



GRIFFITH COLLEGE DUBLIN

Assignment Cover Sheet

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Student number: 3148863

Faculty: Computing Science

Course: Interactive Digital Media **Stage/year:** 2024

Subject: Web Authoring

Study Mode: Full time x Part-time

Lecturer Name: Ruairi Murphy

Assignment Title: Plan, Design and build a website

No. of pages: 9

Disk included? Yes No x

Additional Information: (ie. number of pieces submitted, size of assignment, A2, A3 etc)

Date due: 28/01/2025

Date submitted: 24/01/2025

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I understand that plagiarism is a serious offence and have read and understood the college policy on plagiarism. I also understand that I may receive a mark of zero if I have not identified and properly attributed sources which have been used, referred to, or have in any way influenced the preparation of this assignment, or if I have knowingly allowed others to plagiarise my work in this way.

I hereby certify that this assignment is my own work, based on my personal study and/or research, and that I have acknowledged all material and sources used in its preparation. I also certify that the assignment has not previously been submitted for assessment and that I have not copied in part or whole or otherwise plagiarised the work of anyone else, including other students.

Signed: _____ **Date:** 24/01/2025

Please note: Students MUST retain a hard / soft copy of ALL assignments as well as a receipt issued and signed by a member of Faculty as proof of submission.

Plan, design and build a website.

The Product

A website dedicated to the life and work of the artist and muralist Diego Rivera, designed to provide an accessible and aesthetically pleasing experience for readers who want to learn more about the artist.

Goals

To design a modern, intuitive, satisfying, and accessible website for all users. The site aims to provide clear and precise information about Diego Rivera's life and work while immersing readers in his most iconic pieces. Additionally, the website will include links to other resources for users who want to explore his work further. A small section will also be dedicated to sharing more about my personal goals, work, and development.

Responsibilities

My responsibilities for this project include researching, designing, prototyping, and fully developing the website.

Creative Brief

To begin designing the website, I plan to organize it in a way that is intuitive and easy to understand for all users. Specifically, I aim to design the header and footer in a subtle manner, separating them with borders and keeping the same background as the main body of the site.

For the header, it will feature a logo or title centred at the top, with a navigation bar placed below on the left side. The navigation bar will include links to the following pages: "Home," "Personal Bio," "Diego's Life," "Diego's Influences," "Why Diego?" "Diego's Work," and "More About Diego."

For the footer, I plan to include a link to a "Contact" page, where users can reach out to me if they wish to share information, provide suggestions, or ask questions about my work. Additionally, the footer will feature links to my social media profiles through icons that redirect users to the corresponding platforms.

Regarding colors, I want to maintain a neutral palette with a high level of contrast to meet accessibility standards. This would include black or white backgrounds with

text in contrasting colors, depending on the design choice. Ideally, I would create two versions: one with a white background and black text, and another with a black background and white text. To emphasize certain information and highlight key details, I plan to use a third accent color that aligns with the overall design and can also be applied for hover effects on links.

As for fonts, I am considering using a single Sans-Serif font for all content. Differentiation in the text will be achieved through styles and sizes. Alternatively, I may include a Serif font exclusively for titles or larger text.

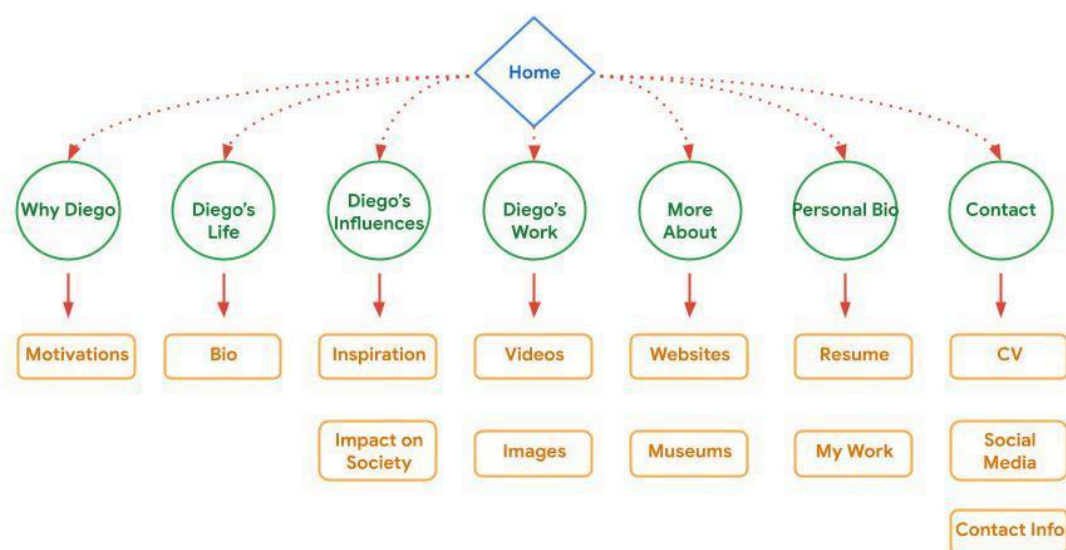
This structure ensures the website is clean, accessible, and visually cohesive while delivering content effectively to its audience.

The design of each page's body will depend entirely on the content it requires. For example, the Home page might use one of Diego Rivera's works as a background, while the Diego's Work page could feature images and videos of his artwork.

I will always rely on the Gestalt principles applied to design to create an intuitive and user-friendly website (Interaction Design Foundation, Jan, 2024). Additionally, I will refer to WebAIM's guidelines to ensure proper contrast and accessibility (WebAIM, n.d).

Some interactions may be added to provide more visual diversity, and any transitions implemented will follow W3C standards, keeping their duration between 150 and 500 milliseconds to maintain accessibility.

Site Map Diagram.

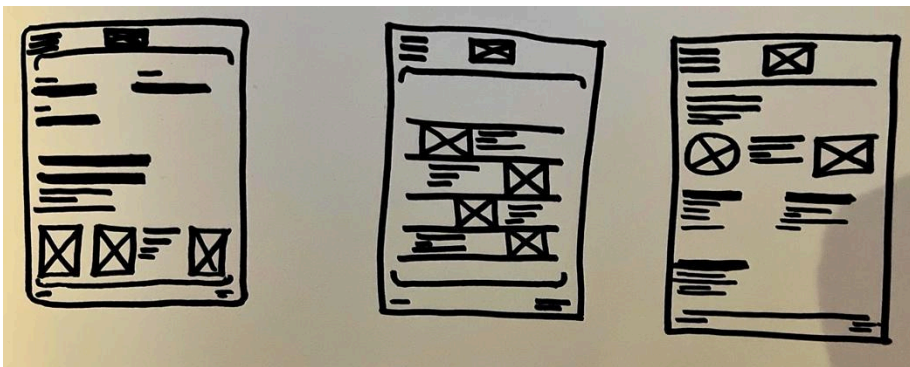
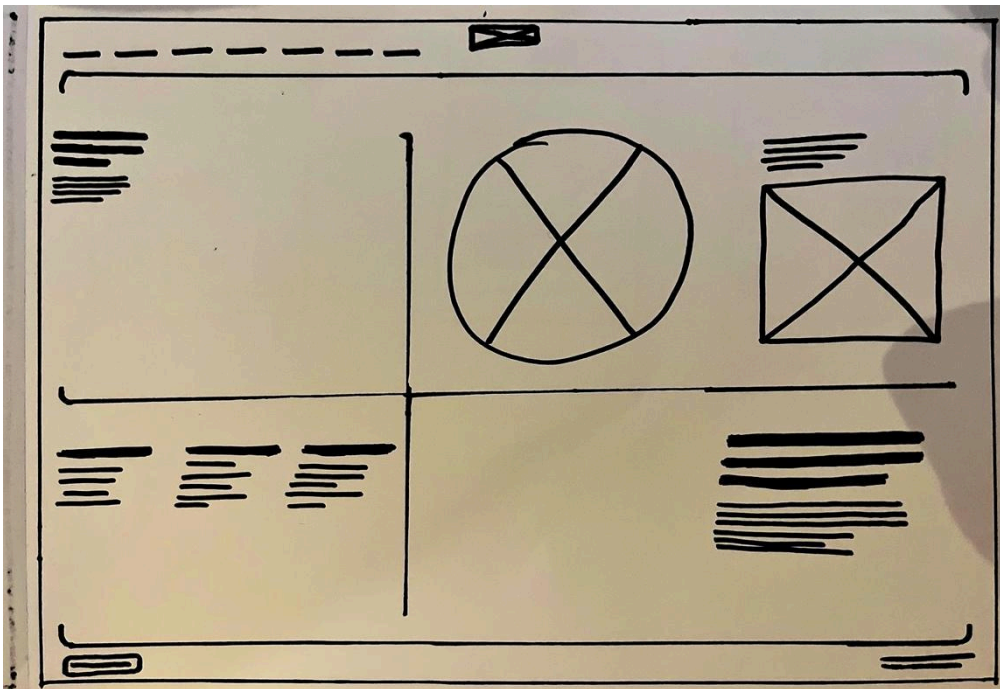
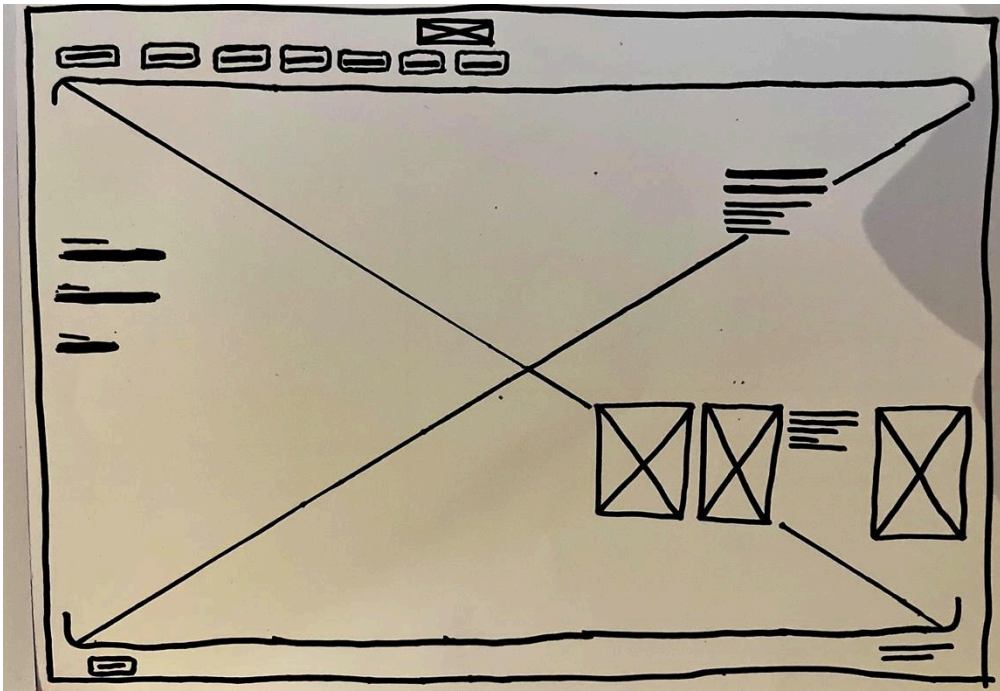


Wireframes.

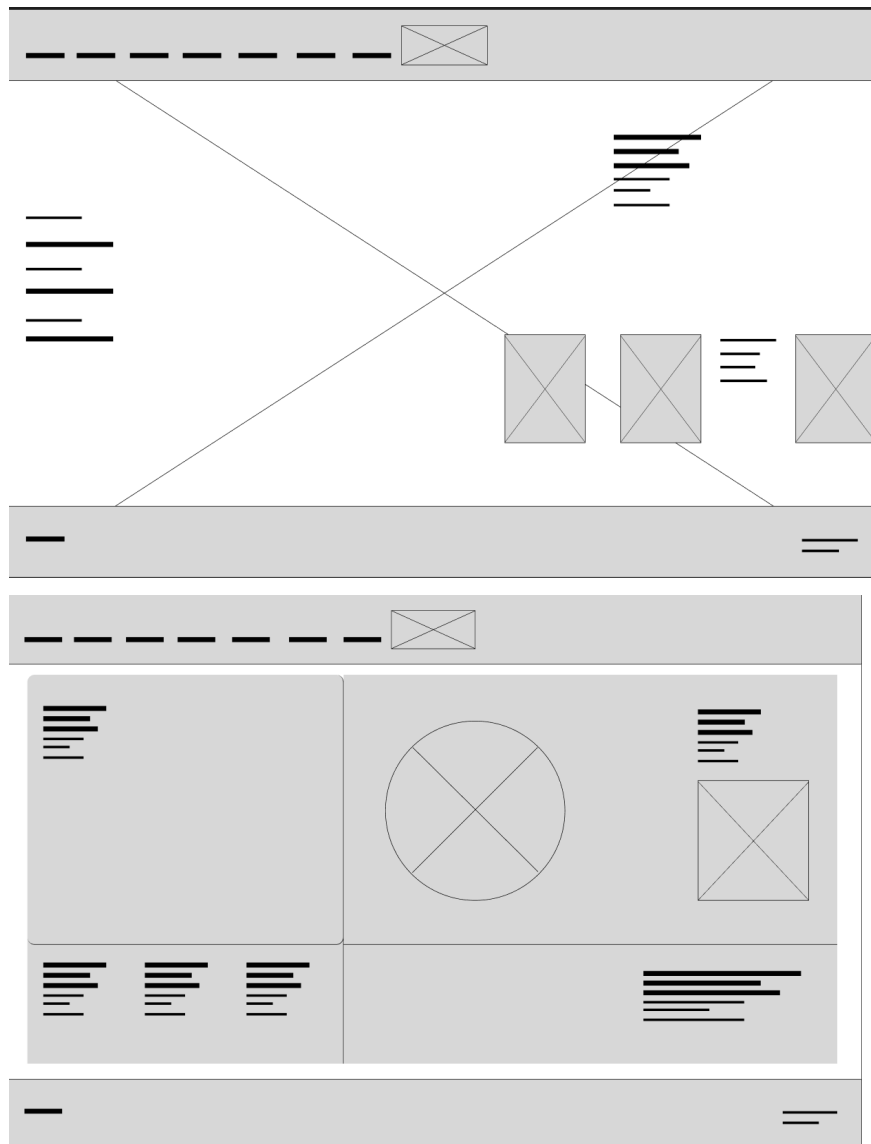
Paper Wireframes.

To create wireframes more quickly, affordably, and with greater flexibility, I initially opted to sketch them on paper. I practiced various layouts and explored how the designs could look from my perspective.

My focus has been on developing wireframes for the Home page, Personal Bio, and considering how these could be adapted to be accessible and inclusive for different screen sizes—particularly for mobile devices.



Digital Wireframes.

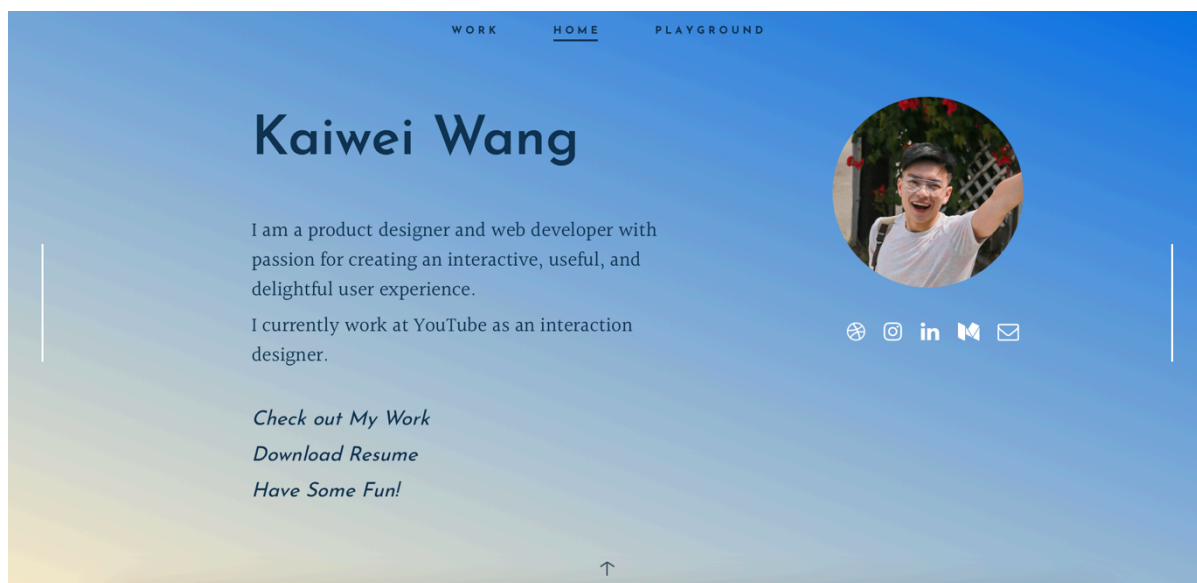


Initial Research.

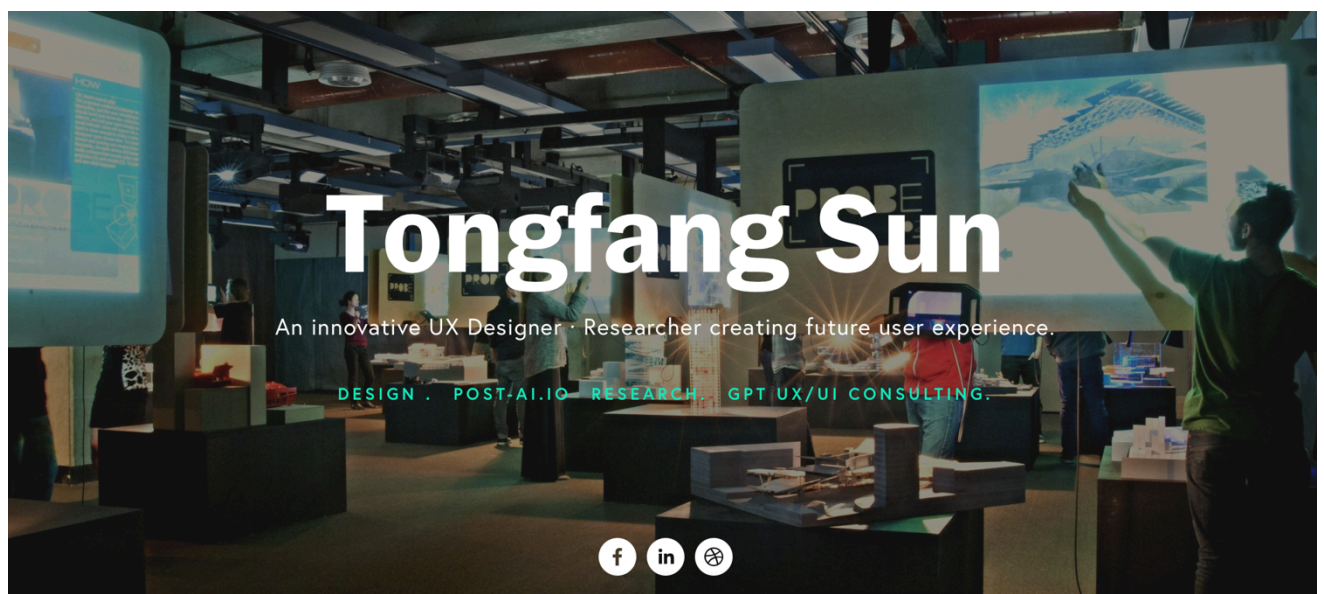
To gather inspiration for organizing my website and creating an intuitive design, I explored several personal websites and portfolios from UX designers, as well as sites offering similar content to what I aim to create. While navigating these pages, I gained insight into how a site can be made user-friendly and easy to understand.

Not every approach I found aligns with what I want to achieve for my site, but many innovative ideas stood out as potential ways to complement and enhance my design. Additionally, museum websites provided valuable examples of how to manage image galleries, naturally organize visual elements, and use color effectively.

These websites vary significantly in terms of fonts, designs, and color schemes, offering a rich source of inspiration for how I could structure a blog or website dedicated to someone I admire.



Example of a clean and minimalist design, featuring intuitive navigation and a well-organized layout. Source: *Kaiwei Portfolio* <https://kaiwei.design/#/>.



Showcasing bold typography and vibrant colors, highlighting the designer's unique approach to user experience. Source: *Tongfang Sun Portfolio* <https://www.tongfangsun.xyz/design>.



Museo Gregoriano Egizio: An elegant gallery layout that effectively combines text, imagery, and navigation for an engaging user experience. Source: *Musei Vatican*<https://www.museivaticani.va/content/museivaticani/en/collezioni/capolavori/museo-gregoriano-egizio.html>.

Brief reflection statement

For the creation of this website, I have concluded that there can be a significant difference between what you design and what you aim to program. However, this gap can gradually diminish with experience and dedication, along with a commitment to refining details that always benefit both design and usability.

In the case of this website, I am not entirely satisfied with the final result. The vision I had for the design differs significantly from the final version, though I believe many elements maintain good practices in functionality. While I aimed for a subtle design, it may come across as overly simplistic. Regarding the information about Diego Rivera, including his life and works, it could have been presented more dynamically or in a different way to avoid relying solely on static text. I am still exploring how to create a website with extensive information that feels fluid and captivating from start to finish. This is where continuous learning and practice play a crucial role in improving over time.

Despite these shortcomings, I believe the site successfully achieves a level of simplicity that makes it highly intuitive. The use of color to highlight the artist's works, contrasting with the black-and-white text and background, helps draw the user's attention directly to the artwork. This approach may encourage users to become more interested in reading about who Diego Rivera was and, in turn, explore the references or delve further into the topic.

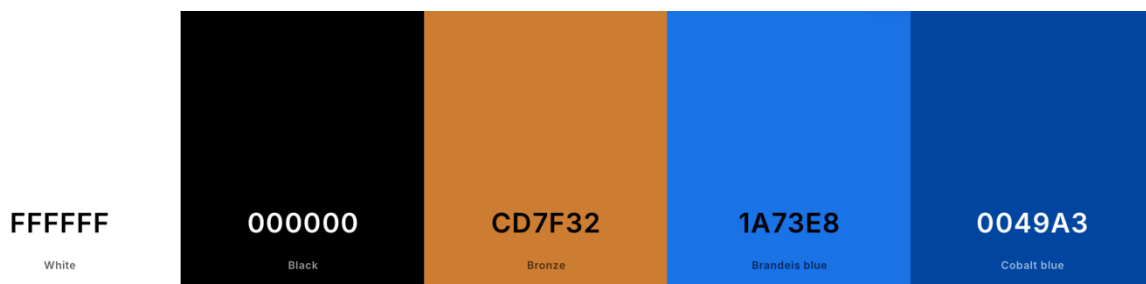
If I could change something about the website, it would be the design process itself. I could have created more wireframes using the Crazy Eight technique, which might have given me many more ideas on how to effectively deliver the intended message through my site. Additionally, completing the entire website in Figma as digital wireframes would have been immensely useful, as it would allow me to visualize how the ideas could look more realistically. Similarly, creating high-fidelity mockups and prototypes would have provided a near-tangible result of the final design, enabling me to modify or improve any visual or technical aspects before starting the development process.

Moreover, conducting a usability study with a low- or high-fidelity prototype would have been incredibly beneficial to gather direct feedback from users. This would have helped adapt the site more effectively, incorporating user ideas and ultimately creating better designs.

Next Steps

While I can be satisfied with certain aspects of the website, there are other elements I would like to change. Any website or mobile app can be seen as an ongoing process, where continuous improvement is the best approach—not as a static goal to be reached and then abandoned, but rather as an opportunity to always make something better, with a strong focus on the user. Personally, I would like to further develop this project, taking a step back to change the aspects that didn't fully convince me. In the near future, I hope to feel more satisfied with what I have created.

Colors



Fonts

Roboto

Dark Power

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