I now had a literary agent from New York as a key stakeholder in the project so the project was no longer just a school internal, to a professional website with international interest.

b. Research of Existing Solutions

Next I researched existing solutions. For me this was the most important piece of research that I did as I was able to see the standard of quality, the common conventions and the typical content that an author's website has. Most websites had the following pages:

- Home
- Biography
- Blog
- Books
- Frequently Asked Questions
- News

The pages that stood out were those that had a unique graphical element. This was sometimes a still image or other times a Flash animation. My client liked the look of the J K Rowling, Elizabeth Pulford and John Marsden websites. These sites are extremely sophisticated with unique and memorable visual elements. John Marsden and J K Rowling's sites use Flash animation throughout. One site that particularly drew my eye was Jennifer Donnelly's. It had used a simple image map on the homepage and was effective and easy to follow. Researching existing solutions is something that I value highly as it allows you to learn from the successes and mistakes of other designers whilst also giving you new ideas and perspectives on the problem at hand. The things that I noticed worked especially well in the existing solutions that I looked at were:

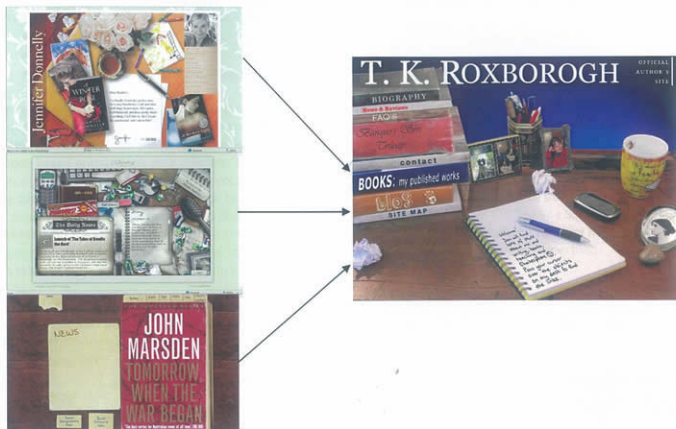
- Visually expressing the client through the layout and style of the website
- Having a theme/mood that relates to writing and books
- Having a defined colour scheme
- Having an aesthetically pleasing site (linking between the art of writing and the visual screen aspect of the site)
- Showing the entire homepage on the screen without the need to scroll
- The use of real objects
- Having handwritten elements (giving a personal touch)
- Unifying the website with a consistent theme

Some things that I noticed let websites down were:

- Having too many typed paragraphs of words and not enough pictures (This may sound like a contradiction as that is what a book is like but it seems that the most successful sites are visually rich rather than filled with a lot of boring paragraphs of text)
- Layouts which have no clear focal point and cause the eye to jump
- Pages which don't appear to fit in with the rest of the website
- Not showing the book cover with the title

(The full analyses of the websites are on pages 18-21 of my project folder)

This process had a significant impact on my final solution.



c. Stakeholder Investigation

The next research that I did was finding out the stakeholders in the project. After brainstorming with Tania, my teacher and friends I came up with a list of stakeholders. There were three key stakeholders:

- Tania Roxborough (client)
- Tania's Publisher
- Tania's Literary Agent – Writers House (New York)

The secondary stakeholders in the project would be the majority of people using the website. As Tania asked for her site to provide information for students and teachers, the secondary stakeholders included:

- The readers of her books
- Friends and Family of Tania Roxborough
- Teen literature readers
- Teachers and students studying her novels
- People interested in New Zealand literature
- Buyers of her books (for personal or school use etc.)
- Staff of Tania's Publisher

The student justifies the practice undertaken and why the outcome addresses the problems of access and download.

The wider community stakeholders were the people who the solution may impact on a low level. The website doesn't have to directly target them but must be suitable to be used by them as well as by the key and secondary stakeholders. Those I identified are:

- Parents of readers
- Other authors
- Anyone interested in New Zealand authors

Knowing who the stakeholders of the project were was an important step as they are the people who would be using the final solution. The solution must be made to suit them and not just the way I think is right. This differs from the design process I am used to within the visual arts where the decisions are made based primarily on your opinion. Having a representation of the stakeholders make the decisions necessary in the project makes the process more straightforward for the designer in the end as you can be sure that regardless of whether or not you like it, the solution will be made to suit those using it. This is similar to what Rachel Ryan has to do. She gave the example of when she made the Te Papa Squid project and the way that she thought the squid should look was not the same as what the scientist had in mind. She had to change the squid so that it was made exactly the way that the scientist specified. (A table of stakeholders is available on page 4 of my project folder)

Based on the research that I had already completed I made a survey for the stakeholders asking them what sort of information they would like on an author's website. The results showed that the secondary and wider community stakeholders gave the following six pages the highest priority:

- Biography
- Books
- Blog
- News
- FAQ's

The results were in keeping with the pages that Tania Roxborough wanted and corresponded exactly with what my research of existing solutions identified. The identification of these pages meant that my client was able to start gathering information for these pages. (The stakeholder questionnaires and the corresponding results are on page 5 of my project folder)

d. Environment for Implementation



Once the stakeholders had been established I was able to start researching the hardware that the website is most likely to be implemented on and the browsers that it will be viewed in. The stakeholders are not a demographic that will all use the same hardware; in fact it is likely that it will be the parents of the majority of stakeholders who influences the hardware that they use. This meant that the solution I made should be able to be viewed on a huge range of hardware and browsers as it will be a live internet solution. It needed to be accessible on both PCs and Macs and launch on Internet Explorer, Firefox and Safari without any hitches. The screen size which it will be viewed on will vary as there are likely to be people viewing it from home, school and the library for example. The hardware will be different ages and will have different capabilities and different software loaded on it. The result of this was that the more universal I could make my solution; the more stakeholders would be able to view and appreciate the website. (My research into the environment is on page 5 of my project folder)

e. Investigation into Legal and Ethical Issues

I needed to be wary of any legal or ethical issues likely to arise from the production process and the information posted on the website. The list of issues I came up with to be aware of in my process was:

- Extracts from Tania's published work
- The covers of the books my client has published
- Reviews of Tania's books
- Links to other websites that my client requests
- Personal information about Tania and her family

4. Key Factors and Brief Development

a. Initial Brief

The next step was to define the project in a brief. The following is the brief that I wrote initially.

Initial Brief

I need to create a website for the children's author Tania Roxborough, a children and teen author. The site is to promote her books and to have a place for people who study her as an author to gain access to information and keep updated on what she is doing. The website which she uses (www.roxborough.com) is unable to be updated and is her brother-in-law's.

It should include details about each title - with a special page for the Banquo's Son Trilogy, a blog, links to other writing and publishing websites, articles that Tania has written or from presentations she has made, a biography, frequently asked questions, hints for being a writer, words of wisdom from other writers, contact details, news and comments.

The main stakeholders in this project are Tania Roxborough herself, her publisher, her literary agent from Writers House in New York. The secondary stakeholders are her family and close friends, readers of her novels, teen literature readers in general, teachers and students studying her novels, people interested in New Zealand teen literature, people who purchase her novels (for personal or school use etc.), staff of her publisher and literary agent. The wider community stakeholders include parents of readers of her novels, other writers and anyone interested in well known New Zealand authors.

b. Key Factors



The initial brief lacked the specifications required for me to begin making a conceptual design. This required me to come up with some key factors. I had already got to the stage where some of the key factors could be detailed so I went ahead and created a list of the key factors involved in my project and the initial specifications I had for these. I prioritised the list and put the specifications into a table. The table below is followed by the reasons for the order and the interactions between them.

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The student identifies the integration of knowledge and skills that allowed the development of the outcome. This relationship between key factors shows both synthesis and integration of knowledge, skills, ideas and methods which address the complexities of the context and client needs.

Priority	Key Factors	Explanation and Justification
1	Time	<i>Time is a major factor as not only does the client want it by September, but the solution must be completed and analysed by the end of the school year, in time to be marked for NCEA. My time is limited outside of the school day too so I will have to plan and make good use of all the time I have to complete the project. There will be technological skills that I need to develop in this time also which will require a time allocation.</i>
2	Skills	<i>My client has indicated that she likes the use of Flash animation on a website and due to the creative style of website required by an author; the use of Flash animation aids this. Therefore I would need to up-skill in that area. To be able to incorporate an updateable log into the website I would need to learn to either code my own blog (likely to be far too involved for my level of knowledge) or more realistically to create a link to a site for the client to create her blog on.</i>
3	Functionality	<i>Although more research into what the website will be required to do is needed, I need to create a well functioning website that will work on the largest range of software and browsers possible. The load time will need to be taken into account for all internet speeds.</i>
4	Usability	<i>The website I create should be very simple to use. The menu bar will need to be consistent so that the viewer won't be confused or lose interest in it and leave. Viewers should be able to easily find what they want and never get 'stuck' somewhere on the site.</i>
5	Maintenance	<i>The site I create will need to be maintained on a regular basis by my client (through the use of a blog) but also must be updated when she releases new books etc.</i>
6	Content	<i>The content will be determined by my client. I need to be aware of the copyright on her books and covers etc and ensure anything I put on the website abides all rules and regulations</i>
7	Layout	<i>The website I create needs to be laid out in a logical, clear way that is in-keeping with the common website conventions recognised in the western world. The layout is very important to the length of interest a viewer has in a website and impacts the ease with which information can be taken from the site.</i>
8	Quality	<i>My client intends to put the website live on the internet so it will have to be of adequate quality. I plan to create the website to the highest quality I can as I want to be proud of any work I create especially if it is for a client.</i>
9	Cost	<i>My client intends to host the website once it is finished therefore I will need clarify a price that she will pay which will in turn determine the size and complexity of the website.</i>

c. Interaction of Key Factors

The key factors that are described above are strongly interlinked. At the end of the day they all need to be intertwined in the most effective way to ensure that the solution created has taken all relevant aspects into account and they have been carefully balanced to support the solution in the most complementary way possible.

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Here the student demonstrates elegance in terms of understanding the need for simplicity and optimisation within the development. This is further exemplified in the sections dealing with development of the web site and the coding.

The time and skills factors are very dependent on each other; there is a fine balance between having enough time to develop my skills and having enough skills to make the deadline. The time restriction is by far the biggest restraint in this project. The quality, skills, functionality, usability, layout and content are all affected to some extent by time. Obviously without a time restraint these factors could be developed to the highest level of my ability; so I will have to put a lot of thought into prioritising my time to achieve the most affective results.

The usability will rely on the functionality of my website because the ability for the viewer to get where they want to will be determined by the website actually being able to display what the viewer wants. These factors will also affect the layout of the website as there has to be aspects of a site that abide by common conventions and enhance the usability and other parts which are able to be designed from scratch but need to function in the correct way. The content and the layout, usability and functionality of the website are also dependent on each other as the content is only received by the viewer if they are able to find and clearly read the information that they wish to find.


The content of the website will be determined by the stakeholders of the website rather than me, which requires me to question and listen to a sample from all of the stakeholders (from the key stakeholders to the wider community stakeholders). As the opinions of the stakeholders change and new work is created by my client, the website will need to be maintained so these two key factors are also interlinked.

These descriptions are of the highly interdependent key factors however it is clear that each factor needs to work together to form the most secure foundation for the solution to be built from. It is very important for these factors to be prioritised in order for the overall success of the solution I will create.

d. Research into Key Factors

Despite now having some key factors to add to my brief it was necessary for further research to be done into them. This was conducted according to the needs of the website and clarified the key factors. The research resulted in the updated table below.

Key Factors	Specifications
Time	<ul style="list-style-type: none"> The entire project must be finished by the end of term 3 and the concept development must be completed by the start of term 3.
Skills	<ul style="list-style-type: none"> Flash animation will be used to create the introduction for my website so I need to develop my Flash skills. HTML and CSS skills will need to be developed and worked on too.
Functionality	<ul style="list-style-type: none"> Web pages should load in under 10 seconds and to avoid losing the potential viewer to a competitor's site. The viewer should also be able to find what they are looking for within 3-4 clicks for these same reasons. To help to keep the loading time to a minimum, pictures should be optimised. (http://wiserways.com/articles/web/dodont.html) The most common environments that the solution will be implemented are at home, school or in a library. This means that a range of different hardware and software will be used so the most common display resolution and browsers should be designed for. The current trend for display resolution is that most computers are using a

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This table exemplifies the synthesis of a range of complex ideas that will come together in the final outcome.

	<p>screen size of 1024x768 pixels or more. This would account for 93% of all computer users. (http://www.w3schools.com/browsers/browsers_display.asp)</p> <ul style="list-style-type: none"> ▪ Internet Explorer and Firefox are the two most commonly used browsers. 87% of internet users use these two browsers combined. Therefore the website I design will function at its optimum level on these two browsers. (http://www.w3schools.com/browsers/browsers_stats.asp) ▪ Images for the web should be resolved to 72 dpi. This is because most computer monitors can only display 72 dpi and images should be as small in file size as possible for a quick loading time. Any image over 72 dpi will not have any higher quality. (http://www.charlotteswebstudios.com/article.php?ttid=2&ork=21) ▪ Only JPEG (.jpg) or GIF (.gif) images should be used on the final web pages. JPEG images should be photos or files which have a gradient blend whereas GIF images should be line drawings such as illustrations, logos, etc. as GIFs can support millions of colours and transparency (unlike JPEGs). Any PSD or PNG documents should be exported as a JPEG or GIF as PNGs aren't supported by all browsers and don't allow for animation as GIFs do. (http://www.webopedia.com/DidYouKnow/Internet/2002/JPG_GIF_PNG.asp) ▪ Images should be the correct width and height in the imaging program before being up loaded. The width and height attributes should also be specified in the code to decrease loading time and ensure that the image is not distorted, stretched or squeezed in any way. It is also important to add an Alt (short for 'alternative') tag to the image. This is a short description of the image that will appear in place of an image if the image is unable to load, the viewer chooses not to load it or if a "reader" is reciting the page to a sight impaired person. The final attribute that must be added is a title tag. This is text which appears in a popup tool-tip when you hover over an image. It is very helpful in text readers and search engine optimization. (http://www.debbietdesigns.com/learn/41/pretty-pictures-ima-tag/) ▪ All images should be kept within a separate subfolder called "images". This keeps the website well organised, is good practice and conforms to website functionality conventions. (http://www.easywebtutorials.com/html-tutorial/lessons/images.html)
Usability	<ul style="list-style-type: none"> ▪ The font(s) used on the website will be "web-safe". This means that they will be supported by all major browsers on any platform. This means that the selection is from Arial, Verdana, Georgia, Trebuchet, Lucinda Grande or Century Gothic. (http://inspirationbit.com/16-best-loved-bits-in-web-design/) Any other fonts that might be used (for example in the header) will be made into an image so that it will be consistent independent of the software it is implemented on. ▪ The typographical unit that I will use to code my text is 'ems' as it is able to be resized on all web browsers and is therefore recommended by the W3C (The World Wide Web Consortium). This is necessary because the software that the solution will be implemented on will vary dramatically and ideally users should be able to have the website suit them. (http://www.alistpart.com/articles/howtosizetextincss/) ▪ Navigation should be placed vertically in the left hand column or horizontal across the top of the page as this conforms to website design conventions.

	<p><i>By abiding by these conventions the navigation is more naturally intuitive so there is a better chance of retaining the viewer on the website. (http://www.wisconsinlakes.org/group_website.htm)</i></p>
Maintenance	<ul style="list-style-type: none"> ▪ <i>WordPress will be used as a blog for my client to update on regular basis.</i>
Content	<ul style="list-style-type: none"> ▪ <i>WordPress will be used as a blog by my client on her website. This is because it is open source, easily compatible with many hosting ISPs including Kiwi Web Hosting. It has a focus on aesthetics, web standards and usability which is important for my client and her website. It is also possible to change the look of it easily so that I can make it in keeping with the rest of the website in appearance. (http://wordpress.org/) (http://www.packtpub.com/article/best-open-source-social-networking-cms-award-final-wordpress)</i> ▪ <i>My client wants the website to include details about each title - with a special page for the Banquo's Son Trilogy, a blog, links to other writing and publishing websites, articles that Tania has written or from presentations she has made, a biography, frequently asked questions, hints for being a writer, words of wisdom from other writers, contact details, news and comments. The pages of the website will be home, biography, books, Banquo's Son, FAQs, blog and news.</i>
Layout	<ul style="list-style-type: none"> ▪ <i>If there is logo to be displayed on the page it should be placed in the top left or right hand corner to conform to website design conventions. (http://www.wisconsinlakes.org/group_website.htm)</i> ▪ <i>The content of the website will be in the central area of the screen to abide by the general conventions of page layout. (http://www.webmasterworld.com/forum10/2708.htm)</i> ▪ <i>The homepage will have the look and feel of a writing environment whereas the rest of the pages will be of a more traditional layout.</i>
Quality	<ul style="list-style-type: none"> ▪ <i>The website has to be consistent and have good image quality. It needs to have accurate spelling and a professional appearance.</i>
Cost	<ul style="list-style-type: none"> ▪ <i>My client wants to keep costs to a minimum. However she needs to have two domain names and have it hosted. Kiwi Web Hosting is the best option for her as it is a cheap deal which combines the domain reservations and is able to easily work with WordPress as a blog. (http://www.nzwebhost.co.nz/) (http://kiwiwebhost.co.nz/webhosting.htm) (http://www.nzwebhost.co.nz/)</i>

e. Second Brief

Second Brief

I need to create a website for the children's author Tania Roxborough, a children and teen author. The site is to promote her books and to have a place for people who study her as an author to gain access to information and keep updated on what she is doing. The website which she currently uses (www.roxborough.com) is unable to be updated and is her brother-in-law's. The website that I create will be able to be maintained by my client who has no coding skills.

The main stakeholders in this project are Tania Roxborough herself, her publisher, her literary agent from Writers House in New York. The secondary stakeholders are her family and close friends, readers of her novels, teen literature readers in general, teachers and students studying her novels, people interested in

New Zealand teen literature, people who purchase her novels (for personal or school use etc.), staff of her publisher and literary agent. The wider community stakeholders include parents of readers of her novels, other writers and anyone interested in well known New Zealand authors.

Key Factors	Specifications
Time	<ul style="list-style-type: none"> The entire project must be finished by the end of term 3 and the concept development must be completed by the start of term 3.
Skills	<ul style="list-style-type: none"> Flash animation will be used to create the introduction for my website so I need to develop my Flash skills. HTML and CSS skills will need to be developed and worked on too.
Functionality	<ul style="list-style-type: none"> Web pages should load in under 10 seconds and to avoid losing the potential viewer to a competitor's site. The viewer should also be able to find what they are looking for within 3-4 clicks for these same reasons. To help to keep the loading time to a minimum, pictures should be optimised. (http://wiserways.com/articles/web/dadont.html) The most common environments that the solution will be implemented are at home, school or in a library. This means that a range of different hardware and software will be used so the most common display resolution and browsers should be designed for. The current trend for display resolution is that most computers are using a screen size of 1024x768 pixels or more. This would account for 93% of all computer users. (http://www.w3schools.com/browsers/browsers_display.asp) Internet Explorer and Firefox are the two most commonly used browsers. 87% of internet users use these two browsers combined. Therefore the website I design will function at its optimum level on these two browsers. (http://www.w3schools.com/browsers/browsers_stats.asp) Images for the web should be resolved to 72 dpi. This is because most computer monitors can only display 72 dpi and images should be as small in file size as possible for a quick loading time. Any image over 72 dpi will not have any higher quality. (http://www.charlotteswebstudios.com/article.php?ttid=2&ark=21) Only JPEG (.jpg) or GIF (.gif) images should be used on the final web pages. JPEG images should be photos or files which have a gradient blend whereas GIF images should be line drawings such as illustrations, logos, etc. as GIFs can support millions of colours and transparency (unlike JPEGs). Any PSD or PNG documents should be exported as a JPEG or GIF as PNGs aren't supported by all browsers and don't allow for animation as GIFs do. (http://www.webopedia.com/DidYouKnow/Internet/2002/JPG_GIF_PNG.asp) Images should be the correct width and height in the imaging program before being up loaded. The width and height attributes should also be specified in the code to decrease loading time and ensure that the image is not distorted, stretched or squeezed in any way. It is also important to add an Alt (short for 'alternative') tag to the image. This is a short description of the image that will appear in place of an image if the image is unable to load, the viewer chooses not to load it or if a "reader" is reciting the page to a sight impaired person. The final attribute that must be added is a title tag. This is text which appears in a popup tool-tip when you hover over an image. It is very helpful in text readers and search engine optimization.

	<p>(http://www.debbietdesians.com/learn/41/pretty-pictures-ima-taa/)</p> <ul style="list-style-type: none"> All images should be kept within a separate subfolder called "images". This keeps the website well organised, is good practice and conforms to website functionality conventions. (http://www.easywebtutorials.com/html-tutorial/lessons/images.html)
Usability	<ul style="list-style-type: none"> The font(s) used on the website will be "web-safe". This means that they will be supported by all major browsers on any platform. This means that the selection is from Arial, Verdana, Georgia, Trebuchet, Lucinda Grande or Century Gothic. (http://inspirationbit.com/16-best-loved-bits-in-web-design/) Any other fonts that might be used (for example in the header) will be made into an image so that it will be consistent independent of the software it is implemented on. The typographical unit that I will use to code my text is 'ems' as it is able to be resized on all web browsers and is therefore recommended by the W3C (The World Wide Web Consortium). This is necessary because the software that the solution will be implemented on will vary dramatically and ideally users should be able to have the website suit them. (http://www.alistpart.com/articles/howtosizetextincss/) Navigation should be placed vertically in the left hand column or horizontal across the top of the page as this conforms to website design conventions. By abiding by these conventions the navigation is more naturally intuitive so there is a better chance of retaining the viewer on the website. (http://www.wisconsinlakes.org/group_website.htm)
Maintenance Content	<ul style="list-style-type: none"> WordPress will be used as a blog for my client to update on regular basis. WordPress will be used as a blog by my client on her website. This is because it is open source, easily compatible with many hosting ISPs including Kiwi Web Hosting. It has a focus on aesthetics, web standards and usability which is important for my client and her website. It is also possible to change the look of it easily so that I can make it in keeping with the rest of the website in appearance. (http://wordpress.org/) (http://www.packtpub.com/article/best-open-source-social-networking-cms-award-final-wordpress) My client wants the website to include details about each title - with a special page for the Banquo's Son Trilogy, a blog, links to other writing and publishing websites, articles that Tania has written or from presentations she has made, a biography, frequently asked questions, hints for being a writer, words of wisdom from other writers, contact details, news and comments. The pages of the website will be home, biography, books, Banquo's Son, FAQs, blog and news.
Layout	<ul style="list-style-type: none"> If there is logo to be displayed on the page it should be placed in the top left or right hand corner to conform to website design conventions. (http://www.wisconsinlakes.org/group_website.htm) The content of the website will be in the central area of the screen to abide by the general conventions of page layout. (http://www.webmasterworld.com/forum10/2708.htm) The homepage will have the look and feel of a writing environment whereas the rest of the pages will be of a more traditional layout.
Quality	<ul style="list-style-type: none"> The website has to be consistent and have good image quality. It needs to have accurate spelling and a professional appearance.

Cost	<ul style="list-style-type: none"> My client wants to keep costs to a minimum. However she needs to have two domain names and have it hosted. Kiwi Web Hosting is the best option for her as it is a cheap deal which combines the domain reservations and is able to easily work with WordPress as a blog. (http://www.nzwebhost.co.nz/) (http://kiwiwebhost.co.nz/webhosting.htm) (http://www.nzwebhost.co.nz/)
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f. Changes between Second Brief and Fourth Brief

There were a further two updates on the brief for the conceptual design. These resulted from research that I did after these were written and the realisation that I had overlooked the legal and ethical issue specification. To avoid repetition I will just document the changes rather than show the entire brief. The changes were:

- The addition of the following paragraph before the list of specifications:

"I will need to be aware of any legal or ethical issues that will arise if I were to put extracts from my client's written, published writing or put personal information about my client on the internet. The covers of the books that she has written are a visual representation of the story and would be expected to appear as images on the website; Tania has the right to use these on her website. She wants to have links to websites including Facebook, Twitter and No Fear Shakespeare so I need to do this legally."

- The addition of the following specifications to the Content key factor:

"A summary of research conducted by Codex Group states the six things readers want from an author's website are:

- Exclusive Content
- Your Speaking Schedule
- Recommended Books
- Book News
- Your Contact Information
- Your Social Networking Information
- Good photos

Sticky Note 30/04/10 1:47:38 PM Options ▾

pymch71p

The reflection on external research such as codex group is an example of the critical reflection the student undertook to inform the development of the outcome.

The secondary and wider community stakeholders and the research of existing solutions have determined that people want to see the following pages: biography, books, FAQs, blog and news."

g. Changes to the Brief during the Creation of the Solution

The conceptual design that I created for the website fitted its brief so for achievement standard 3.2 and 3.7 I began to implement the design as a real solution. (The table showing how the design fits its brief is on pages 26-27 of my project folder)

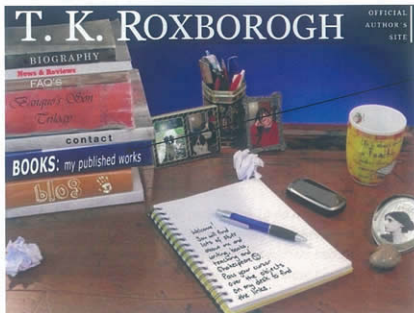
Once the solution started to be created however there were a number of changes to be made to the brief. Here I will outline the main changes from one brief to the next, leaving out some minor changes that will appear in the final brief. I will only show the final brief to avoid repetition.

The first change came when it came to finalising the pages that my client wanted on her website. The decision had to be made as to the number of main pages which would form a menu strip at the top of the page (on every page except the homepage). These were defined as:

- Home
- Biography

- Books
- Banquo's Son Trilogy
- News and Reviews
- FAQs
- Contact

On the homepage Tania Roxborough decided to have these same pages (excepting the home page of course. This changed to a Site Map page in the end).



On the homepage these pages would be linked to by a 'mapped' image of a book, each with the name of the link as the title on the spine. There would also be other objects on the desk such as a container of pens, a notebook, a pen, a cell phone, and some balls of screwed up paper etc which would link to other pages. These pages were thought about but weren't finalised until the photo shoot of the desk had been carried out and the final image had been chosen. I then asked my client to take an image of my developed desk image for the homepage and to make notes on

it specifying the name of each page the item would be linked to. This resulted in the following items being linked to the corresponding pages:

- Pen – Tania's Writing Advice
- Paper ball (left) – Ideas Brewing
- Paper ball (centre) – Current Project
- Photo frames – Photogallery
- Pencil tin – Extra Stuff
- Mug – Teaching Notes
- Cell phone – Links
- Virginia Woolf paper weight – Advice from other Writers
- Heart stone – Things I Love

It was also decided that there should be a page for each of Tania's books. These pages would only be linked to from the Books page. This resulted in a total of 40 html pages. The next brief update I made therefore had a huge number of specifications for the content key factor. This resulted in me taking the row for 'content' out of the table and making a new 'content' table below the key factors table.

The next alteration to the brief occurred when it was decided that instead of making another blog for my client to update, we would link the website to her blog (<http://banquosson.blogspot.com/>). This resulted in a change to the key factor 'maintenance' as

- "WordPress will be used as a blog for my client to update on regular basis."

Was replaced by the following two specifications:

- “My client already has a blog, <http://banquosson.blogspot.com/>, that she maintains. Each page is linked to this.”
- “My client also keeps an updated Facebook and Twitter page and each of these pages is linked to from every page except the homepage.”

h. Final Brief

The following is the final brief that I came up with for the website:

Final Brief

I need to create a website for the children’s author Tania Roxborough, a children and teen author. The site is to promote her books and to have a place for people who study her as an author to gain access to information and keep updated on what she is doing. The website which she currently uses (www.roxborough.com) is unable to be updated and is her brother-in-law’s. The website that I create will be able to be maintained by my client who has no coding skills.

The main stakeholders in this project are Tania Roxborough herself, her publisher, her literary agent from Writers House in New York. The secondary stakeholders are her family and close friends, readers of her novels, teen literature readers in general, teachers and students studying her novels, people interested in New Zealand teen literature, people who purchase her novels (for personal or school use etc.), staff of her publisher and literary agent. The wider community stakeholders include parents of readers of her novels, other writers and anyone interested in well known New Zealand authors.

I will need to be aware of any legal or ethical issues that will arise if I were to put extracts from my client’s written, published writing or put personal information about my client on the internet. The covers of the books that she has written are a visual representation of the story and would be expected to appear as images on the website; Tania has the right to use these on her website. She wants to have links to websites including Facebook, Twitter and No Fear Shakespeare so I need to do this legally.

Key Factors	Specifications
Time	<ul style="list-style-type: none"> ▪ The entire project must be finished by the end of term 3 and the concept development must be completed by the start of term 3. ▪ The project must be nearly finished and in a state that is acceptable to be viewed by the 24th of October, the date of the book launch my client is having.
Skills	<ul style="list-style-type: none"> ▪ As my client decided against using Flash for the homepage I don’t need to do any up-skilling in that area. ▪ I need to use and develop my Photoshop skills. ▪ I also need to learn how to image map an image in Dreamweaver to be used on the homepage.
Functionality	<ul style="list-style-type: none"> ▪ Web pages should load in under 10 seconds and to avoid losing the potential viewer to a competitor’s site. The viewer should also be able to find what they are looking for within 3-4 clicks for these same reasons. To help to keep

	<p>the loading time to a minimum, pictures should be optimized. (http://wiserways.com/articles/web/dodant.html)</p> <ul style="list-style-type: none"> ▪ The most common environments that the solution will be implemented are at home, school or in a library. This means that a range of different hardware and software will be used so the most common display resolution and browsers should be designed for. ▪ The current trend for display resolution is that most computers are using a screen size of 1024x768 pixels or more. This would account for 93% of all computer users. (http://www.w3schools.com/browsers/browsers_display.asp) ▪ Internet Explorer and Firefox are the two most commonly used browsers. 87% of internet users use these two browsers combined. Therefore the website I design will function at its optimum level on these two browsers. (http://www.w3schools.com/browsers/browsers_stats.asp) ▪ Images for the web should be resolved to 72 dpi. This is because most computer monitors can only display 72 dpi and images should be as small in file size as possible for a quick loading time. Any image over 72 dpi will not have any higher quality. (http://www.charlotteswebstudios.com/article.php?ttid=2&ark=21) ▪ Only JPEG (.jpg) or GIF (.gif) images should be used on the final web pages. JPEG images should be photos or files which have a gradient blend whereas GIF images should be line drawings such as illustrations, logos, etc. as GIFs can support millions of colours and transparency (unlike JPEGs). Any PSD or PNG documents should be exported as a JPEG or GIF as PNGs aren't supported by all browsers and don't allow for animation as GIFs do. (http://www.webopedia.com/DidYouKnow/Internet/2002/JPG_GIF_PNG.asp) ▪ Images should be the correct width and height in the imaging program before being up loaded. The width and height attributes should also be specified in the code to decrease loading time and ensure that the image is not distorted, stretched or squeezed in any way. It is also important to add an Alt (short for 'alternative') tag to the image. This is a short description of the image that will appear in place of an image if the image is unable to load, the viewer chooses not to load it or if a "reader" is reciting the page to a sight impaired person. The final attribute that must be added is a title tag. This is text which appears in a popup tool-tip when you hover over an image. It is very helpful in text readers and search engine optimization. (http://www.debbietdesians.com/learn/41/pretty-pictures-ima-tag/) ▪ All images should be kept within a separate subfolder called "images". This keeps the website well organised, is good practice and conforms to website functionality conventions. (http://www.easywebtutorials.com/html-tutorial/lessons/images.html)
Usability	<ul style="list-style-type: none"> ▪ The font(s) used on the website will be "web-safe". This means that they will be supported by all major browsers on any platform. This means that the selection is from Arial, Verdana, Georgia, Trebuchet, Lucinda Grande or Century Gothic. (http://inspirationbit.com/16-best-loved-bits-in-web-design/) Any other fonts that might be used (for example in the

	<p>header) will be made into an image so that it will be consistent independent of the software it is implemented on.</p> <ul style="list-style-type: none"> ▪ The typographical unit that I will use to code my text is 'ems' as it is able to be resized on all web browsers and is therefore recommended by the W3C (The World Wide Web Consortium). This is necessary because the software that the solution will be implemented on will vary dramatically and ideally users should be able to have the website suit them. (http://www.alistpart.com/articles/howtosizetextincss/) <p>Navigation should be placed vertically in the left hand column or horizontal across the top of the page as this conforms to website design conventions. By abiding by these conventions the navigation is more naturally intuitive so there is a better chance of retaining the viewer on the website. (http://www.wisconsinlakes.org/group_website.htm)</p>
Maintenance	<ul style="list-style-type: none"> ▪ My client already has a blog, http://banquosson.blogspot.com/, that she maintains. Each page is linked to this. ▪ My client also keeps an updated Facebook and Twitter page and each of these pages is linked to from every page except the homepage.
Layout	<ul style="list-style-type: none"> ▪ If there is logo to be displayed on the page it should be placed in the top left or right hand corner to conform to website design conventions. (http://www.wisconsinlakes.org/group_website.htm) ▪ The content of the website will be in the central area of the screen to abide by the general conventions of page layout. (http://www.webmasterworld.com/forum10/2708.htm) ▪ The homepage will have the look and feel of a writing environment whereas the rest of the pages will be of a more traditional layout.
Quality	<ul style="list-style-type: none"> ▪ The website has to be consistent and have good image quality. It needs to have accurate spelling and a professional appearance.
Cost	<ul style="list-style-type: none"> ▪ My client wants to keep costs to a minimum. However she needs to have two domain names and have it hosted. Kiwi Web Hosting is the best option for her as it is a cheap deal which combines the domain reservations. (http://www.nzwebhost.co.nz/) (http://kiwiwebhost.co.nz/webhosting.htm) (http://www.nzwebhost.co.nz/)

Pages

Page Name	Content
index	<p>Homepage with the links to each page. An image of a desk mapped so that the objects sitting on a desk are links to pages. The books stacked on the side will be linked to the main pages: biography, faqs, contact, news, search, banquo, books and a link to http://banquosson.blogspot.com/ my client's blog.</p> <p>These items will link to the following pages:</p> <p>Pen – advice</p> <p>Paper ball (left) – ideas</p> <p>Paper ball - centre</p>

	<p>Photo frames – photogallery Pencil tin – extra_stuff Mug – teaching_notes Cell phone – links Virginia Woolf paper weight – writing_advice Heart stone – things_i_love</p>
biography	A biography of Tania Roxborough including the image <i>Meat58kgsthegoalfor2008.jpg</i> and a written list of the books.
faqs	Frequently asked questions answered by my client.
contact	<p>A form which will be filled in by viewers and sent to Tania Roxborough via e-mail. The fields will be:</p> <p>Name Email Message Country</p> <p>The photo <i>Meat58kgsthegoalfor2008.jpg</i> will also be on the page. The page sent will display after the message has been sent.</p>
books	<p>The images of all of the books will be on the page. These images will be links to the individual pages for each book:</p> <p><i>If_i_could_tell_you</i> <i>compulsion</i> <i>runaway</i> <i>grit</i> <i>whispers</i> <i>limelight</i> <i>the_ring</i> <i>third_degree</i> <i>space_gum</i> <i>performing</i> <i>english_basics</i> <i>more_english_basics</i> <i>fifteen_minute_shakespeare</i> <i>twenty_minute_shakespeare</i> <i>merchant</i> <i>macbeth</i> <i>the_tempest</i> <i>three_funny_plays</i> <i>three_spooky_plays</i> <i>kids_behaving_bravely</i> <i>no_its_not_ok</i> <i>fat_like_me</i></p>
news	News items and reviews of Tania Roxborough's books. This page will also contain the
search	A site map made by my client of the page of the website. The names of each page will be linked to its corresponding page by an image map of the image of the site map.
banquo	A page for the Banquo's Son Trilogy books.

<i>if_i_could_tell_you</i>	<i>A page about the book If I Could Tell You by Tania Roxborough.</i>
<i>compulsion</i>	<i>A page about the book Compulsion by Tania Roxborough.</i>
<i>runaway</i>	<i>A page about the book Runaway by Tania Roxborough.</i>
<i>grit</i>	<i>A page about the book Grit by Tania Roxborough.</i>
<i>whispers</i>	<i>A page about the book Whispers by Tania Roxborough.</i>
<i>limelight</i>	<i>A page about the book Limelight by Tania Roxborough.</i>
<i>the_ring</i>	<i>A page about the book The Ring by Tania Roxborough.</i>
<i>third_degree</i>	<i>A page about the book Third Degree by Tania Roxborough.</i>
<i>space_gum</i>	<i>A page about the book Space Gum by Tania Roxborough.</i>
<i>performing</i>	<i>A page about the book Performing with Purpose by Tania Roxborough.</i>
<i>english_basics</i>	<i>A page about the book English Basics by Tania Roxborough.</i>
<i>more_english_basics</i>	<i>A page about the book More English Basics by Tania Roxborough.</i>
<i>fifteen_minute_shakespeare</i>	<i>A page about the book Fifteen Minute Shakespeare by Tania Roxborough.</i>
<i>twenty_minute_shakespeare</i>	<i>A page about the book Twenty Minute Shakespeare by Tania Roxborough.</i>
<i>merchant</i>	<i>A page about the book The Merchant of Venice by Tania Roxborough.</i>
<i>macbeth</i>	<i>A page about the book Macbeth by Tania Roxborough.</i>
<i>the_tempest</i>	<i>A page about the book The Tempest by Tania Roxborough.</i>
<i>three_funny_plays</i>	<i>A page about the book Three Funny Plays by Tania Roxborough.</i>
<i>three_spooky_plays</i>	<i>A page about the book Three Spooky Plays by Tania Roxborough.</i>
<i>kids_behaving_bravely</i>	<i>A page about the book Kids Behaving Bravely by Tania Roxborough.</i>
<i>no_its_not_ok</i>	<i>A page about the book No, It's Not Ok by Tania Roxborough.</i>
<i>fat_like_me</i>	<i>A page about the book Fat Like Me by Tania Roxborough.</i>
<i>advice</i>	<i>Advice from Tania Roxborough about writing.</i>
<i>writing_advice</i>	<i>Advice from other writers about writing.</i>
<i>things_i_love</i>	<i>A list of things that Tania Roxborough loves.</i>
<i>sent</i>	<i>A page which displays once a message has been sent to Tania Roxborough from the form on the contact page.</i>
<i>photogallery</i>	<i>A page of photos formatted with Visual Lightbox as an aid. They will expand once clicked and will be able to play as a slideshow.</i>
<i>extra_stuff</i>	<i>A page of extra things that Tania Roxborough wants on her website.</i>
<i>ideas</i>	<i>Ideas that Tania Roxborough has for her writing.</i>
<i>current_project</i>	<i>The project that Tania Roxborough is currently working on with her writing.</i>

This brief was met by the final implemented solution.
(This is fully detailed on pages 47-51 of this report)

5. Development of Conceptual Design

The conceptual design that I created began by, first of all, reading through my brief to get a full understanding of the constraints/guidelines around the project. I spoke with my client about each of the existing solutions that I had previously researched. She had very similar opinions on the websites to me and agreed with my comments. She decided that the solution should be unique and she really liked the idea of having an edited photo of a desk where each object on it would act as a link. She described her desk as being 'cluttered and a bit messy, with old cups of coffee on it'. This meant that the visual

Identifying the relationship between the client (and their personality, need and preference), the stakeholder influence and the need to be flexible in response to these.

depiction of it could be visually interesting. This would be the basis for the homepage. I drew up a few pencil drawings of possible layouts for the desk, with a range of angles shown. (These are on page 11 of my project folder)

Whilst drawing the pencil conceptual designs was able to give the secondary and wider community stakeholders an idea of what the homepage layout would look like, my client and I knew that we couldn't really plan the specifics of the placement as we had not gathered up the objects to be used and taken photographs of them yet.



Once I had shown these designs for the homepage to a range of other stakeholders in the project and shared their feedback with my client, I sat down with her and we discussed which aspects of the designs she liked and which parts she wanted to change. This resulted in her deciding on design 2 with a few aspects of 1.

The following is from my Client Correspondence log:

Spoke with Tania Roxborough.

Discussed the colour schemes and agreed that these can't be finalised until the photographs of the real objects have been taken. However we are both clear that rather than bright colours the website should be made in earthy tones.

Discussed the conceptual designs that I had made.

For the index page:

- *She liked a mixture of the first and second designs. For 1 she would like more space.*
- *Disliked the flowers on the desk of design 2 and would rather it be a pile of pens.*

For the content pages:

- *Need to move the links up to the top of the site (to abide by conventions as well as be more logical and easier to find).*
- *Have a spiral bound book rather than pieces of paper as this is what she uses in her writing.*
- *Have a doodle pad in the background which she will up date with different notes.*
- *The background should be a wooden desk rather than a leather writers pad.*
- *The original "Banquo's Son" page needs to be changed to the "Banquo's Son Trilogy" due to the change made by the publisher (a key stakeholder).*
- *Remove the wooden block from this page.*
- *Have the words "Twitter" and "Facebook" a sticky note rather than just the icons.*
- *Scrolling within the area of the books page.*
- *Have links to places in the article for the books page.*
- *Keep font as Arial*

The next step was to design the other pages. This needed to have space for the text and images which were required on every page. After making a couple of sketches of this I asked my client, a couple of classmates and my teacher to pick their favourite for me to make a digital design of (by asking these people I was not undertaking full on stakeholder research due to being behind my scheduled planning but I was getting a feel for what they wanted as each of them was in fact a stakeholder in my project).

The decision was to mock up to designs on the computer. (These are on pages 13 and 14 of my project folder)

They too needed to be photographed with the real objects before the final look could be established for the content pages. Of the two conceptual designs though the decision was that the image of a spiral bound pad of paper with a pen in the corner and a sticky note linking to Facebook and Twitter would be the best way to go. This image was in fact closely followed when I made the actual image for the background of the content pages.



This issue of not being able to exactly design my concepts was unique in my class. Although the majority of people were making websites, I was the only one who was making one based around images primarily. This meant that I couldn't plan as well as others due to not knowing how the image would be laid out and therefore the size and colour of the divs and the dimensions of any images.

The next stage was to implement the design and stage a photo shoot of the desk. Getting the home page image finalised proved to be the key milestone that affected the development of my website the most.

6. Planning

a. Learning from other technologists

At the beginning of achievement standard 3.1 this year we were asked to make a Gantt chart which broke the project down into manageable steps and gave times for things to be completed plus had the resources that would be required. I did this thinking that it would be something which gave me credit and ticked one of the boxes for the standard. Not long after our project began, Rachel Ryan of Animation Research Ltd came to speak to us about her job. We then had Brendon Mills of Ticket Direct visit us a few weeks later and more recently I read a case study on the Techlink website about the company Sidhe Interactive. Here are some notes that I made regarding their planning:



Rachel Ryan – Animation Research

When Animation Research Limited is approached by a perspective client with a project that they want completed, it is important that they research all aspects of it before accepting. A project management team will meet with the client and will then plan the project from start to finish. ARL creates planning charts which outline the key resources to be used, who will do each task and when it should be completed. Each person involved in the project will have their own role to play in the completion of various steps. The planning is all completed before any designing is done.

Brendon Mills – Ticket Direct

For Brendon Mills and Ticket Direct, planning is critical. It allows Brendon and his boss to work out problems before they happen. It also allows for changes to be made easily. Brendon said: it is 'far easier to change a rough sketch than a masterpiece.' The tools that Brendon uses for planning are a white board, which he brainstorms onto, paper, a camera to record the white board brainstorms for future reference and Microsoft Visio to create diagrams. Conceptual modeling is a later planning stage

Sticky Note 30/04/10 1:4

pymch71p Optio

Here the student describes the way she included innovation in terms of developing the images for the web site that are unique to her web site and exemplifies the polished aspect of her practice and the technological outcome.

Sticky Note 30/04/10 1:4

pymch71p Optio

The student describes how professional technologists inform her decision making and shape her practice in the use of planning tools.

for Brendon. He creates class diagrams (similar to flow charts) and sequence diagrams that clarify the components of the solutions and the interaction of devices. Planning cannot trouble shoot all possible problems however. An example of this occurred when Brendon created a ticket buying service that included Flash Animation when you could pick your own seats for a concert. The problem that arose was that people would not choose seats next to other people so rather than selling all of the tickets only 75% sold.

Sidhe Interactive

Once a project has been decided on, whether it is one from a member of staff or an outside client the Sidhe Interactive team starts planning. The planning process is always the same once a project has been given the go ahead. The team will start to 'build' the project down from the top, encompassing all aspects of it. The planning involves detailing what each button of the gaming hardware will do, what risks and rewards will be involved, what is unique about it, what is going to make it fun and exciting and the hardware that it will be implemented on. This is all done before any coding or art is created. A balance for the project between load time and game play and the amount of RAM (Random Access Memory) is available. A decision has to be made on whether to do it in proprietary code or if some middleware will be involved to speed up the process. The team will come up with a design document and a technical requirements document which will define the details of the project right from the start. It is vital that in the planning process a timeline and budget are outlined by the producer so that he can assess the development of the project and guide the team in the right direction.

b. Term 1 Planning

Clearly planning is not just something to be checked off a list, it is a vital aspect of being able to create a solution utilising the key resource time fully. I learnt this first hand when the end of term 1 came around and I hadn't stuck very tightly to my deadlines. The problem wasn't that I was not trying my hardest, it was that I wasn't using my time efficiently enough and focusing on the most important areas. I was lucky to find this out in the last weeks of term 1 before a stricter deadline came for the end of term 2. (The Gantt charts that shows the planned and actual stages of my initial investigations into the issue is in the resources booklet on page 1)

c. Term 2 Planning

For term 2 I knew how important the timeline was for the conceptual design to be finished was. I focused on breaking each step down into its key parts so that I could keep track of my progress better. This was much more successful for me however I did run one week overtime into term 3. This time it was due to underestimating the time it would take for things to be completed and I learnt that for next time I would need to be more generous with the time allocations for each step.

d. Term 3 Planning

To plan term 3 I decided to use the programme 'Inspiration' to create a diagram. In the centre I wrote "Creating the Final Solution" and from there I added 9 branches with key stages to be completed. From these I added branches which broke each step into smaller ones. At the end of each branch I was able to add the resources that I would use to achieve each step. I added a due time to each branch and by

noting my successes and challenges on small note tags attached to the branches I was able to keep track of my project. (The chart and the outlined details are on pages 28-34 in my project folder)

This planning style worked well for me as I work best visually. In this final planning stage I was able to really assess where I was in the scheme of things and to make some decisions on my priorities when I reached them.

For instance when I had finished creating the image to be used on the background of the homepage I had already used up the time allocated and didn't have time to investigate how to make the image stretch down the page as the wood would not repeat without ruining the continuous look of the wood grain. I drew the line there and had to begin coding the pages using the image that I had already created which couldn't stretch (This is further explained on pages 38 and 39 of this report). This worked fine and looked great when the amount of information on the page was small however when there was more information than could fit, I had to either make a new page for the remaining information or have a scrolling section in the centre of the page. Neither of these solutions was ideal however at that stage there was no time to change things around and I needed to push on with the project. I learnt to draw the line at deadlines and forget the details from Rachel Ryan also spoke about this and mentioned that she would move on and come back to it if she had time at the end.

Once my client had finalised the image for the homepage I sent her an email to find out what effects she wanted on it. The correspondence follows:

From: "Jessica Napper" <jessicanapper@columbacollege.school.nz>
Subject: Link options
Date: Mon, September 7, 2009 5:37 pm
To: roxboroghpt@xtra.co.nz

Hi,

I'm up to the next stage in the project now that you are happy with the images. I have to start making the links for the objects on the homepage. There are two options here:

Option 1:

To have the links for the homepage (the desk photo) animated. This was the initial plan and it means that they could glow, darken, lighten, sparkle etc. This would be a similar effect to the J.K. Rowling website

(<http://www.jkrowling.com/en>) except that they wouldn't move. The hair brush with the glowing blue bit around it is an example of what I could do.

This gives a 'cartoony' effect in my opinion.

The vast majority of people have a Flash reader on their computers however if they didn't they would not be able to view the website. The other downside is the loading time. It would be fine on a computer with broadband however with dial up there may be a significant waiting time.

Option 2:

To have the pages link to other pages without a hover state. This means that when you mouse over them there wouldn't be dramatic changes. There would simply be a statement that pops up next to the cursor with the name of the link. For example if you mouse over the mug a little box would appear saying "Teaching notes and resources". This is like Jennifer Donnelly's website (<http://www.jenniferdonnelly.com/>).

The choice is yours and don't let me put you off option 1, I was simply letting you know the pros and cons before you make the decision.

Jess

P.S just a quick check that you are happy with two images attached before I start making them into a website!

Attachments:

homepageFLAT4.jpg

Size: 841 k

Type: image/jpeg

content pagesflat.jpg

Size: 336 k

Type: image/jpeg

From: "Tania Roxborough" <roxboroghpt@xtra.co.nz>

Subject: RE: Link options

Date: Mon, September 7, 2009 6:37 pm

To: "Jessica Napper" <jessicanapper@columbacollege.school.nz>

Jess

I prefer option 2. You're right. We're not into quirky - just links. Much more professional I think

Everything is all good.

Ta

Mrs R

Sticky Note 30/04/10 1

pymch71p

Optio

Examples of ongoing client interaction and the use of feedback.

This was very good news for me as it meant that instead of continuing to up skill in Flash and having to create the effects on the homepage using a programme that I was not very familiar with, I learnt to image map a picture using html.

It was very straight forward learning to image map and the amount of time saved resulted in me having more time to spend working on the overall look and feel of the website. I was able to create a section of wood that could repeat itself as many times as needed by following a the guidelines in a book. The page

could therefore stretch depending on the amount of information to be displayed. This is a much more professional looking solution than it previously was and increases the quality of the solution. (This is detailed further with images on page 38 and 39 of this report)

It was only due to detailed planning that everything got completed in the allocated time and to a high standard.

e. What I learnt about Planning

The most important thing that I learnt about planning is that it is the key to a successful project. The quality of your final outcome is dependent on the quality of your planning. The more steps that it is broken down into the more prepared for things that crop up unexpectedly.

The second thing that I learnt about planning is that everything takes longer than you anticipate. This is especially true for things that you have never tried before. In my term 3 planning I made an effort to have a week at the end where I planned to tidy things up and to deal with unexpected issues that cropped up. This was lucky as even through the first few weeks of term 4, I was tweaking things on the website such as grammatical or spelling errors on the pages, making the site search properly in Google, making the hover images pre-load and adding a 'SiteMeter' link at the bottom of the homepage for my client.

Lastly I have learnt that when there is a deadline there is nothing that can be done to make more time. Time will not wait for you. It is only through planning something right to its final stages that you are able to reach a deadline in the expected time frame. Learning about planning for this project has rubbed off on other subjects that I am doing. I made a plan for the stages of my visual art portfolios before they are due in. This has been fundamental as I have three subjects which are due on the same day. I a deadline for the 24th of October, the date of my client's book launch. This was similar to the deadlines that Rachel Ryan has where the animations that Animation Research Ltd make go live on air. There is no other option but to meet these deadlines.

Looking back on my initial planning, I can see that I didn't think about each step enough. I should have further teased out some smaller steps and stuck more strictly to the time. I tended to get hung up on small details where I should have been focusing on more important things. Having learnt that planning is imperative I would do something similar to Sidhe Interactive and plan from the end all the way back to the starting point to ensure that I detail every step. I would then make smaller, more specific plans to achieve each chunk of the project.

7. Making the website

a. The Graphics

The first main step in making the website was the photo shoot of a desk. I asked my client to bring everything that she would like to be in the homepage image to school for the photo shoot. As I had no photography skills other than using a point and shoot digital camera, I went to my design teacher for

advice. He is a photography teacher also and taught me some key things that I would need to take into account to ensure that the photos I would take were of the best quality.

With his help I set up a well lit environment to take the photos and configured the camera to the correct settings.

My client and I set up various arrangements of books, paper, pens, a phone, etc and I took photos from a number of angles. When we felt that we had a photo to work with, I began to edit it.

To edit the photo I used Photoshop. This is the programme used for 2D imagery by Animation Research Ltd Sidhe Interactive. Being able to use this programme before I began my project gave me a huge head start and efficiently enhanced my ability to create a quality outcome as I could spend more time on learning new code etc. My client and I created a system where I would email her the image that I had created and she would send me back an email stating any changes that she thought needed to change and sharing the images with the other key stakeholders in the project. The following is some of the correspondence from this period:

From: "Jessica Napper" <jessicanapper@columbacollege.school.nz>

Subject: Objects for the website

Date: Wed, July 29, 2009 9:11 am

To: troxborough@columbacollege.school.nz

Hi

I've just planned my term to keep on track to create the website. I'm going to have to photograph the desk environment for the homepage and the book sitting on the desk for the rest of the pages first. So would you be able to please collect up the things you want for these?

We spoke of having:

- A bunch of pens
- A spiral bound notepad
- A coffee cup (and food or crumbs on a plate)
- Photos/photoframes
- A whole lot of books
- A cell phone
- An address book
- A wooden block with your name carved in it
- Some dead flowers

This is certainly not set in concrete and you are welcome to bring whatever you think best suits the look you are

Examples of developing the images for the web site, using the expertise of other people and developing new skills.

going for. The more you bring the more options we will have. I will bring a couple of things too.

I was thinking that we could try to do the shoot sometime next week, maybe Tuesday or Thursday after school if that suits you? I will have to see if that suits Mr Cartwright too as I will need to use his camera and lighting from the arts dept.

Thanks



Jess

Spoke with Tania Roxborough,
Client forwarded the images of the website so far to her publisher and literary agent. They were happy with them and liked the realistic look of it however would like to see the entire books rather than have them cropped off the left. They also would like the lollies taken off the desk as they look like pills. We removed the these during our meeting.

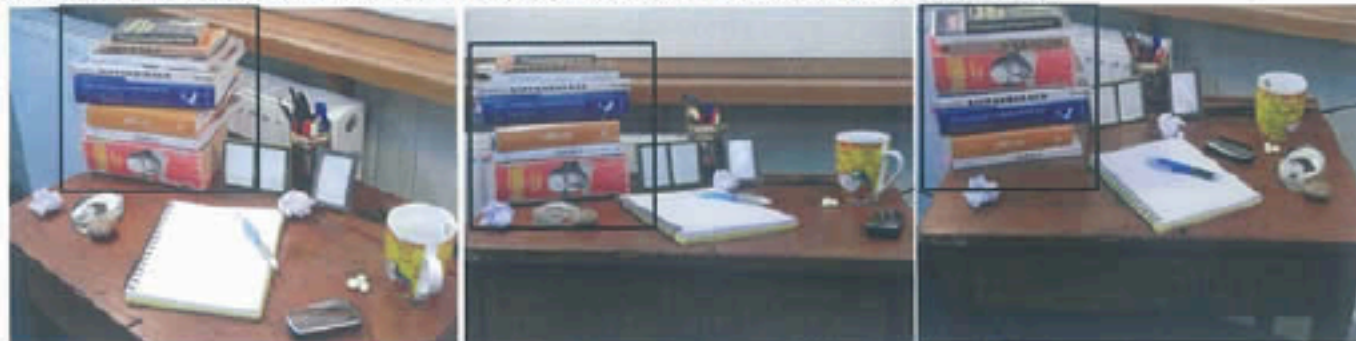


Content page



Homepage

Spoke again with Tania Roxborough,
I showed her the contact sheet of photos from the shoot for other options for the homepage. She believed that the photo which I had been editing was the best and told me to carry on with the edit and she will show the client when it has had the book title links attached to it.



Other images that had the entire books showing.

Spoke with Tania Roxborough.
She said that she really likes the images but thinks that there is too much empty space in the top right hand corner.

I put the text "Official Author's Site" in the corner. The idea came from the text "Official Site" underneath the title J.K. Rowling on the website www.jkrowling.com/en and sent her the following message:

From: "Jessica Napper" <jessicanapper@columbacollege.school.nz>
Subject:
Date: Thu, September 3, 2009 1:07 pm
To: troxborough@columbacollege.school.nz

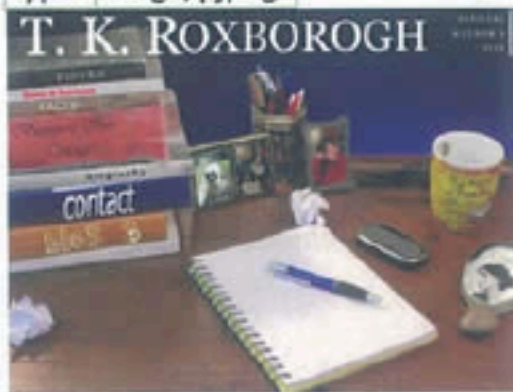
Do you prefer this? It fills a couple of gaps

Attachments:

homepageFLAT2.jpg

Size: 790 k

Type: image/pjpeg




After I had scanned in the note from my client for the homepage and changed the ink colour from blue to black I emailed it to her again:

From: "Jessica Napper" <jessicanapper@columbacollege.school.nz>
Subject: Homepage with note
Date: Fri, September 4, 2009 3:56 pm
To: troxborough@columbacollege.school.nz

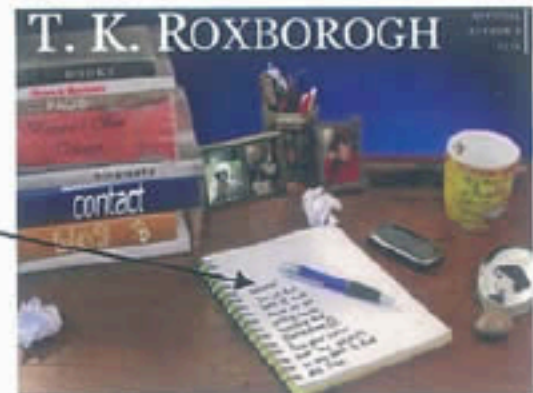
Hi,

I had to change the ink colour to black for readability, is that ok?

Jess

Sticky Note 30/04/10 1:48:46 PM 
pymch71p **Options** ▾

Linking to the attributes and characteristics required in the outcome (readability and font suitability).



Tania Roxborough replied:

From: "Tania Roxborough" <taniaroxborough@columbacollege.school.nz>
Subject: Re: Homepage with note
Date: Fri, September 4, 2009 9:49 pm
To: "Jessica Napper" <jessicanapper@columbacollege.school.nz>

Hi Jess

love it. Now, just a couple of alterations:
the pen should be a link. It will be Tania's
writing advice.

the books: rearrange the links so that the
following occurs:

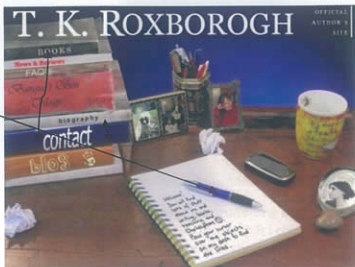
Biography and Contact are swapped over
Books becomes 'Books: my published
works'

and, maybe, this should be swapped with
the biography book.

IE: My books = big stuff; My bio = big stuff;
Blog = big stuff; Banquo's
Son = big stuff; contact, FAQ, news and reviews are smaller.

Suggest rearrange

Cheers
Mrs R

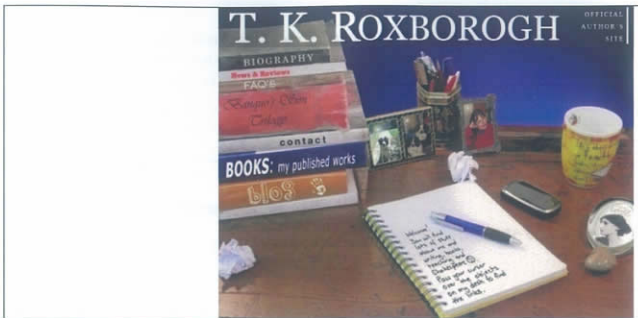


From: "Jessica Napper" <jessicanapper@columbacollege.school.nz>
Subject: Newest homepage layout
Date: Mon, September 7, 2009 10:32 am
To: roxboroghpt@xtra.co.nz

Hi,

Here is the latest homepage which has the links on the books rearranged.
Is this how you would like it?

Jess



As you can see from this the process of editing the image for the homepage was quite long and involved. The image was developed as a collaboration effort by my client and me. This meant that I could be sure that she was getting what she wanted and that it was reflecting her as that is what the website is designed to do. Once both the homepage and the content page had been approved by my client I started to code the website. This was a key milestone and was significant to me moving forward with the development.

The following correspondence reflects the decision to make the content page image one size rather than able to expand (at that point in time – this was resolved finally and is detailed on pages 38 and 39 of this report):

Spoke with Tania Roxborough.

Discussed how difficult it would be to expand the content pages website. The decision is that I will make the pages stay at the set size i.e. not allow them to expand and give them a ">>more" button that will link to an identical page with the information continued.

It was decided the links should have a blue pen line under the links when they are in a "hover" state. The links will be decorated with a doodle to show the "active" state of a link. I gave the client a couple of sheets of typed links for her to doodle on and give to me to scan in.

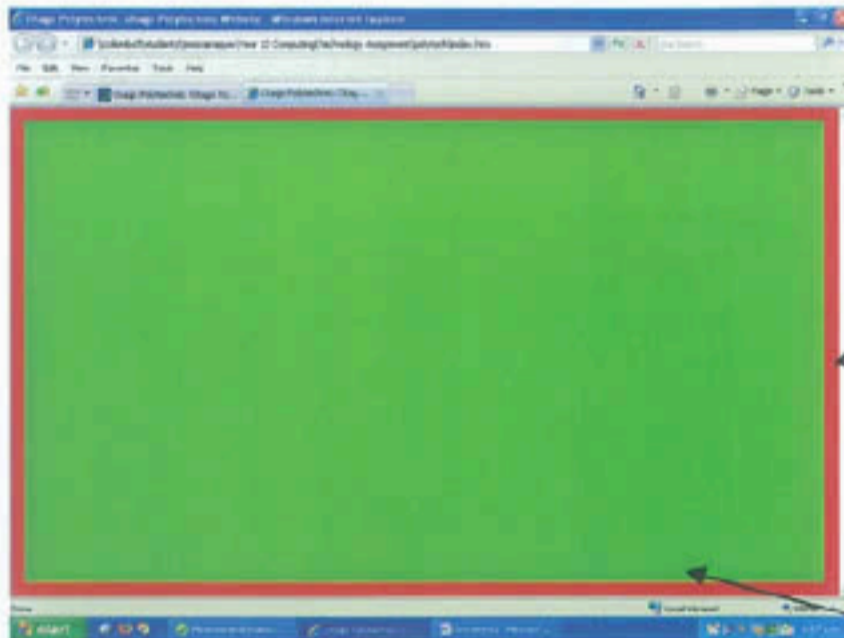
She was supportive of the work that I had already done and liked the two styles of pages so far.

Reflecting on the development of skills and knowledge used to code the website.



b. The coding

Before I began coding my own page I had already learnt some coding. The following shows what I learnt from making a website based on the same div structure as the Otago Polytechnic site.



Otago Polytechnic Website Tech Practice

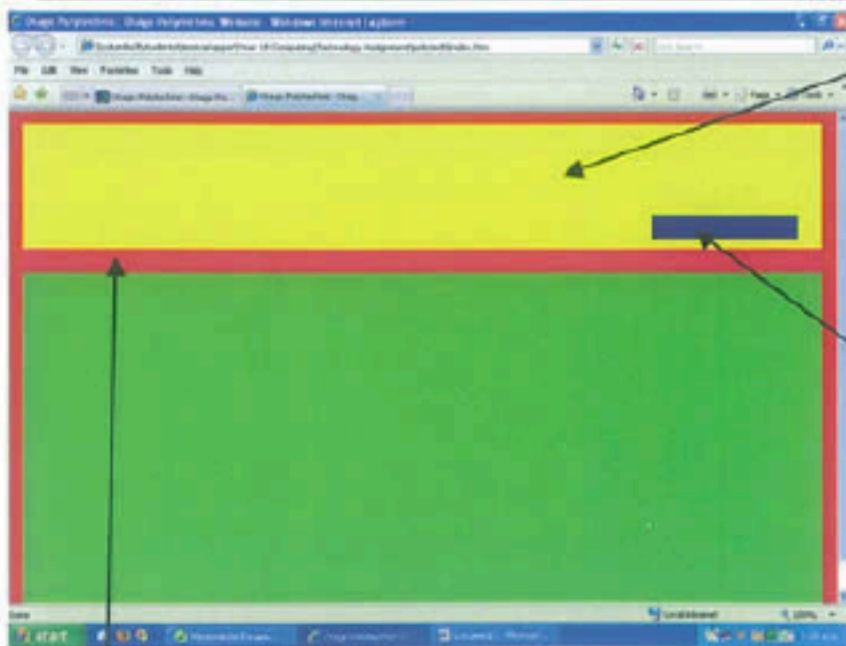
The red area is the body div:

```
body {background-color:#FF0000;  
font-family:Verdana, Arial, Helvetica,  
sans-serif;  
font-size:1.5em;  
}
```

The green area is the wrapper div:

```
#wrapper {width:970px;
```

```
height:600px;  
background-color:#00FF00;  
margin:auto;  
}
```



The yellow area is the header div:

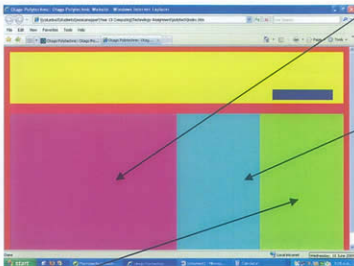
```
#header {  
width:966px;  
height:146px;  
background-color:#FFFF00;  
}
```

The blue area is the search div:

```
#search {  
width:175px;  
height:30px;  
background-color:#0033FF;  
position:absolute;  
left:780px;  
top:125px; }  
}
```

The pink area is the navigation div:

```
#nav {
    width:966px;
    height:30px;
    background-color:#FF0066;
}
```



The magenta area is the col1 div:

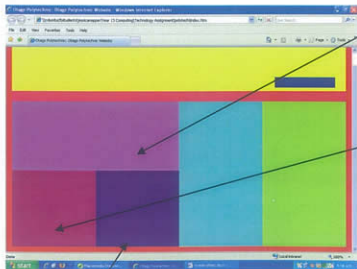
```
#col1 {
    width:486px;
    height:420px;
    background-color:#FF00FF;
    float:left;
}
```

The aqua area is the col2 div:

```
#col2 {
    width:242.5px;
    height:420px;
    background-color:#00FFFF;
    float:left;
}
```

The lime area is the col3 div:

```
#col3 {
    width:242.5px;
    height:420px;
    background-color:#99FF00;
    float:left;
}
```



The light purple area is the topcol1 div:

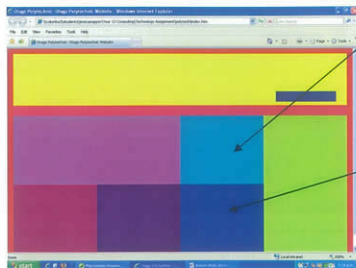
```
#topcol1 {
    width:482px;
    height:196px;
    background-color:#CC66FF;
    float:left;
}
```

The wine/purple area is the botleftcol1 div:

```
#botleftcol1 {
    width:239px;
    height:216px;
    background-color:#990066;
    float:left;
}
```


The dark purple area is the botrightcol1 div:

```
#botrightcol1{
    width:239px;
    height:216px;
    background-color:#660099;
    float:left;
}
```

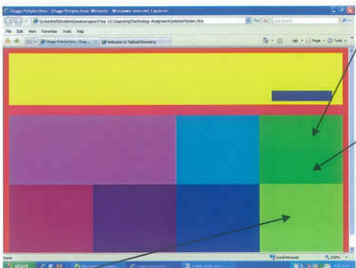


The blue area is the topcol2 div:

```
#topcol2{
    width:238.5px;
    height:196px;
    background-color:#0099CC;
    float:left;
}
```

The bright blue is the botcol2 div:

```
#botcol2{
    width:238.5px;
    height:216px;
    background-color:#0033FF;
    float:left;
}
```



The light green area is the topcol3 div:

```
#topcol3{
    width:238.5px;
    height:96px;
    background-color:#33CC00;
    float:left;
}
```

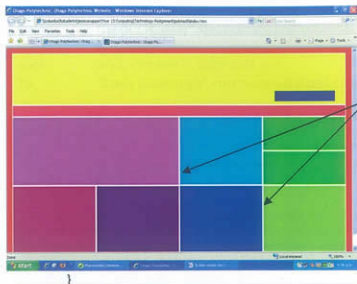
The green area is the midcol3 div:

```
#midcol3{
    width:238.5px;
    height:96px;
    background-color:#00CC00;
    float:left;
}
```

The pastel green area is the botcol3 div:

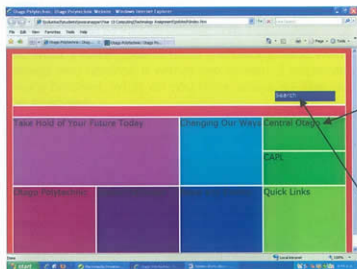
```
#botcol3{
    width:238.5px;
    height:216px;
    background-color:#66FF33;
}
```

```
float:left;
}
```



The following divs had 4px taken from their set widths and heights to allow for a 2px border right around them:
header, nav, topcol1, botleftcol1, botrightcol1, topcol2, botcol2, topcol3, midcol3, botcol3

```
{
border-style:solid;
border-width:2px;
border-color:#FFFFFFF;
}
```



Text was put into some of the divs and the classes were defined.

```
h1 {
font-family:"Times New Roman",
Times, serif;
color:#000066;
}

#search {
font-size:.75em;
color:#FFFFFFF;
}
```

I also knew how to insert images to html pages, add css to pages and change colours, borders, padding, margins etc.

The student justifying her use of particular aspects and why some requests are not able to be incorporated.

I coded the website in Dreamweaver using HTML and CSS. The first page that I made was the homepage.

I made a div and inserted the image that I had made for it. I then learnt how to image map it from my teacher. I added a border to the image and put some standing details at the bottom of the page. As the index page was to be very different to the rest of the pages I had to make classes which defined different specifications for items such as the images. I later added the blue background due to my client asking when the image would be made bigger on the homepage. I responded in the following email:

From: "Jessica Napper" <jessicanapper@columbacollege.school.nz>
Subject: Homepage
Date: Wed, October 7, 2009 2:01 pm
To: "Tania Roxborough" <roxboroghpt@xtra.co.nz>

Hi,

Today I uploaded the other review and the FAQ's page. I also worked on the homepage.

The homepage cannot be upsized because it is image mapped which means that you can click on parts of the image. It can't be made bigger because that means that many of your readers and many stakeholders in general with screen size of 1024x768 (the older, small screen like in the Girton Windows lab) rather than the newer wide screen will not be able to see it. You will notice that the

following websites also have this problem:

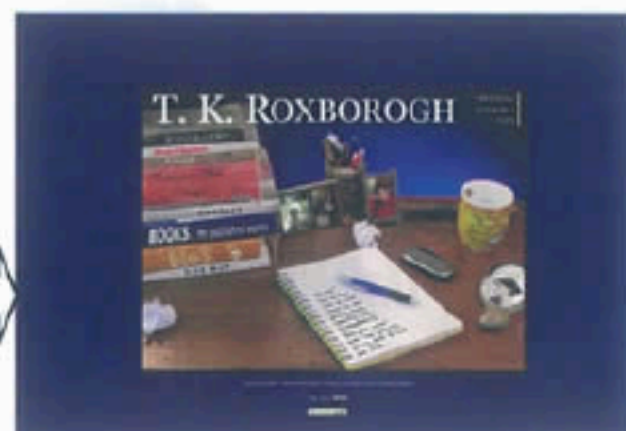
<http://www.juliegarwood.com/>

<http://www.jkrowling.com/en>

<http://www.jenniferdonnelly.com/>



So what I have done is filled the background with a repeating background image and centred it within the screen. I personally think it looks a lot more finished, what do you think about it? The colours and patterning can be changed.



I hope this has helped,
Jess

Spoke to Tania Roxborough.

She was very happy with the background on the homepage. We discussed making a logo for in front of the website in the address bar. We came up with a design.



The homepage had a much nicer finish with the background that I added. I should have explained to my client earlier in the project about the different environments that the website would be implemented on to avoid this confusion however I believe that after seeing that other existing authors websites have the same problem. (The homepage code is on page 36 of my project folder)

The content pages were the next to be designed. Each was slightly different but most had the same basic structure. The code for the biography page (which is on page 37 of my project folder) shows this basic layout. The div structure and menus are all basically the same. (All pages of the coding has been printed in the resource booklet)

As the site has a lot of pages that come off the homepage and also as there are individual for each book there are 40 pages of html all together. This is a lot and therefore when change needed to be made to the coding of a generic item such as when I managed to get the section of wood to repeat seamlessly, each page had to be edited.

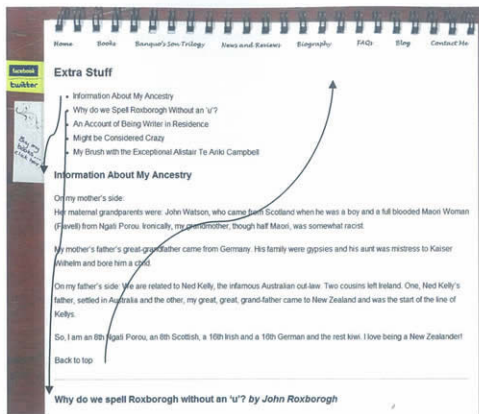
Other more individualised pages are the photo gallery page, the extra stuff and the contact page.

The photo gallery was created using Visual Lightbox. This gave a great result and was open source so I was able to use it at no cost to my client. It made an automated photo gallery which and was very quick and easy to use. The coding for the photogallery is on pages 43 and 44 of my project folder)



Photo gallery page:

The page called Extra Stuff had so much extra stuff to be included that it took so long to get to the information you were looking for. I therefore made links within the page that took you to certain sections or back up the top. (the coding for this is on pages 38 – 41 of my project folder)



The contact page is the final page that has a different section of coding. I needed to make a form for this page so that viewers of the website could send messages to Tania Roxborough. As I didn't previously know how to make a form I was able to get the HTML and CSS from the Progressive Plastics website that my teacher had made and use it as a template for the form I needed to make. (The coding for this page is on pages 41-42 of my project folder and the coding that I used as a template is on page..... of my project folder)

I created one CSS style sheet that was linked to each page of the website to make it work correctly. This is a good code of practice as it means that by updating only one thing, changes are immediately seen on all of the pages which are associated to the changed code. (The CSS is on pages 44-47 of my project folder)

8. Client Communication

Client Communication was essential in my project. My client teaches at my school and has her classroom right next door to the computer lab we use. This meant that I saw her basically every day I worked on the project. Due to her book launch in October, my client was motivated to provide all of the content and help that I needed throughout the project. I would at times have far more information to deal with than possible however comparing this to the lack of client response and some of my classmates received I am thankful that she was as enthusiastic about the outcome as I was. I have found it very easy to know exactly what my client wants due to her articulating what she wants and coming to ask if there has been a misunderstanding. At times when I was working on images, Tania would sit with



me at the computer as I changed things until they appeared the way that she wanted them. This saved a lot of time and mismatched email contact. As is evident in my client correspondence and contact log there has been clear and constant communication throughout this project. This has been an influencing factor on the successful outcome of the solution. (My full Client Contact and Correspondence Log is included in a separate booklet)

Sticky Note 30/04/10 1
pymch71p Optic
Resolution of complexities exemplified in the student client interaction.

9. Complexities and Learning Curves



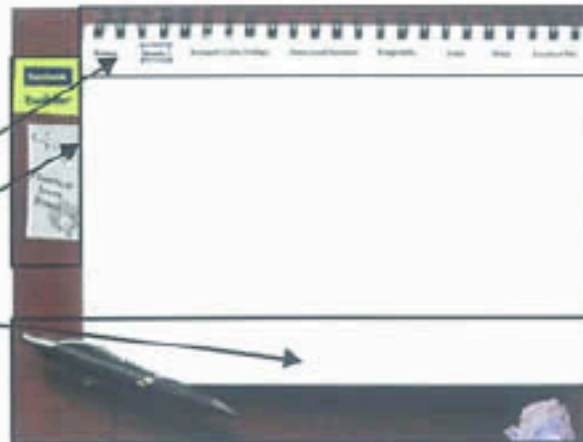
My project was full of complexities and learning curves. Here I have detailed the main ones.

Sticky Note 30/04/10 1
pymch71p Optio
In this section the student outlines the difficulties and complexities she encountered and explains how these have been resolved.

a. Making the Content Pages Stretch

To begin with I sliced the image that I had made into sections.

The top section of the image which has the top of the spiral binding the book together and a menu strip, the side section which has the sticky tags on it, the centre section which is white with wooden sides and the bottom piece which has a pen on the bottom of the book and a screwed up ball of paper.



The solution that I came up with was to have the top piece at the top of every page and the side piece to the left below it. There would then be a section which lies behind the side image and goes across the width of the page and down as far as the information on the page needs. This background would be tiled with a repeating piece of wood. A white div will then sit on top of this background, lining up with the edges of the top section and bottom section so that it looks like a piece of the page of the book. The bottom image would then sit below it.

Here are the pieces:



Side section

Top section



Bottom section

The only problem with this was that the repeating section of wood that showed on the sides of the white 'paper' would need to line up accurately and not look mismatched and jerky.

To achieve this, my teacher suggested that I look at a section in the book 'Go Wild Web'. This was what I needed and by following and tweaking the Photoshop tutorial slowly I was able to make a piece of wood that could be repeated and lead from one section to the next seamlessly.



b. Learning to Photograph with the Correct Lighting, Shutter Speed and Equipment

I approached the photography teacher at school about how I would be best to go about shooting the desk top image. We discussed what I was trying to achieve and what I would need to learn in order to come up with the best result. Mr Cartwright taught me how to set the lighting so that there is enough to have a short enough shutter speed so that my hand doesn't shake the camera and result in a blurry image. He also helped me to set up the equipment.

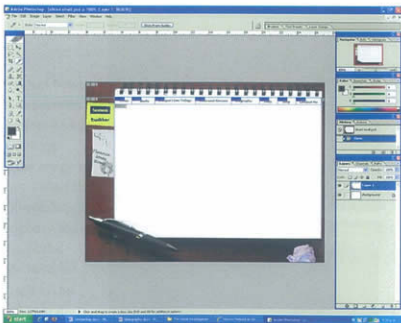
Getting the lighting right:



c. Learning to slice up an image in Photoshop

My computing teacher, Mrs McMahon taught me how to slice an image up into smaller images and save them for the web. This was very helpful when it came to making the hover images for the menu strip up the top as I could be sure that they would overlay right on top of each other. It also helped me to slice up the content page image once I worked out how to make it expand.

The image shows the slices on Photoshop.



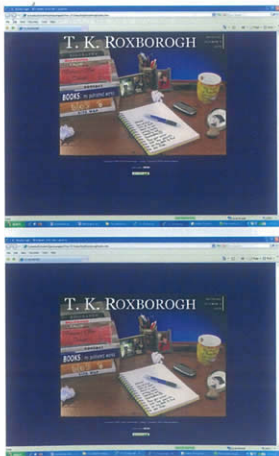
d. Learning to make a link from a Background Image

Feedback on the final solution from Tania's Literary Agent in New York said that they expected to be able to buy her books from the site. This led me to adding the link to buy her books to each of the book's own page and also the News and Reviews page. My client suggested that I could make a tag out the side of the website a link to buy her books too. I already had a tag out the side that wasn't a link, it just had a doodle drawing on it so I suggested that I could make it link to the website which sells her books. I asked Tania to write a note saying "Buy my books... Click here!" and I added this to the image to the tag. Due to the total number of pages in the site there was not enough space left on the domain to upload another image to act as the link for the page. Seeing as the image of the notes on the side of the book was set as the background image, I could not image map it so I would have to come up with another idea. I thought about this and because I knew that gif files supported transparency I realised that I could lay a transparent 'image' over the area (shown by the black outlined box) that I wanted to click and it would link to the page I specified. This worked perfectly and took up hardly any space on the server. The next day at school I learnt that this was common practice for website designers to do when they were creating a website and trying to save space and load time.



e. Centering the Homepage Horizontally and Vertically within any Screen

The homepage that I made was an image that had been image mapped. So it could not stretch to fill the screen as the mapping would go out of place. I therefore had to specify the size of it to just fill the smallest common screen size (1024x768px) however this gave the image a lot of white space on a wide screen computer. I filled the background with an image that I created in Photoshop that would fill up the space around it. I specified in the css that the image would display in the centre of the screen by giving it even spacing on either side however this made the image stick at the top of the page in the centre (See top image). Giving it a top margin sent it down the page but those viewing it on a 1024 x 768 pixel screen would have to scroll down just to see it which ruined the effect. My teacher didn't know what would fix the problem I had either so I researched it on the internet in the hope that people who had experienced similar problems had documented how to fix it. I found



one website (<http://www.wpdfd.com/editorial/thebox/deadcentre4.html>) that was able to help me fix my problem. This website suggested positioning the object absolutely 50% from the left and then giving it a margin of negative half its width to get it centered horizontally. To centre it vertically it said to give it a negative top position that is exactly half of its height. I set my homepage to do this and it worked perfectly on both widescreens and smaller screens (See lower image on previous page). (A print out of the information on the site that helped me solve this is on page 55 of my project folder. My CSS on pages 44-47 of my project folder shows the coding that I used to make my website centered)

f. Adding a website to Google

My client wanted her site to be added to Google (which is understandable as it is the search engine used by about 65% of people). I researched how to do this on the internet and registered both www.tkroxborough.com and www.taniaroxborough.com (which has been parked to the previous domain) with Google.

g. Making the Website Rank Higher in Google

When I checked to see how well the website was searching I was disappointed to see that it was not showing up when searched the keywords "Tania Roxborough". It would be necessary for my website to come up when my client's name is searched. I ended up putting the following code into the website:

```
<h1 class="alt">Roxborough</h1>
```

```
<h2 class="alt">Tania</h2>
```

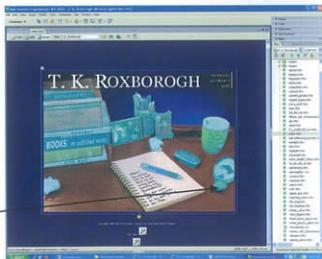
These two words will not be seen as they have the class 'alt'. They will act as key words and when they are searched my website will show up.

I also asked my client to link her blog to the page as this would cause more recognition for it.

(A print out of the information I used for this is on page 55 of my project folder)

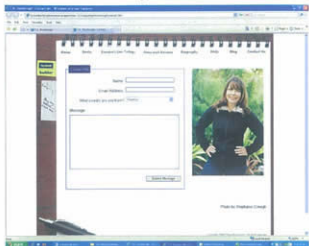
h. Learning to Image Map

I needed to learn to image map so that my homepage successfully linked the other pages of the website. My teacher was able to show me how to do this easily in the design view of Dreamweaver. This was successful and in the final stages of the project I image mapped a site map so that the names linked to their corresponding pages. This image shows the design view of the image that has been mapped. The blue areas are linked.



i. Coding a Form that Sends via Email

To learn how to make a form that can send over the internet I was able to use the Progressive Plastics website that my teacher had created to model my form around. I had to firstly configure the form to be sent to my school email address as I was hosting the form on my server space of the school's domain. The form needed to have a field for name, email address, country and message. To be sure that the country field was filled out correctly and due to it being common practice, I made a drop down choice for the country field. This would have taken many hours of coding to make every country a choice so I found some open source coding on the internet that I was able to use for this. (A print out of the page that I got the source from is on page..... of my project folder) I then styled my form. Firstly I gave it the same styling as the Progressive Plastics website to see which aspects I would need to change. Then I added my own coding to make the page fit the theme of my website. The image shows the final 'Contact Me' page.



j. Making a Website Live (Setting up a domain with a web hosting company, using the Cpanel to make a website live on its domain name, parking one domain name to another, making an email address and receiving mail to a home email.)

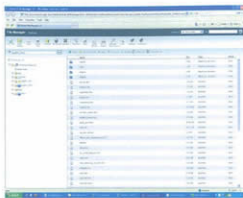
I have had no experience in making a real website that goes live. Last year we made small sites that worked within our local folders but weren't live on the internet so the whole experience of uploading a

website was new to me. Early on in the year I had reserved the domain name www.tkroxborough.com and also www.taniaroxborough.com that would be parked to the same address through Kiwi Web Host. My client's literary agent asked for these to be the two domains for her website. To guarantee that these two domains would be available when the site was ready to go live, we reserved them for about 6 months. Once the site was near completion and had been tested on my server space on the domain name, I called Kiwi Web Host and asked them to set up the account for Tania Roxborough. I then began to upload my files onto the Cpanel (shown here). This was a completely new experience but once I had learnt which folders I needed to upload to and how to upload, delete, create new folders and navigate my way



around I had the hang of it. However had to browse for the 244 files individually because of the proxy on the school server and I could only upload a maximum of six files at a time because for a reason unknown to me there is no scroll bar on the uploading page. Once all of the pdfs, images, html and css files were uploaded I had to reconfigure the form page so that it would send to an email address from that domain (The list of files is shown on the Cpanel in the image on the next page). I therefore had to create a new email address for my client. Once I had made the address tania@tkroxborough.com I could send the forms from viewers to this address. My teacher and I helped my client to configure her Microsoft

Outlook that she checks at home to receive the mail that is sent to this address to make it easier for her. Each time that I made changes after the website had been uploaded to its domain I had to upload the affected files again.

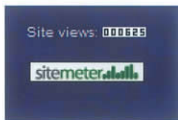


k. Optimising the size of images for Less loading time

The site that I have created has a large number of image files and is visually very intensive. Therefore the image files have had to be optimised to save room on the domain as it has a maximum of 10 megabytes of space. I used the save for web function on Dreamweaver to optimise the images.

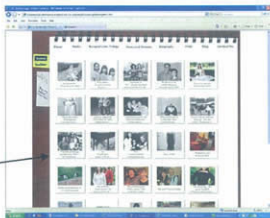
l. Adding a Hit Counter and a Link to SiteMeter to a Website

My client requested that I add a hit counter and a link to SiteMeter on the homepage as she already has the SiteMeter function for her blog and finds it very useful to find out about the demographic visiting her site. This required me to find an open source hit counter that I could add and I also needed to get the html code from the SiteMeter website which enables SiteMeter on that site. The image shows the the hit counter and the SiteMeter link on the homepage.



m. Using Visual Lightbox

I learnt how to use Visual Lightbox from another student in my class who had been asked by her client to make a photo gallery similar to one on a website that they had seen. This meant that she downloaded the free version of Visual Lightbox. When I showed my client the way that it looked on her site she agreed that it gave a slick and professional appearance. My classmate taught me how to use Visual Lightbox and I created it in one school period. I then styled the page to be in keeping with the rest of the site. The image to the right show the photogallery page made with Visual Lightbox.



n. Creating PDF files out of word documents.

My client gave me reviews for each book that she had written, English resources for students and teachers and other articles. These were far too long to add into the web pages so I had to make the word documents into PDF files. These files then acted in a similar way to images.

o. Making a PDF File Open in a New Window

Once I had connected the PDF files to their corresponding pages and I tested them and found that there was no way to close them without exiting the website other than to use the back arrow. I therefore added the code "target=_blank" to the PDF links which made them pop up in a new window each time one is opened. (This can be seen in my coding for the News and Reviews page in the resources booklet)

p. Editing all pages to change an Aspect of the Code

When I needed to change something in an area of code that had been added to all of the pages such as the menu or the side navigation I had to copy and paste the code onto every page. This was very laborious. If I make another website I will learn how to make a library which would allow a change in code once and have it change on all other areas that are the same. I didn't have time to learn how to do this during this year however. I later found out that libraries can be created in Dreamweaver however as the sites being created in our class were generally very small we weren't taught this.

q. Making the hover images preload

As I have hover images for the menu strip across the top of all of the pages, except the homepage, I have had to insert a pre-loader to stop the time delay while the image loads once it has been hovered over. I researched image pre-loaders on the internet and the options that came up were an html pre-loader or a Java script pre-loader.

My first attempt was using the html way and involved the following html code:

```
<div class="loader">
</div>
```

And the following styling in the css:

```
div.loader
{
    background:url(images/hover_banquo.gif);
    background:url(images/hover_bio.gif);
    background:url(images/hover_blog.gif);
    background:url(images/hover_books.gif);
    background:url(images/hover_contact.gif);
    background:url(images/hover_faqs.gif);
    background:url(images/hover_home.gif);
    background:url(images/hover_news.gif);
}
```

This however failed to work properly and as a result I decided to try using JavaScript version:

```
<SCRIPT language="JavaScript">
<!--
if (document.images)
{
    pic1= new Image(182,54);
    pic1.src="images/hover_banquo.gif";

    pic2= new Image(105,54);
    pic2.src="images/hover_bio.gif";
```



```

pic3= new Image(69,54);
pic3.src="images/hover_blog.gif";

pic4= new Image (81,54);
pic4.src="images/hover_books.gif";

pic5= new Image (120,54);
pic5.src="images/hover_contact.gif";

pic6= new Image (97,54);
pic6.src="images/hover_faqs.gif";

pic7= new Image (90,54);
pic7.src="image/hover_home.gif";

pic8= new Image (90,54);
pic8.src="image/hover_news.gif";

}
//-->
</SCRIPT>
</noscript>

```

This didn't solve my problem and the hovers would show up white and load to begin with. I decided that to try my own idea. From what I had read about image pre-loaders the idea behind them was to get the image to load at the beginning with the rest of the site to avoid them having to load separately when they were hovered over.

I decided to add the following html code to the homepage to see what effect it would have:

```

<div class="alt">








</div>

```

I uploaded the homepage and went into the site via the index (home) page. The images must have loaded properly because as soon as I entered the other pages the hovers worked perfectly.

This html code makes a div with the class 'alt'.

'alt' is defined in the css as

```

.alt
{display:none;}

```

This means that the images will not be seen however they will load as the code tells browser to source them.

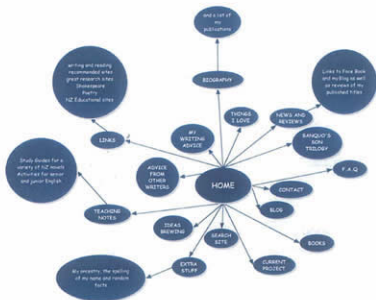
To ensure that the hovers will always work (even if the site is not entered via the homepage) I added this code to each individual html page and uploaded them. This was the final touch to the website.

This shows the menu bar with the Home link with a hover:



r. Making a Site Map or Adding a Search

My client asked me to add a search function to the site. I researched this and soon became very aware of the fact that I would not be able to write my own search. I did however come across the Google search within a site function. This uses the Google search engine but only looks within the website you define. Initially this seemed like the logical solution. Due to the school proxy, Google could not read my website when it was being hosted in my space within the school server. Once I had uploaded it to its domain I went back to try and add it again. I got through to the final step this time and learnt that the price for the search engine on your site is \$100 a year, a relatively small fee for a large company however my client doesn't know at this stage how successful the website will be. I asked her if she thought that perhaps a site map would work as it was a visually representation and the site is very visual. She agreed that this was a good idea. Using the programme Inspiration she made site map (shown here). I coloured this to suit the website and scanned it. I image mapped it on the Site Map page so that the names of the pages correspond to their respective pages.



10. Other Practicing Technologists

I have learnt a great deal from the practice of other technologists during the course of this project. This is outlined below:

Classmates have been a vital part of learning new things for this project. As we all had about the same level of experience and knowledge of ICT we came across similar problems and complexities. One of my friends had to learn to use Visual Lightbox for her project and as a result a large number of us ended up using this on our websites.

In researching the practice of other ICT technologists I have learnt about the practice of **Rachel Ryan** from Animation Research, **Brendon Mills** from Ticket Direct and **Sidhe Interactive**. As I researched the practice of these three technologists who work on diverse projects I have been able to draw out the main things that are important in any project. I learnt the importance of planning, client communication and the knowledge of other disciplines

My **Computing with Technology** teacher, **Mrs McMahon** has been a huge influence on my work. She has helped me when she had the time and given me pieces of her own code or directed me to other resources when she thought these would help me to learn for myself. A couple of things that I have learnt from her this year is how to code a form, how to image map and the importance of setting out and planning a website before starting to code it.

When I have come across a problem that I haven't been able to solve individually or that no body around me has been able to help with, I have used the **internet** to search the problem. This was great as there were often a variety of ways to solve a problem available. I used this process to work out how to centre my homepage. I have already written about this above on page 40.

Without the input from these various technologists I believe that my solution would have been far less developed in all aspects.

11. Analysis of the Website

a. How my Brief Compares to Reality

Brief Specification	Reality
Create a website for Tania Roxborough, a children and teen author.	Achieved
The site is to promote her books.	There is a page for each of my client's books on the site and the stakeholders commented in their responses commented that they saw this as the main purpose of the site.
The site is a place for people who study her as an author to gain access to information and keep updated on what she is doing.	Information is available on the blog, current project, ideas brewing, biography and extra stuff pages.
The website that I create will be able to be maintained by my client who has no coding skills.	My client is able to update her blog, Facebook and Twitter pages which provide up dated news on her website.
Legal and ethical issues investigated	I have been looking out for any legal or ethical issues that may arise throughout the project. I have double checked the legality of linking to other websites. The vast majority of the content was created by my client or me and where it wasn't, I have referenced the rightful author.
The entire project must be finished by the end of term 3 and the concept development must be completed by the start of term 3.	The website was only uploaded to its domain name in week 1 of term 4. This was not met exactly as the final touches only went onto the website in week 3 of term 4.

The project must be nearly finished and in a state that is acceptable to be viewed by the 24 th of October, the date of the book launch my client is having.	The website was almost complete and in an acceptable state to be viewed by people at the booklaunch.
I need to use and develop my Photoshop skills.	I have learnt how to slice images, save for web using Photoshop.
I also need to learn how to image map an image in Dreamweaver to be used on the homepage.	I have learnt this process and have successfully image mapped two images in the website.
Web pages should load in under 10 seconds	Achieved.
The viewer should also be able to find what they are looking for within 3-4 clicks	According to stakeholder responses this is true.
pictures should be optimized	All of the images in the website have been optimised.
The website should be viewed at its best on a screen of 1024x768px or higher.	Achieved.
Therefore the website I design will function at its optimum level on Firefox and Internet Explorer.	The website functions correctly on all browsers that I have tested it on. This included Firefox, Internet Explorer and Safari.
Images for the web should be resolved to 72 dpi.	Achieved
All images should be JPEG (.jpg) or GIF (.gif) files	Achieved
Images should be the correct width and height in the imaging program before being up loaded.	Achieved
All images should be kept within a separate subfolder called "images".	The majority of images are kept in a folder called 'images'. The only exceptions are the images that are used by Visual Lightbox. These are held in their own folders.
The font used should be 'web-safe'	Achieved, the font used is Arial which is 'web-safe'
The typographical unit that I will use to code my text is 'ems'	Achieved
Navigation should be vertically in the left hand column or horizontally across the top of the page.	The menu strip is horizontally across the top of the page. There are also links down the left hand side.
Maintenance should be made using my client's blog, Facebook and Twitter pages.	Achieved
My client wants the following pages to be included: index/home, biography, FAQ's, content, books, news, search, Banquo's Son Trilogy, If I Could Tell You, Compulsion, Runaway, Grit, Whispers, Limelight, The Ring, Third Degree, Space Gum, Performing with Purpose, English Basics, More English Basics, Fifteen Minute Shakespeare, Twenty Minute Shakespeare, The Merchant of Venice, Macbeth, The Tempest, Three Funny Plays, Three Spooky Plays, Kids Behaving Bravely, No, It's Not Ok, Fat Like Me, Things I Love, advice and writing advice.	All are included
Website should have: Exclusive Content	Except a speaking schedule these things are all included

Your Speaking Schedule Recommended Books Book News Your Contact Information Your Social Networking Information Good photos	
The content of the website should be in the central area of the screen to abide by the general conventions of page layout.	This is true for all pages
The website has to be consistent and have good image quality. It needs to have accurate spelling and a professional appearance.	This has been achieved
Costs should be kept to a minimum.	The only cost that will be incurred by my client is a yearly website hosting fee of \$52
Page Name	Content
index	Homepage with the links to each page. An image of a desk mapped so that the objects sitting on a desk are links to pages. The books stacked on the side will be linked to the main pages: biography, faqs, contact, news, search, banquo, books and a link to http://banquoosson.blogspot.com/ my client's blog. These items will link to the following pages: Pen – advice Paper ball (left) – ideas Paper ball - centre Photo frames – photogallery Pencil tin – extra_stuff Mug – teaching_notes Cell phone – links Virginia Woolf paper weight – writing_advice Heart stone – things_i_love
biography	A biography of Tania Roxborough including the image Meat58kgsthegoalfor2008.jpg and a written list of the books.
faqs	Frequently asked questions answered by my client.
contact	A form which will be filled in by viewers and sent to Tania Roxborough via e-mail. The fields will be: Name Email Message Country The photo Meat58kgsthegoalfor2008.jpg will also be on the page. The page sent will display after the message has been sent.
books	The images of all of the books will be on the page. These images will be links to the individual pages for each book: If_i_could_tell_you compulsion runaway grit

	whispers limelight the_ring third_degree space_gum performing english_basics more_english_basics fifteen_minute_shakespeare twenty_minute_shakespeare merchant macbeth the_tempest three_funny_plays three_spooky_plays kids_behaving_bravely no_its_not_ok fat_like_me
news	News items and reviews of Tania Roxborough's books.
Search	A google site search bar that will search the www.tkroxborough.com website.
banquo	A page for the Banquo's Son Trilogy books.
If_i_could_tell_you	A page about the book <i>If I Could Tell You</i> by Tania Roxborough.
compulsion	A page about the book <i>Compulsion</i> by Tania Roxborough.
runaway	A page about the book <i>Runaway</i> by Tania Roxborough.
grit	A page about the book <i>Grit</i> by Tania Roxborough.
whispers	A page about the book <i>Whispers</i> by Tania Roxborough.
limelight	A page about the book <i>Limelight</i> by Tania Roxborough.
the_ring	A page about the book <i>The Ring</i> by Tania Roxborough.
third_degree	A page about the book <i>Third Degree</i> by Tania Roxborough.
space_gum	A page about the book <i>Space Gum</i> by Tania Roxborough.
performing	A page about the book <i>Performing with Purpose</i> by Tania Roxborough.
english_basics	A page about the book <i>English Basics</i> by Tania Roxborough.
more_english_basics	A page about the book <i>More English Basics</i> by Tania Roxborough.
fifteen_minute_shakespeare	A page about the book <i>Fifteen Minute Shakespeare</i> by Tania Roxborough.
twenty_minute_shakespeare	A page about the book <i>Twenty Minute Shakespeare</i> by Tania Roxborough.
merchant	A page about the book <i>The Merchant of Venice</i> by Tania Roxborough.
macbeth	A page about the book <i>Macbeth</i> by Tania Roxborough.
the_tempest	A page about the book <i>The Tempest</i> by Tania Roxborough.
three_funny_plays	A page about the book <i>Three Funny Plays</i> by Tania Roxborough.
three_spooky_plays	A page about the book <i>Three Spooky Plays</i> by Tania Roxborough.
kids_behaving_bravely	A page about the book <i>Kids Behaving Bravely</i> by Tania Roxborough.
no_its_not_ok	A page about the book <i>No, It's Not Ok</i> by Tania Roxborough.
fat_like_me	A page about the book <i>Fat Like Me</i> by Tania Roxborough.
advice	Advice from Tania Roxborough about writing.

Sticky Note 30/04/10 1:50:1
 pymch71p Options ▾
 Evaluation of the outcome against the brief.

writing_advice	Advice from other writers about writing.
things_i_love	A list of things that Tania Roxborough loves.
sent	A page which displays once a message has been sent to Tania Roxborough from the form on the contact page.
photogallery	A page of photos formatted with Visual Lightbox as an aid. They will expand once clicked and will be able to play as a slideshow.
extra stuff	A page of extra things that Tania Roxborough wants on her website.
ideas	Ideas that Tania Roxborough has for her writing.
current_project	The project that Tania Roxborough is currently working on with her writing.

Each of these pages contain the correct content.

I feel that the site fulfills the requirements of the brief very effectively. One of its key virtues is the ease of navigation and intuitive layout. I believe that it also fits well into the genre of 'writer's websites' for which it was designed. As Tania Roxborough writes for children and teenagers predominantly it is expected that visitors to the site will be of this age, but also older viewers will visit. It is my understanding that the site appeals to all age groups and genders. The links on the homepage for extra things such as Things I Love etc would appeal to a range of age groups too.



b. Stakeholder Feedback

Stakeholder Feedback

The first piece of key stakeholder feedback that I received regarding the website was from my client's literary agency in New York. It reads:

From: "Tania Roxborough" <roxboroghpt@xtra.co.nz>
 Subject: FW: www.tkroxborough.com
 Date: Thu, October 22, 2009 7:13 am
 To: jessicanapper@columbacollege.school.nz

I agree with her comments. Is it too late to add a special button for purchase my books?

From: Josh Getzler [mailto:jgetzler@WritersHouse.com]
Sent: Thursday, 22 October 2009 7:11 a.m.
To: Tania Roxborough
Subject: FW: www.tkroxborough.com

Hi Tania—notes from an intern. Does it help?

More soon!

Josh

Josh Getzler
 Writers House, LLC.
 21 West 26th Street
 New York, NY 10010
 212-685-2400 x 104

jgetzler@writershouse.com

From: Zara Zuckerman [mailto:zarazuck@gmail.com]
Sent: Wednesday, October 21, 2009 2:02 PM
To: Josh Getzler
Subject: Re: www.tkroxborough.com

Hi Josh,

Overall, I think Tania Roxborough's site is very appealing; it's easy to navigate, has creative, artistic graphic elements, and looks much more personalized than, say, Stephenie Meyer's site. The "News and Reviews" page is a little dull, especially compared to the excellent "Books" page - perhaps adding some graphic could help. I was also unsure how to order one of Roxborough's books. I anticipated there being a special button for "purchases/orders," or that the "Books" page, when I clicked on a book, would show me how to purchase it. Lastly, I think "Facebook" and "Twitter" should be a little farther apart on the left side - I wasn't sure if I clicked it would take me to one site or the other (depending on how accurately I clicked) or if it would bring me to just another page that would then differentiate between the two sites.

Hope this is useful.

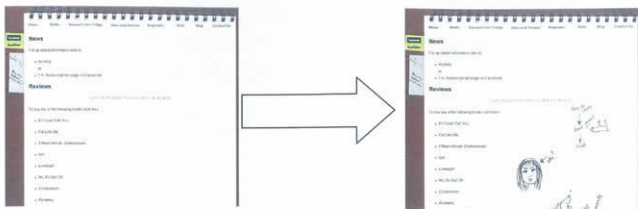
-Zara

After this feedback I discussed each of the issues raised with my client. We both decided that we agreed with the feedback and discussed ways of changing certain aspects. We decided that we agreed with the feedback and discussed ways of changing certain aspects. The decisions that we came up with were:

- To enhance the 'News and Reviews' page by adding some doodle drawings into the background as they looked good on the 'Things I Love' page.

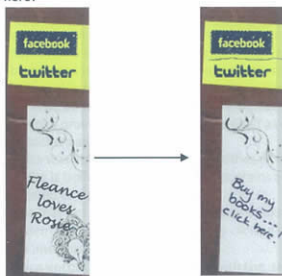
This is the Things I Love page





The change that was made to the 'News and Reviews' page.

- My client's books are already sold on a following website (<http://www.abacusbooks.co.nz/category/HOME/3659.html?option=results>). I added this link to the 'Books' page and also the page for each individual book, the 'News and Reviews' page and I also changed the grey tag on the side of the notepad so that it read 'Buy my books... Click here!'



I had to make the tag a link to the website however the tag was a background image so I couldn't make it link. I came up with an idea of creating a see through gif image to put on top of it which would create the link.

- To separate the 'Facebook' and 'Twitter' links I drew a blue line through the middle of them. This is illustrated in the two images above as well.

This feedback was especially important to my project as it was the opinion of somebody working in the writing industry. The issues that it raised were very valid and due to working so intimately with the project all year, my client and I both neglected to see these things. This showed me the true value of stakeholder feedback. I was very happy with the comments about the site being easy to navigate, creative, artistic and personalized.

Other stakeholders who responded to my questionnaire were:

- Teenage readers
- Librarians
- A design and photography expert
- Teachers
- Parent of teenage readers

(a mixture of secondary and wider community stakeholders)

The results were fairly positive.

- All of the stakeholders found navigation easy, stating that they could find what they were looking for in no more than 3-4 clicks (a specification outlined in my brief).
- The vast majority of respondents also commented that they thought that the creativity, unique look, artistic layout etc of the site worked well for it.
- The final notable comment was that some images took too long to load. At the stakeholder testing stage of the project I had not fixed the issue regarding the hover images preloading. I believe that this has dramatically helped this.

c. Client Feedback

Because Jessica had done a lot of research into websites and specifically the websites of writers, and, because she had read commentary from a range of readers regarding preferences, she was able to provide me with a lot of suggestions regarding possible designs.

She was able to use her skill and talent as a designer and artist to help bring to life the vague idea I had about what I wanted for the look of the page. I know that I wanted my website to be two-fold: provide information about myself as a writer as well as information that can be used by teachers and readers.

Jessica was able to explain the possibilities which I had never thought of and this has meant that the site is both 'clean' to look at but contains all the information I wanted without being cluttered or visually unappealing.

I love that not only are there the standard links (bio, books, faq, contact me) but there are 'hidden' extras which are accessed by clicking over the real objects on my desk. This will be of high interests to young readers.

Jessica encouraged me to continue with the 'realistic' theme of the page by including text written by my own hand as well as sketches to enhance some pages which were full of text, not to mention the doodles which appear as a hover over the links at the top of the pages.

I am exceedingly pleased with the final product: it is unique in that it reflects my personal space as a writer. It is visually attractive and not so busy as to overwhelm a visitor but with enough information (page links) to keep the reader looking through all the pages.

The insertion of the bubble diagram on the site map book was an excellent idea and Jessica has tied up all links so that everything is connected, and the reader does not have to keep going 'back' to see where to go next.

Jessica was meticulous in ensuring that everything was to my satisfaction and that everything worked.

The site has already been 'hit' by people from around the world and I think it is world class in its standard.

I could not have asked for a better product.

Tania Roxborough

I think that I have come up with the best solution I possibly could have for my clients considering my resources, constraints and level of experience.

d. Future Development

On the whole I am satisfied with the solution that I have created for Tania Roxborough and I believe that I have met the requirements of the project that were put forward. I can however see avenues that have not been explored by my solution and that could be pursued. The website could be developed to include a 'shopping cart' system which would allow online purchases of my client's books. The site could be developed in Flash to create a more interactive website, perhaps with games or quizzes related to Tania's books as this would appeal to the younger target audience that she writes for. As with most ICT solutions the possibilities are endless and will only escalate as new technologies are created. The site that I have created is functional and reflects the needs of my client at this stage in time. It is impossible to predict the future popularity of the website however it has already been visited by viewers internationally and as Tania's books increase in popularity I hope that the website will be visited by a huge range of viewers.

12. Conclusion



If I were to start over and do this entire project again there would be a couple of things that I would change:

- My time management and planning at the beginning of the project; and
- prioritising my workload

With this said however I do not wish that the project had gone any other way. I think that the lessons I have learnt from this entire process are invaluable and will stand me in good stead for next year when I begin my tertiary study. Taking an issue from the very beginning and exploring all of its complexities to come up with a viable solution to be implemented for the world to see could not be compared to any other project that I have undertaken.

What I find most rewarding about the process involved in creating a website is the challenge of problem solving. If a single punctuation mark of coding is missing the consequences can be disastrous, however, when you overcome a problem, the satisfaction you get is enormous. In making a solution to satisfy and fulfill the needs and wants of my client I feel that I have come away with more than I have given her.

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