

Design Discussion:

Purpose:

The purpose of my site is to showcase my AIT and MPA work that I have competed over the course of this year.

Target Audience:

My proposed target audience will be my teachers, my peers, my family and if my work is taken to Moderation to showcase my recent work.

Design and Layout: I am using a three column layout. The first column will contain my navigation, the second and third will contain content. The centre column will contain the main focus of the page. I am trying to make the site a kind of hard/metal looking site via use of dark style themes.

Colour Scheme: The colour scheme I have chosen is primarily black and white but includes some other bright/neon colours. This is a colour favoured by the metal genre and I like the colour black.

Navigation: I originally chose a top line navigation style of navigation but have now changed to a sidebar Navigation system. The reason being that having a top line navigation style that cascaded took up too much room on my page and so I could not fit as much content on to my page.

Pages: Included in site will be: an about me section (false persona will be used); Home page (with recent work and external links).

Banner: I have created a simple banner in fireworks using the gradient tool. The banner keeps to the colour scheme of black and white so that the colour scheme remains consistent.

Flash Content:

My entire site is created in flash but the major Flash components will be those of the: Picture viewer; Music player and navigation.

General Content:

The general content of my site will be my work and latest creations.
There will also be a load of make believe in my About Me page.