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## My dog Patch! Website Written Report

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### Recommended Citation

Dee, P. The My dog Patch! Website is designed as part of the Mini\_Website\_project\_brief given by Dr. Brian Keegan as part of the Technological University Dublin MA in Digital Media Technology Programme.

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**Web Authoring 1\_Dr. Brian Keegan: Written Report**

MADMT

Date. 8/2/2005

Tutor. Dr. Brian Keegan

**Brief: Written Report**

Understanding of the brief:

To compose a brief written report about the My dog Patch! Website and to include the four headings of navigational functionality, file structure, thematic coherence and use of code.

**Deadline**

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14/2/2005

4pm Thursday 10/2/2005

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Peter Dee\_MADMT\_Written Report about the **My dog Patch! Website.**

Welcome to the written report about the My dog Patch! Website. The My dog Patch! Website is designed as part of the Mini\_Website\_project\_brief given by Dr. Brian Keegan as part of the Dublin Institute of Technology MA in Digital Media Technology course. The brief entails the creation of a small website with a coherent theme to include the following;

- A homepage,
- 3 other pages,
- links among all pages,
- suitable buttons in keeping with the site look,
- links to external sites as appropriate,
- a well managed file structure,
- and, the use of meta tags.

### Navigation Functionality

A website with a clear navigation scheme is like being in a big city with a good map; it's easy to follow, you can get to where you want to go quickly and you know where you are at all times.

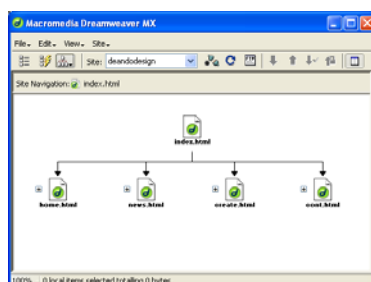
Navigation functionality relates, in this case, to finding your way through a website and as the My dog Patch! Website is a relatively small site, this is easily achievable. Four navigation buttons remain in a consistent position, running across the top of each of the four pages, homepage, photos, food and walks, respectively. Users are able to navigate quickly through the My dog Patch! Website, by clicking on these aforementioned buttons (which highlight as the user rolls over them) the user can navigate within the site and easily get to the required information.



Hyperlinks, which are not overused, are contained within the text (these are underlined in blue) which add to the navigation functionality of the site, enabling the user to jump to related sites for more specific information on a particular subject if needed. The My dog Patch! Website minimal colour palette, crisp black & white photography and decent font size, can again, only add, as a whole, to the function of ease for user navigation.

### File Structure

The approach to the My dog Patch! Website began with some initial sketching and planning on paper before moving to work with Macromedia DreamWeaver MX 2004 on the Macintosh P.C at the Dublin Institute of Technology. The My dog Patch! Website has a well managed file structure and as there are only four pages within the site, the sitemap is relatively small. The sitemap which shows a visual map of linked icons clearly demonstrating the My dog Patch site structure. On the face of the directory (the main website folder) is contained all of the relevant \*.htm and \*.swf files. Within the directory there is also another folder containing all of the \*.gif and \*.jpg image files which relate to the My dog Patch! Website.



### **Thematic Coherence**

The My dog Patch! Website is developed to personify and convey to the user essential information about who My dog Patch! really is. The aim was to bring personality to the website using words associated with those of the canine world, for instance; “Good Girl”, “walkies” or “sit”. Patch, Say cheese!



Using minimal, understated colour juxtaposed with finely crafted typography and an honest style of photography the aim is to give the user a rather pleasurable and altogether relaxing experience whilst navigating the website. The way the information throughout the website is presented is far from cluttered, navigation remains the same, the overall colour is white and the type is legible, all of which add to the website’s perceived value and logical consistency.

### **Use of Code**

DreamWeaver MX 2004 is used in combination with the notes provided by Dr. Brian Keegan to put together the My dog Patch! Website. DreamWeaver MX 2004 is a HTML editor which can be used to build websites. HTML – HyperText Markup Language is a markup or tagging language used to mark the various parts which go towards creating a webpage. As the My dog Patch! Website I was being put together it was noticed that in the site report that the Netscape 7.0 web browser would not recognise any height attributes applied to a table. It was also noticed that the \*.swf files must sit on the first level of the directory beside the \*.htm files and not within a sub-folder.