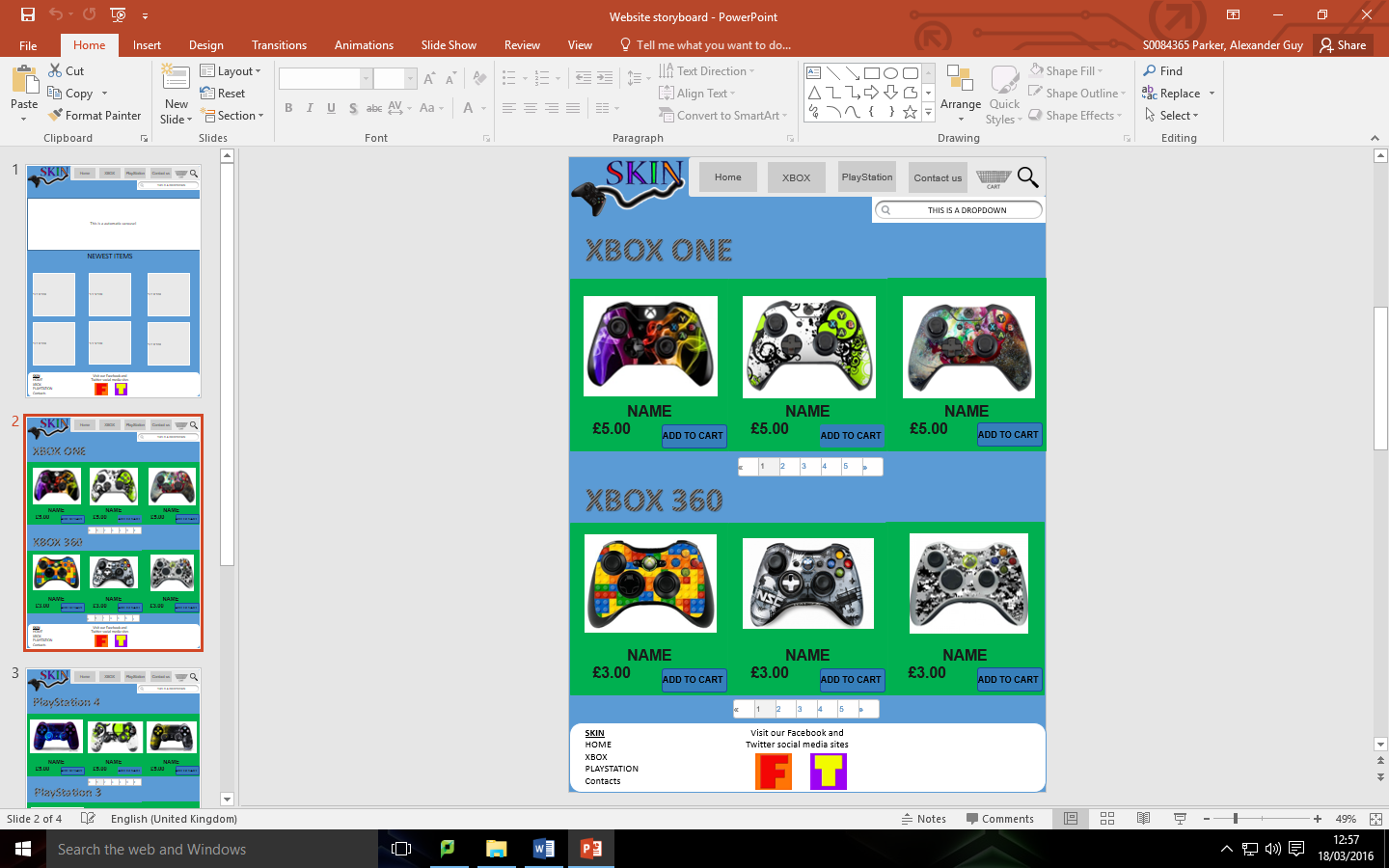
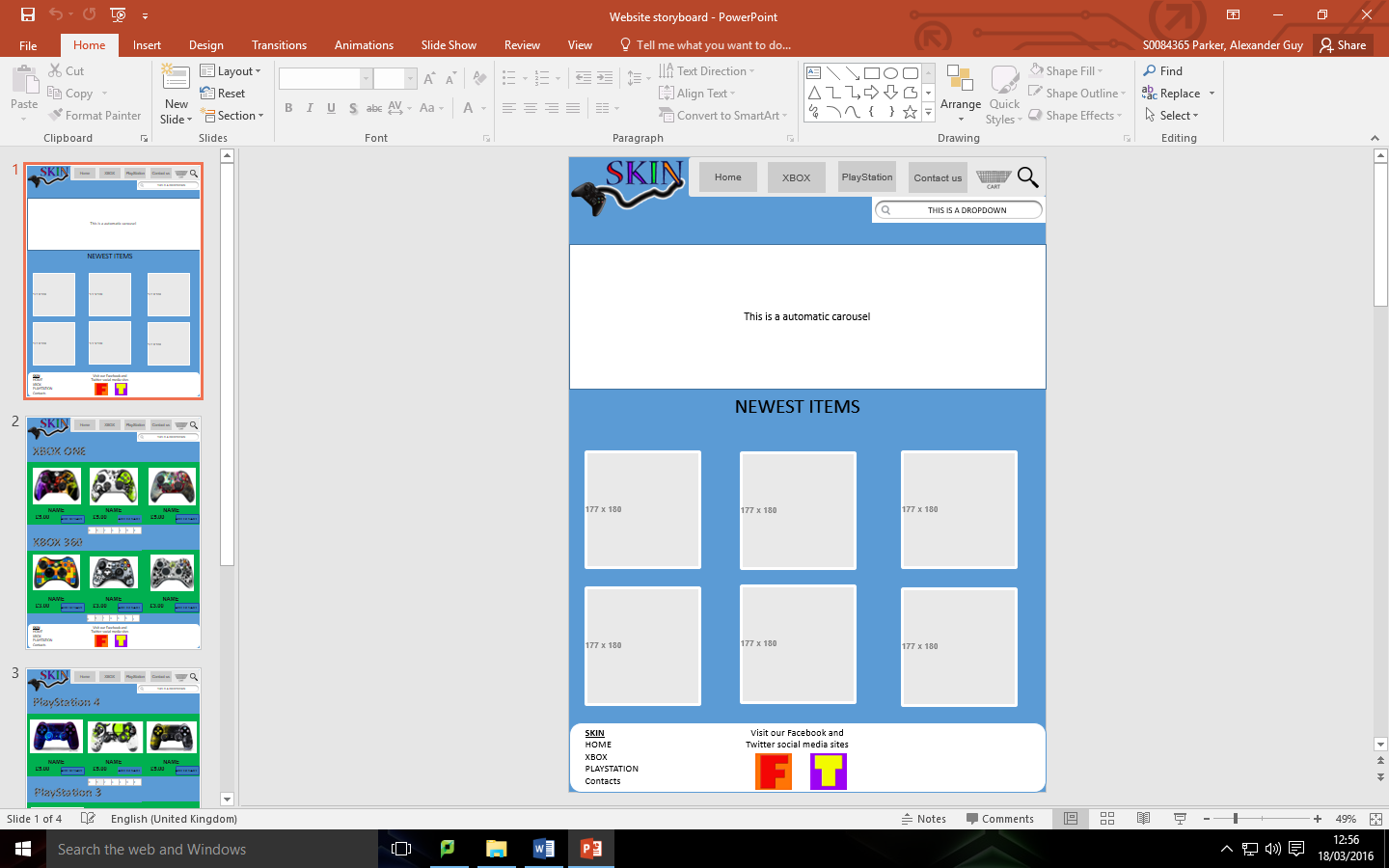
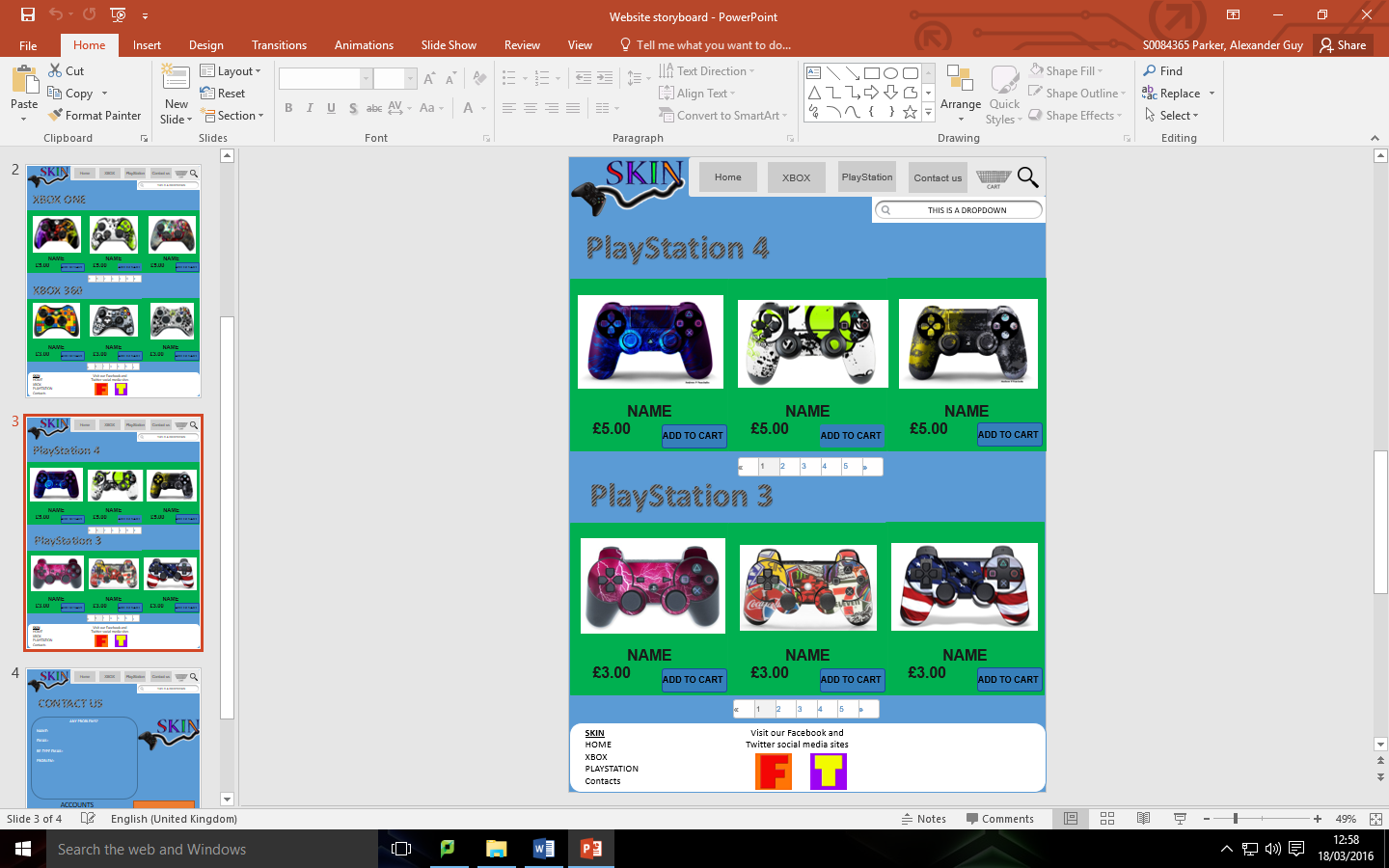
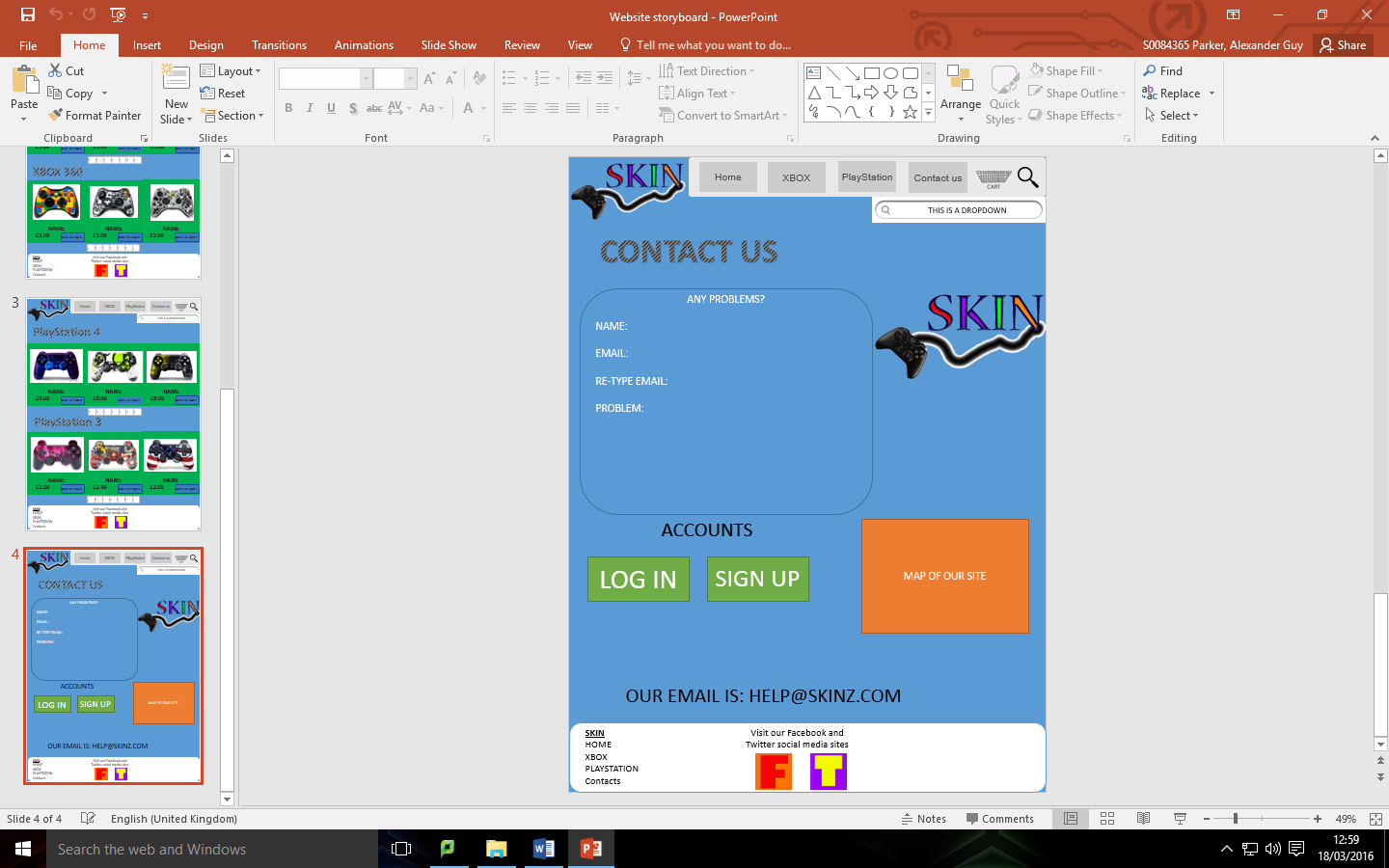
***Proposal***

|  |  |  |  |
| --- | --- | --- | --- |
| **Subject** | | | |
| **Title** | Web Authoring | **Date (s)** | 13th May 2016 |
| **Member(s)** | **Title** | **Name** | |
| Planner, Developer, Designer | Alex Parker | |
| **Website** | | | |
| **Title** | Skinz | **Target Audience** | Gamers |
| **Purpose** | To promote my leisure product. | | |
| **Goal/ concept** | To get customers | | |
| **Client Name:** | Karen McAvoy | | |



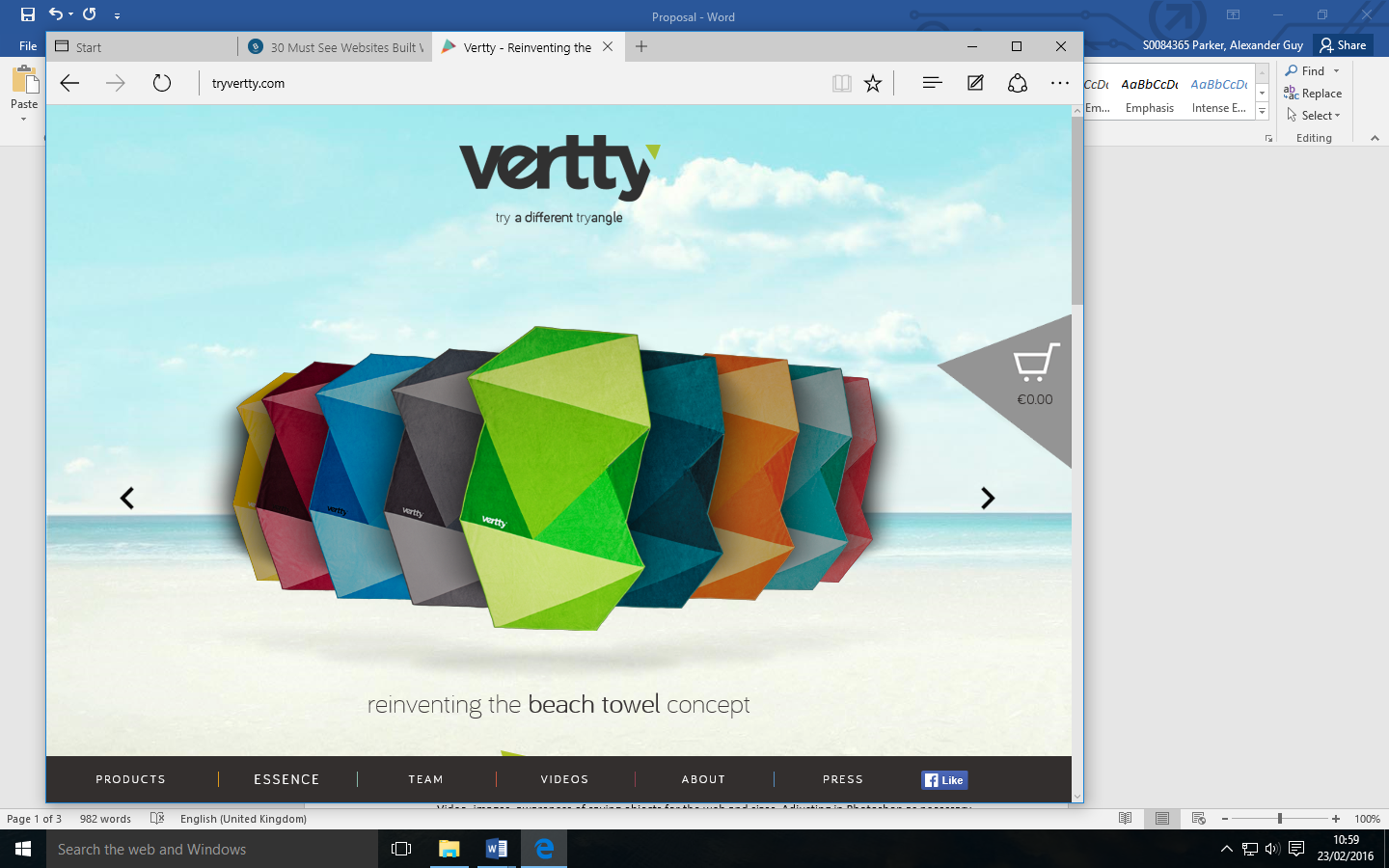
**Target audience**

The target audience for my website are people who are bored at looking at their controllers, they hear about my website and buy a skin so they then like to look at their controller again. These people will be gamers mainly. The website can be adapted so they can get the site on their consoles, as some people won’t have a computer they can use.

**Functional Requirements**

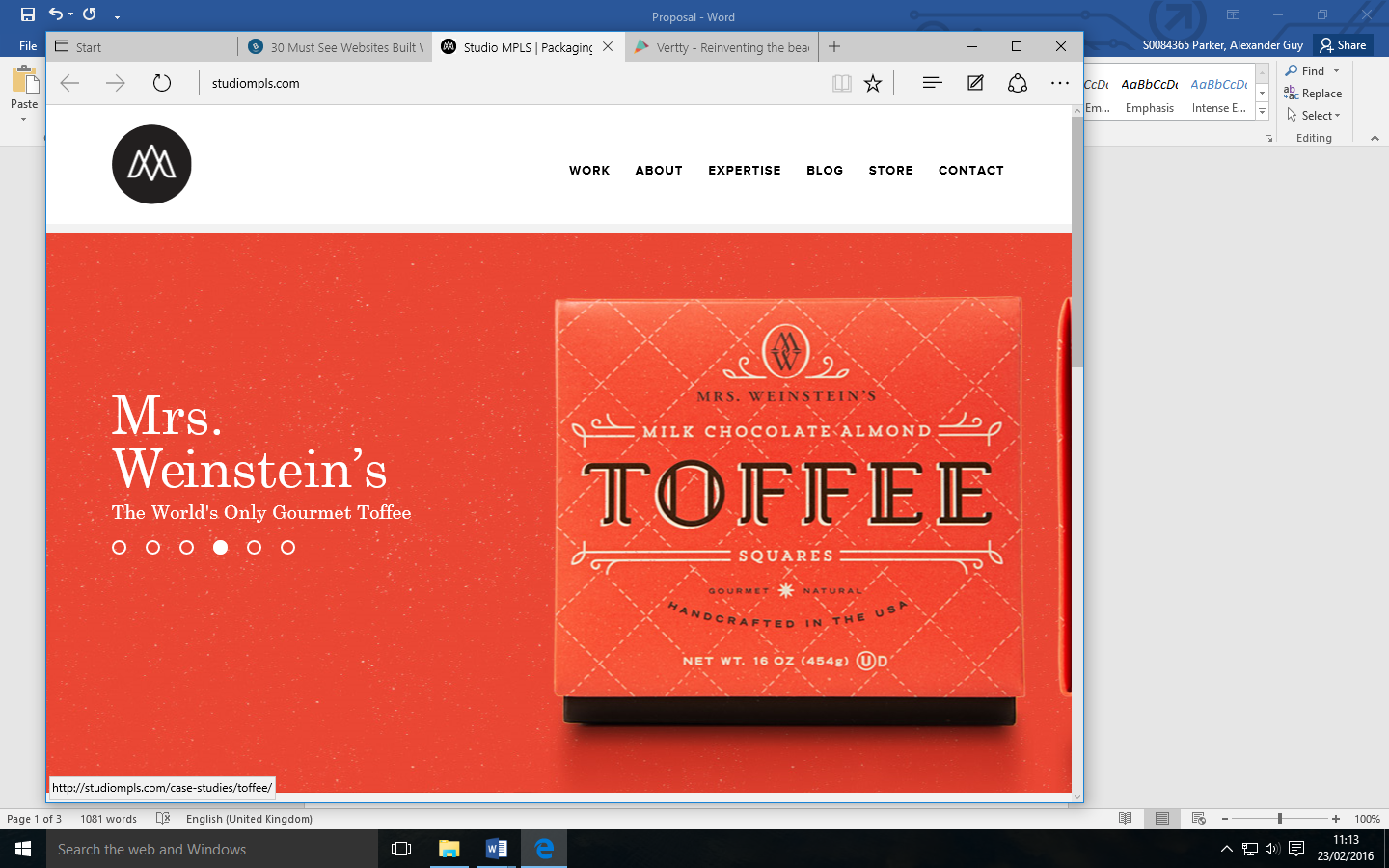
1. **Amount of pages:**

I would like there to be about 4 pages in total, this is because they will have all the necessary information on them. If I need to I can add sub-pages to it. I have labelled the first page the home page, this will be the main site, this is where people can see any news or any other relevant information. The secondary page and third page is XBOX and the PlayStation pages. These pages will have items that are specific to them. Then the last page will be the contact page, this is a place where people can ask any relevant questions, this will have an email link and a home address that they can send things to. There will also be links at the bottom to the social media sites, both Facebook and Twitter.

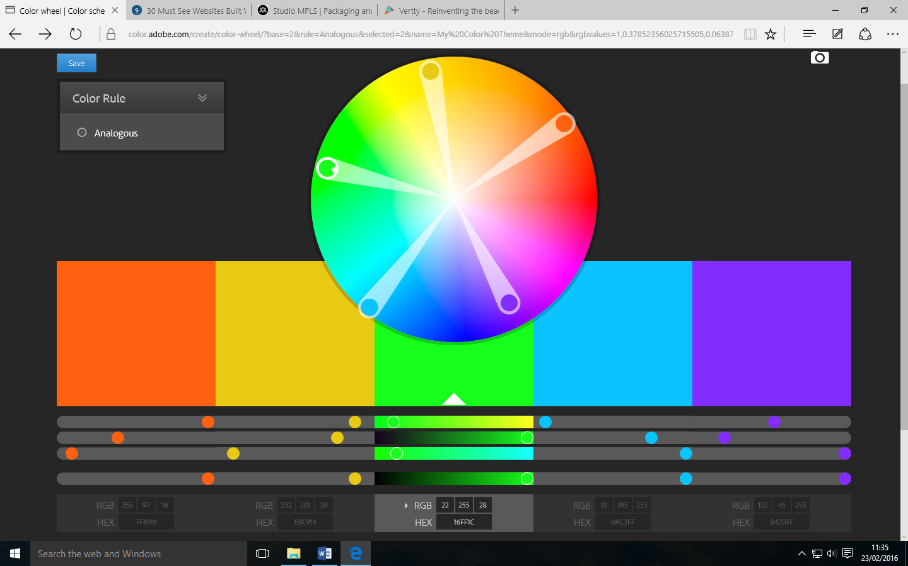
1. **Necessary banner / animated carousel:**

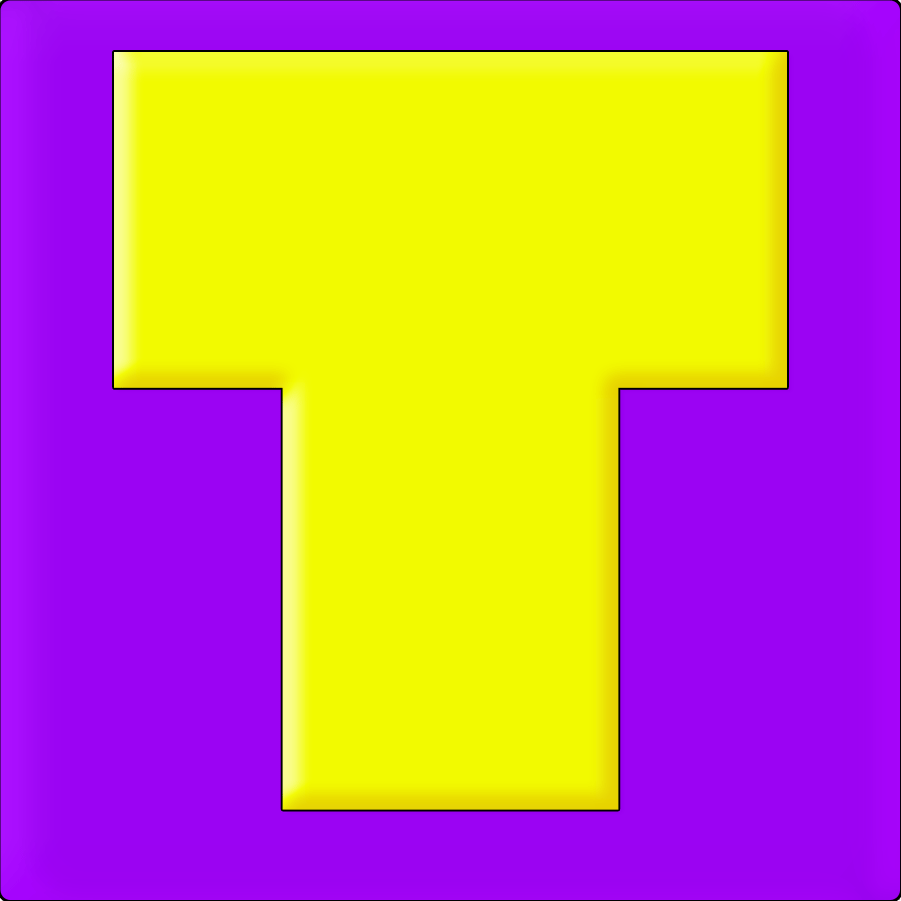
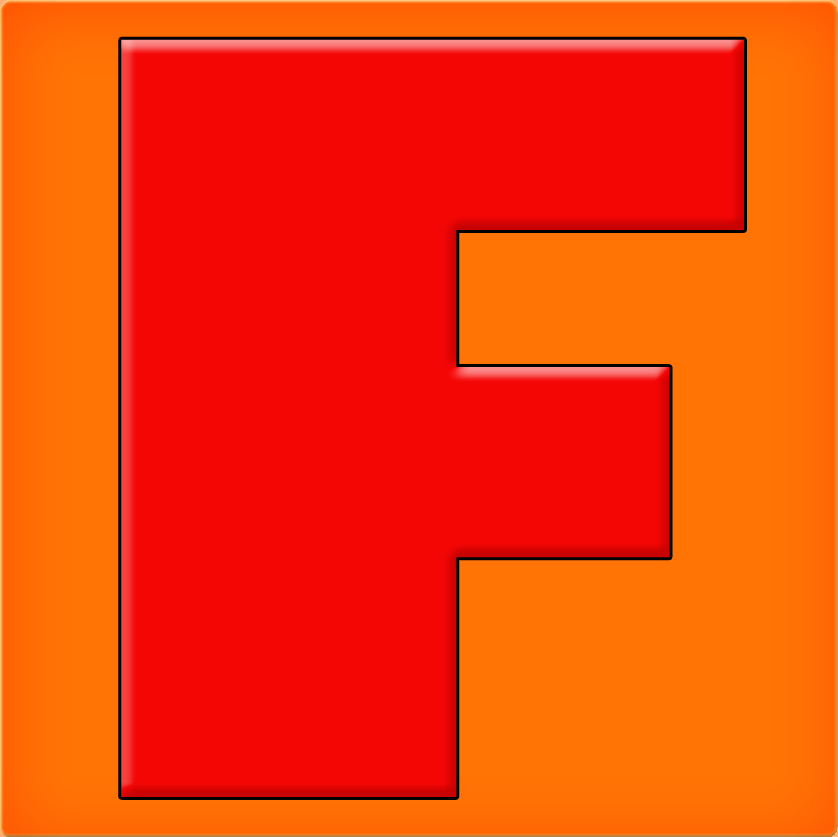
There will be an animated carousel which will hold some Images that will have arrows on the left and right side, this will have about 5 different images, these images can be either pictures of the product, there can be pictures of the latest offers, the carousel will move the image on from after 5 seconds and it will show other images, but the carousel will have arrows where if you didn’t see it in time or wanted to see it properly then they can click on the arrows to move on.

1. **Navigation bar:**

I have looked into navigation bars that bootstrap websites have, they usually include the navigation bar in text with the positioning in the right hand corner, this is what I will be doing. This gives the website a professional standard and it will keep with the everyday theme. The colour of the text will be in the different colours this is in my plan of the colour schemes. The navigation bar will not follow the page as it goes down; it will stay in the same position.

1. **Colour Scheme and Background:**

When I was thinking of colour schemes I used the <https://color.adobe.com/create/color-wheel/> website, this website helped me find out the website colour scheme the main colour of the site will be a green (16FF1C)then the secondary colour will be a blue (0AFFFF,) the third and fourth colours will be purple (852DF) and orange (FF6110). These are going to be the colours for the website. The green will be the background colour, the purple will be the text colour as it contrasts well with the green, the orange and the blue can be either colours for the headlines and product information, I haven’t decided quite yet.



1. **Screen Icon:**

The social media site screen icons will be my own that I have created from the last Creative Media unit 19, it is a Facebook and Twitter logo, these screen icons will go great with the sites colour scheme. I created these in the software called Adobe Photoshop, I used some templates from online to get the ideas that I wanted. I used some advanced features to make the icons look good when they have been fixed.

1. **Web Graphics:**

The website will include some suitable web graphic this will make a good website design. The graphics that I will collect will be set up into two sections. XBOX graphics which will contain the graphics for the XBOX page, there will also be a section about the PlayStation and this will be for that page. I will discuss the issue about copyright in the proposal later on, this would mean that I need to be careful of taking the graphics from places.

1. **Links:**

The links are going to be both either internal and external. Each page will have an internal link towards all the other pages, there will be two main external links this is twitter and Facebook. Therefore, most of the webpage links are just going to be internal links, I need to make sure that everything works all right.

1. **Tables:**

There are going to be tables, I will use this to set out the images and text. The tables will be invisible to the audience but in the coding you can see it, this can make it professional. The tables will be the same on both the XBOX and PlayStation pages.

1. **Text:**

There is going to be a lot of text on my website that I am going to be creating. Most of the text is going to be about the products that the website is going to accommodate. The text is going to be Arial as it is easy to read. The main pt of the headlines are going to be 18 and the text of the main body will be set at 14 to 16 pt I haven’t quite decided yet.

1. **Form:**

There will be a contact form, which will get some information about the customer’s complaints and their problems. This will ask the following questions.

Name:

Email:

Re-Type Email:

Problem:

Submit box

1. **Email Address:**

There will be an email address that people can use and they report problems this is if they don’t like the E-Form or they can’t submit a form request. This is what has happened to me previously, I contacted the company and they replied I got this fixed through an email address.

1. **Embedded Media**

The embedded media I will be including is media, text, images, colours and buttons. These will all be different on each page.

1. **Accessibility:**

I will be using a green colour which will be a consistent background. There will also be a consistent gaming theme throughout, this will be controller skins for Xbox 360, Xbox one, PlayStation 3 and PlayStation 4. The font will be Calibre as it is easy to see and read and the size of this will depend on whether it is the Header, the Text or just the Name.

1. **Search engine optimisation**

The search engine optimisation will have meta tags, I would like to use the following in my own: skins, Xbox, PlayStation, console and Skinz (the name of the brand). The name of all the products will be listed so the user can find the controller skin easily.

**What resources will be needed?**

The software that I will use to make my website will be Adobe Dreamweaver CC, I have used this software before, I find it easy to use and I will be using the bootstrap template they have, this can help me out. There is another software that I will use, this is called Adobe Photoshop CC. This is a software that will be used to create most of the assets. I will also use the internet to get some images.

**Explain in detail each of the pages to the client**

The first page of the website is the home page this is a general page that consists of a navigation bar at the top, then there is an animated carousel which will have some offers and details of new offers or coupons that are around. Then there will be a gallery which will have the latest controller skins. Then there will be a footer which will have some details. The second page will be a XBOX page which will include all of the products for XBOX one and XBOX 360. This will look great. The third page will be about PlayStation which will include all of the products for PS3 and PS4 and this will be 3 per width of the site. Then the last page will be a contact page, this will have an email address and some links to forums this will have a form that people can use to get an account.

**Timescale**

The deadline for the timescale is 13/05/16.

**Copyright** **issues**

The copyright, designs and patents act was created in 1988. This was put in place to make sure that people can be rewarded for their own work, otherwise people wouldn’t know who work it was. The other purpose is that you as a creator can feel safe with their work isn’t going to get stolen. Before 1988, people had a hard time as people could steal their work and you couldn’t do anything legal to stop them. This copyright law makes it so that people can’t copy software, mp3 files, songs, videos, image, text, blueprints etc. Anything that someone else has created you can’t take it without their permission as you are within breach of breaking copyright law.

In terms of getting software, if you buy a software package then you have done is purchased a licence and you can use the software at your own free will. Each software package will usually contain one licence this means it can only work on one computer, so if you want to get the software on another computer you will need to buy another licence for that computer. Sometimes the software companies will give out a multi-user licence which means that your computer will log into the network and use the program, this can only be one computer at any particular time.

In obtaining photos and images you can gain access to them if you can get in touch with the creator, once you have got in touch with the owner, you can then see if you have it for free. Or you might need to pay for it, only the owner can decide how much he wants for it. You don’t actually buy the asset, but you do buy the right to use it in your product.

In gaining access to music you can get authorization from websites such as YouTube and VEVO but you can only use it as a listener. If you want to manipulate or change it and post it, you would be at breach of breaking the law. If you want to do this, you can ask the manager for the artist but you may have to pay to use it.

This would mean that I would be breaking the law because I took photos, music and videos without permission from the internet. So if I wanted to use these assets I would have to ask the artists manager so that I may gain the access for them. I would also have to buy the software for my project as I can’t use software illegally. I would apply for a multi- user licence so that I can use different computer if I wanted too. For this project I am alright with using Photoshop, Director and Premiere as it is on the school system so I have a multi-user licence. But if I were to copy the files and codes, I would be in a lot of trouble with school as it isn’t mine to take. If I take all the necessary precautions, I won’t have any problems. I am only using the files on my computer at school, but if I were to publish it online I could be sued as I am not using it for educational purposes.

**Confidentiality issues**

You need to keep all the websites user’s information safe as it is important details that you don’t want people getting access to.

**Discuss ethical and moral reasons**

When working on a DVD menu you will have restrictions on what you can say or what you can actually do. This will protect people from things such as racist comments or negative comments that will offend people.

The decency and libel this will cover and ensure that you haven’t said anything that I fake and untrue, about any product indecent information. You can’t make a fake written statement about anyone as it can be seen as abusive or this may lead to harming their self’s and reputation. You also can’t make a verbal statement about someone as it will lead to the same thing.

When talking to someone online or in real life you need to make sure you are both unbiased and accurate. This will apply to:

* Race: Black, white and Asian
* Gender: Male and female
* Sexuality: Homosexual or bisexual or heterosexual
* Religion: Catholic, Islam, Judaism, Hinduism etc.
* Any negative words: swearing, sexual.

This means you need to think about what you are going to say before you say it. There are some laws which work alongside rules, these are the Race Relations Act RRC.

**Discuss legal considerations**:

**For the web**

There are lots of things that you need to cover with the making things for the web. This includes copyright, piracy, fraud and identity theft, scams. The basic rules of websites are that their needs to be text, clear navigation, the documents don’t over-complicate the reader, you need to provide some colour, you need to make it accessible to everyone.

The copyright law states that the author has original exclusive rights, this can mean that the creator gets credit for the work. But the government will have the rights to take the website down if needed to. The need protocol that is put in place is to stop piracy, piracy is the illegitimate use of martials by copyright. This will target software, film and music. Identity fraud is when you steal the data of the internet and then use it as your own, this will mean that any data you get from the website you need to keep it safe and secure so there isn’t causing any problems.