# Team TSD Carmarthen Football Club

## Website Design

## Creative Project

**By**

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**Reflective Journal**

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I've been a Film & Media for almost one semester, and over the course of my stay I have grown and learned more than I thought possible. This course was a really new experience for me both from a learning point of view and performance wise. The practical part of the course was really helpful where ones get a chance to implement all the knowledge gain during the lectures and through self-studies. Throughout this course of Creative Project, I have learned how technology has changed and evolved over time through history. Today the internet provides us the opportunity to participate, express creativity, and connect globally through mainstream media. We live in a modern society in which social media permits better communication that passes ideas along and shapes our thoughts and culture. Although this was a challenging course, it was a great opportunity to learn how to become part of a participatory culture. I learned how to create web pages and publish my own website. Since I didn't have any previous experience, learning how to use the program was time-consuming and was a learning process that evolved over the course of the class. This was my first time ever posting website, creating a video & edit a picture in a professional way. Not to mention my first time to deal with a client.

I also have learned that innovation requires collaboration, creativity, practical implementation and added value to the product. And this task becomes much easier if you have an interdisciplinary time management for a unified goal. I have truly learned a systemic approach to designing a product, that how to start from scratch and nothing to build a customer-oriented or to introduce a new product into the market. Before this, I only create a website for myself and I only been using wix.com to create the website. Now it is more challenging for me to create a more professional website using Adobe and this is my first time as well using Adobe. This is a

great opportunity for me as I will develop a new skill and gain experience while I'm creating a website.

My website is about the Trinity Carmarthen Football Club and I need to discuss with them what do they want and the things they don't want on the website. For example, the team wants the colour purple to represent them and they don't want a yellow colour on the website because that's the colour of Trinity Lampeter. Overall, my website is comprised of 2 projects, a website, and reflective journal. My website is comprised of 10 web pages and 11 hyperlinks. The website contains a lot of the player image of playing football and also 3 videos of the player training and playing football. The colour of the header would be purple to represent the University of Wales Trinity Saint David Carmarthen. The colour of the footer would be dark grey as it would be perfect for the background colour of the website which is white.

When I started this website project I was not expecting any challenges. I had already written a note what I thought to be, & what the website is going to be. I figured I would just take my notes and make a website out of it. I was wrong, this was a challenging assignment that taught me a lot about website design, rhetorical devices and myself. Although I knew it was going to be challenging to do this project I was excited about the thing that I am passionate about, that I can relate to with my experience, and learn more about it. Creating this website helped me to develop skills I will most likely use in my career such as incorporating rhetorical devices in persuading an audience and organizing my thoughts in an appealing way. Website designing is not easy, even if you are going for a simple design. You must edit every little detail and make it look aesthetically pleasing to the audiences' eye. I decided to read some blogs and watch tutorials on designing websites. I received good advice that I applied to my website.

Building a website is not easy and it is definitely not something you can wait until the last minute to complete, it takes a long time and for someone like me, taking a couple breaks will help.

After some quick research from another football website, I had a lot of design that I want the website to be. Some of the design for the prototype is most likely from the notes that I made. The prototype is actually a brainstorming phase. Creating a website you need to try right and error, this project was the most time-consuming project. I was trying to put the entire website content that all is put in the right sections. In addition, to put a relevant image for the website while ensuring compliance of the website with copyright laws. Such as the sponsor logo/image at the footer and some of the image at a certain page. Besides, I have to choose a font for the website. For the prototype, I only use Times New Roman so that people could read it easily but in version 1.0 I use a Typekit font to make it neater & clean font kind of type. Not to mention, in the prototype I have not put hyperlink at all on the website. After a good consulting section with Brett, I decided to put hyperlinks & social media in website 1.0. All of the hyperlink & Social Media are related to Trinity Carmarthen FC. Such as their Instagram & Facebook. Everything is going fine with the website because it is all according to plan. I'll make sure that my work for the website is on the right track, that's why I have my schedule.

When beginning my Football Website project I was not familiar with Adobe Muse, Premiere & Photoshop and it was challenging for me to catch on and get it figured out. I couldn't settle with Adobe but with the help of Brett, Friends & Tutorial from the Adobe website, I'm able to do it. First, it was kind of hard for me to do the website by myself and then I had a little help from Addin, Alany & Haziq for my website. They help me with taking pictures & taking some videos from the training at sports hall & astro turf, not to mention taking some footage for the matchday of Trinity Carmarthen FC at Richmond Park. That is how I get the pictures and

videos for the website but all the editing is done by me. All my work is done at the Maclab because I guess it would be easier to do work at apple product and I don't have much problem while I was creating the website.

The prototype of the website was very different from the version 1.0 of the website. The header of the prototype would a background image of a goal post and there is no footer for the prototype but I change my mind instead because when the prototype is done the website look horrible because the menu button does not suit the header of the website even though I've already changed the menu button to another colour. Besides, there are a lot of problem with the prototype, such as the website can only be with one width and I can't make it larger or smaller for the phone or tablet size. For the version 1.0 of the website, I was able to be more creative and incorporate new ideas that came up during the process. I put a lot of time and effort into the design layout while still learning how to use Adobe. I was constantly searching for images, changing backgrounds, colors, and images to figure out the best way to grab the reader's attention. Not to mention I was able to fix the entire problem that had in the prototype after consulting with Brett & Mat.

For the Easter break, I had a 1-week break from the website just to clear my mind and trying not to stress about it. My schedule after the 1-week break I had, my schedule would be weekday I am going to do my work and on the weekend it is a break time for me. These are the things that I have worked on and improved over the past couple of months and I feel that my work shows that I have proved a lot from the prototype to version 1.0. The opportunity to do this website showed me that there are so many ways that one can learn that are both fun and educational at the same time. This project turned out better than I thought it would. I impressed

myself with my personal designing. I would like to thank Brett & Mat for taking time to walk me through the basics and helping me learn how to use the Adobe.

Not to mention that I need to put a teaser video of Trinity Carmarthen FC training & practice at Richmond Park, Astro Turf & Sports Hall. I have no experienced editing video but I had help which from Addin. He taught me a lot about editing video and how to use Adobe Premiere. It was a good experience for me to edit a video but it sure takes a lot of time. In the website, there's going to be 3 teaser video of Trinity Carmarthen FC in the Video page. I have already consulted with Brett & Matt and they said for a first timer it is a good video but I still need to sharpen my skills.

After completing the Football website, I showed the website to the football team. Just to be sure that they are okay with it. All of the players are quite satisfied with the website and they said that I don't need to change much of the website. Also, I showed the website to some of my friends and they said the website was good and they gave a positive review on the website. All that's left is to export the website to HTML but I had a problem to export it because I use a Typekit that need to pay every month and my Adobe account is a standard account. I tried removing the Typekit font but still can't export it to HTML. After consulting to Brett and using his account to export the website. The website is done and complete.

In the future, I would say that the website still needs to improve a lot. If I had the chance to the website version 2.0 I definitely do it.  In the version 2.0, I will make the website look more professional compared to the version 1.0. In addition, I would say that in version 2.0 I would put a schedule of the team playing and fixture of the Football Club. Currently, in version 1.0 it only uses a hyperlink to check the team fixture. I would also put a man of the match, news about the team, highlight of the game & etc about them in version 2.0 because I think there's a lot to improve in version 1.0

Overall, for a first timer to do design a website I am satisfied with my website project. This course has helped me enhance my designing, editing videos & picture skills. Not to mention how to approach a client & suitable equipment for taking pictures at the field. There are a couple of things that I do feel I lack the confidence and skill to perform, and that is what I hope to gain from UWTSD Carmarthen. UWTSD has taught me a lot for a semester such as developing my skills & be more independent. Now I have valuable skills needed to create hypertexts and websites that I can use for different subjects during the rest of my college education and many more years to come. I would definitely use this experienced in the future and sharpen this skills.

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