



GradHouse. Accommodation made simple for students,  
by students.

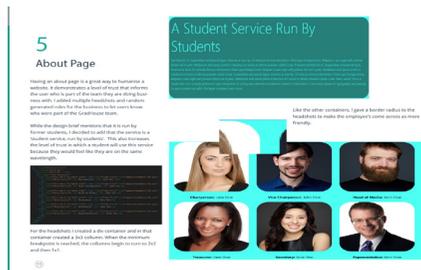
# Content



## Design Brief

An introduction to the design brief given to me for this module.

Page. 3

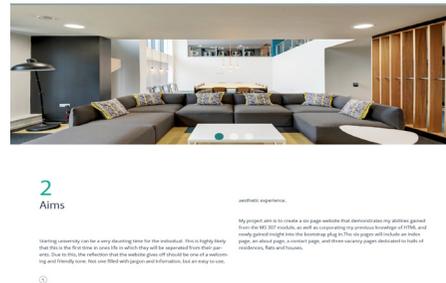


## About

The about page features who Grad-House are.

Page. 11

2



## Aims

My aims and how I plan on achieving them.

Page. 5



## Vacancy Pages

Several screenshots of the vacancy pages will be shown here.

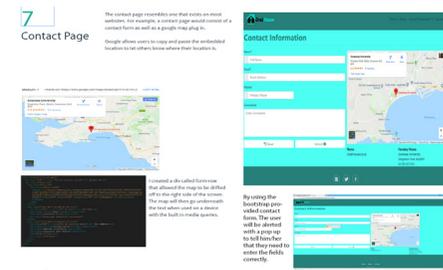
Page. 12



## Design Materials

I will mention the several design materials taken into account for my designs.

Page. 6



## Contact

How I implemented the Google Maps resource onto my contact page.

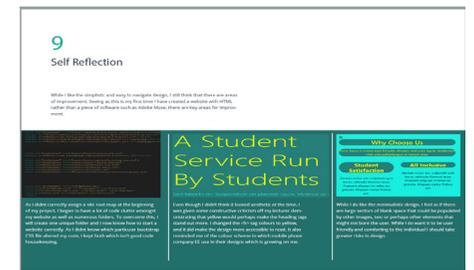
Page. 13



## Index

This will be the home page for the website.

Page. 9



## Self Reflection

Areas of improvement and what I thought I did well.

Page. 15

# 1

## Design Brief

MS 307

### Project Report

This newly formed business initiative is to provide an online service to help students find accommodation (Private) and consequently landlords to let these premises.

This company is run by Swansea Alumni (ex students) and is fixated on the side of the student not the landlord.

The image is to create an energetic, trustworthy and welcoming, with a strong emphasis on being environmentally conscious. The company does not have a name, or a logo, typography or colour scheme, which is what materials I will have to consider when branding the business.



**Find your happy**  
Search properties for sale and to rent in the UK

e.g. 'York', 'NW3', 'NW3 5TY' or 'Waterloo Station'

For sale To rent



Map search  
Property maps



Dream Properties  
This month's best renovation properties



Moving Stories  
Starting a family in the city

**Be the first to see new properties**

Register with us to get instant property alerts as soon as a property hits Rightmove, save properties and searches, personalise content, and more...

Get property alerts

# Competition

When students first think about applying for student accommodation they usually go through directly with the university when applying for halls of residence, or a third party service such as rightmove or zoopla

**3 bedroom terraced house to rent**  
Bevan Street, Port Talbot, West Glamorgan

£525 pcm  
fees appl



Virtually every third party service that provides accommodation uses a carousel widget to display pictures of the interior and exterior, something which I will include for my website which will show, halls of resi-

Find your next home to buy or rent in the UK

For sale **To rent** House prices & values

Q e.g. Oxford, NW3 or Waterloo Station

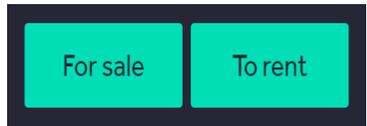
Min price Max price Property type Bedrooms

£ No min £ No max Show all No min

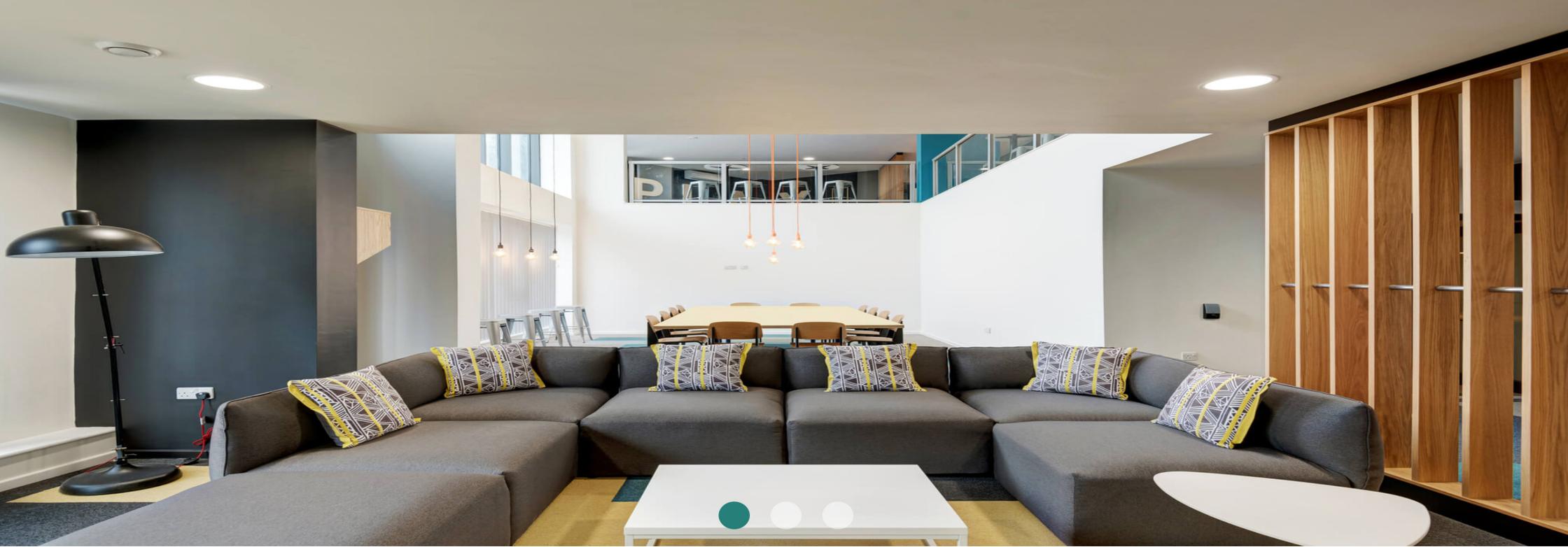
Advanced search options Search

I also like how a service such as rightmove lists key elements for the available lot in the form of bullet points. I will consider using this form advertising to use in my product pages.

- THREE BEDROOMS
- GOOD TRANSPORT LINKS
- UTILITY ROOM
- WELL PRESENTED PROPERTY
- UNFURNISHED
- FULLY MANAGED



Notice the curvature radius on the button boxes. Curves, circular and smooth vectors indicate a sense of welcoming and friendly nature, something which I am to achieve in my project.



## 2 Aims

Starting university can be a very daunting time for the individual. This is highly likely that this is the first time in ones life in which they will be separated from their parents. Due to this, the reflection that the website gives off should be one of a welcoming and friendly tone. Not one filled with jargon and information, but an easy to use,

aesthetic experience.

My project aim is to create a six page website that demonstrates my abilities gained from the MS 307 module, as well as combining my previous knowledge of HTML and newly gained insight into the bootstrap plug in. The six pages will include an index page, an about page, a contact page, and three vacancy pages dedicated to halls of residences, flats and houses.

# Design Tools



I gained skills in creative media practice in my prior module MS 221 that I wanted to incorporate into my designs. By using adobe illustrator, I will create several pieces of designs including vector imagery, a logo and experimenting with a chosen colour scheme.



Rather than use other forms of text edit software such as eclipse or notepad++, I will use Dreamweaver to create the website as it has the bootstrap component that will allow me to simply select bootstrap elements such as the n av-bar, footer and other widgets. Using bootstrap will also automatically allocate media queries to my design, saving a lot of time in creating them in CSS.



In terms of early stages of design, the majority of my plans will be drawn on paper. The logo for instance will be envisioned on paper, and the website will be drawn onto wire framed templates to get some idea of how I want the website to look like.

# Programming Tools



While I could write each individual element with HTML, I will use the Bootstrap framework to add elements to the design by clicking elements in the bootstrap panel. To change how they look I will create a dedicated CSS file with all my colour schemes, as well as using the DOM panel to order my elements.



To ensure an aesthetic experience across all devices, I will use media queries in order to display the content for the appropriate screens.



### 3

## Design Materials

As the brand for the accommodation service hasn't been carried out enough yet, there are a few materials that will be created in accordance with the design brief.

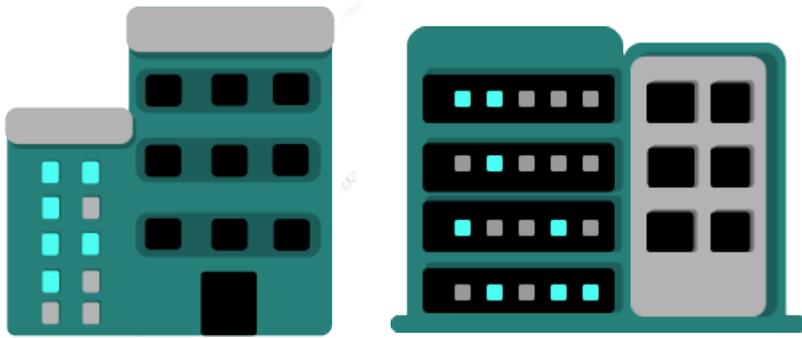
I decided on calling the accommodation service 'GradHouse' a name that combines graduate and house to create a catchy and memorable name that students would

easily remember. The logo itself resembles a vector house with generated seal, similar to the one found on a diploma certificate. The two separate words of 'Grad' and 'House' also show different colours of black and teal, respective to the logo.

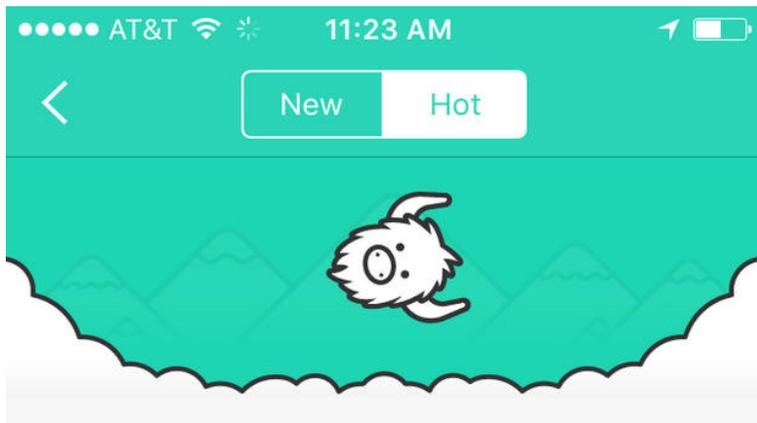
In accordance with the colours I selected a monochrome colour scheme revolving the hexadecimal colour #00FFED. The colour itself resembles a shade of teal, that combines the environment and friendly colour of green, and blue meaning loyalty and trustworthiness.



# Art Examples



By using Illustrator, I created several vector images to be used on the homepage of my website. Rather than gathering images of houses, apartment blocks and flats, I thought it would be a good idea to design and draw my own. I applied a simplistic look as well as keeping the colours minimal to create an easygoing design.



Inspiration for the vector style design stemmed from the popular student app Yik Yak. I also liked how the teal colour scheme worked with the cartoon-like design.



To help brand GradHouse further, I will create several social media accounts to help advertise and broadcast the business. Facebook, Twitter and Instagram will be used, and each link will be located inside the footer of the web page.



Should GradHouse gain further attention, the brand would be more recognizable to students at freshers fair. T-shirts and other merchandise such as pens and work books could be given out to increase the brand.

# 4

## Index Page

The index page will be the first page that the user will see. It features a three image style carousel that displays three images related to Swansea University accommodation. The first page also displays the use of information in the form of columns, as well as a three card widget to allow users to click on the arrows to go to the current vacancy pages.

Like all other pages, the design features a navigation bar, and a footer. For the information sections, I used a combination of simple paragraph text as well as jumbotron elements to make certain parts of the text areas stand out.



# Media Queries

When the user experiences the site in mobile and tablet formats, the media queries that are between 576 pixels (mobile) and 768 pixels (tablet) will cause the elements to adjust to the size of their respective screens. The nav bar will also transform into a hamburger style menu in which the user can touch to navigate what page they can go to.

The three card layout will also be shown vertically to make it more aesthetic for the user experience.



These are the automatically generated breakpoints that were loaded with the bootstrap framework. with 576 pixels being the minimum width and 1200 pixels being the maximum

## Padding

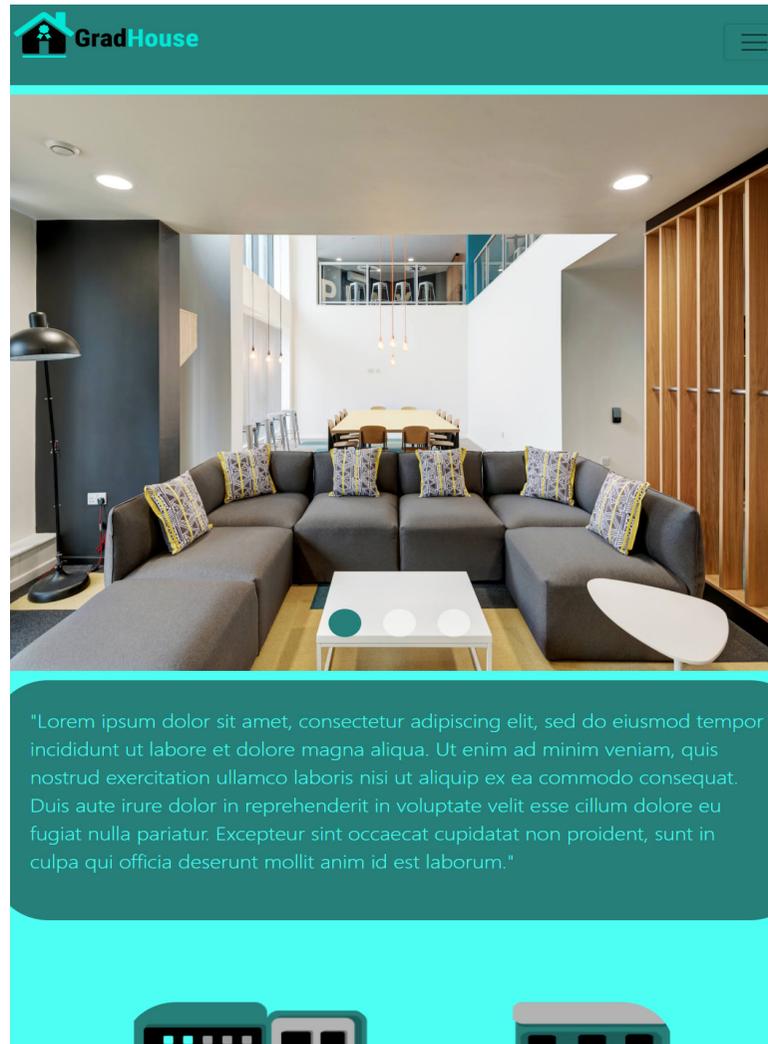
To separate the div components I used a padding of 10 pixels to add fluidity and order to my designs. This was kept the same all the way through each component for consistency.

## Border Radius

As rounded shapes come across as more friendly and inviting, I applied a border radius of 3rem to the majority of my elements.

## Margin

To add order and easier readability to my design, I applied margins and column techniques with bootstrap for my text and other div elements. The jumbotron components for example exist in one column, whereas my card components exist in three.



## CSS

As the bootstrap elements in Dreamweaver already possess styling from a pre-composed bootstrap style sheet, I created a separate CSS file that styles how I want the elements to look.

## Bootstrap

As well as using the library of bootstrap components in Dreamweaver, I also used a knowledge of HTML from textbooks. The Bootstrap framework as well as the CSS designer will help me understand code easier.

## Interaction

Several elements on my web page also have interactive styles for the user. For instance, when the user hovers over the text in the nav-bar, they change colour. The carousel indicators also

# 5

## About Page

Having an about page is a great way to humanise a website. It demonstrates a level of trust that informs the user who is part of the team they are doing business with. I added multiple headshots and random generated roles for the business to let users know who were part of the GradHouse team.

While the design brief mentions that it is run by former students, I decided to add that the service is a 'student service, run by students'. This also increases the level of trust in which a student will use this service because they would feel like they are on the same wavelength.

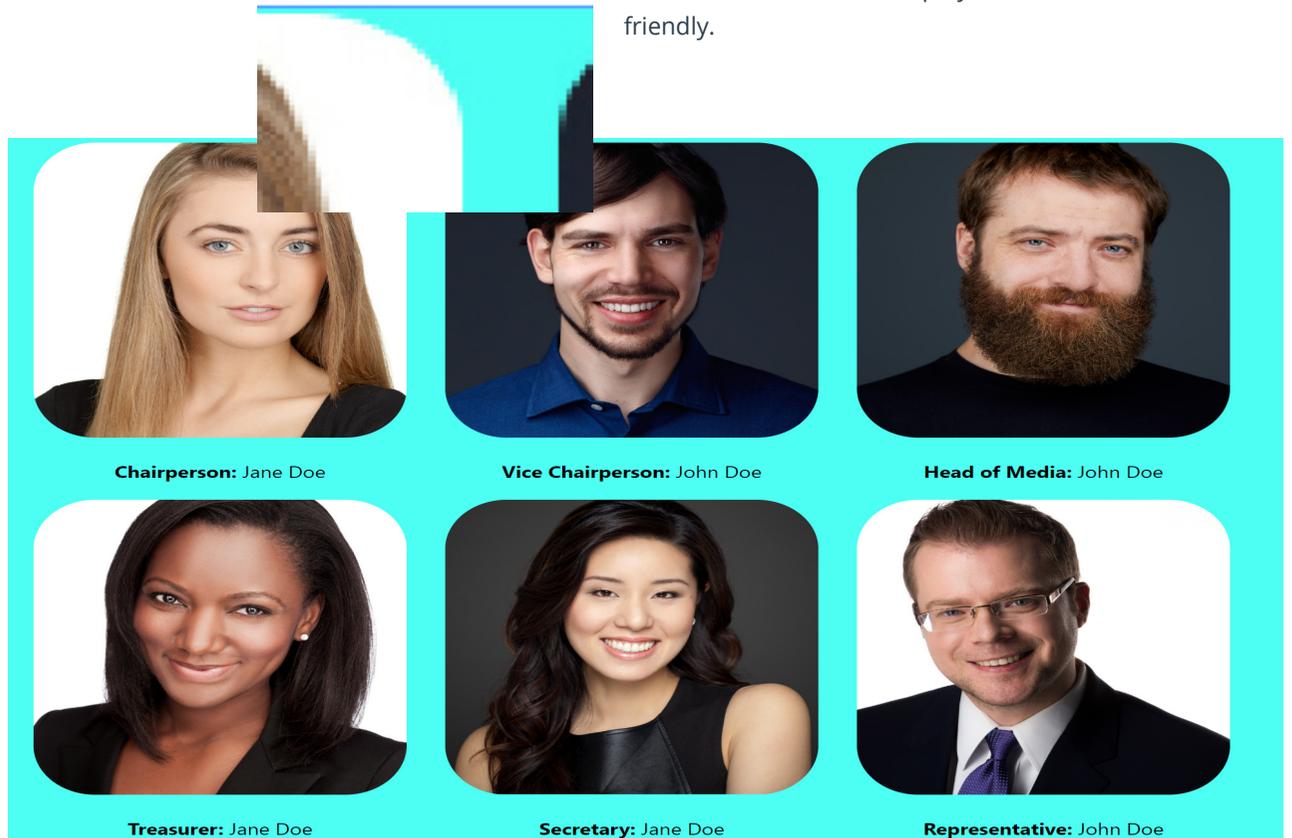
```
<div class="features-blue">
  <div class="container">
    <div class="intro"> </div>
    <div class="row features">
      <div class="col-sm-6 col-md-4 item"> 
        <p class="description"> <b> Chairperson: </b> Jane Doe </p>
      </div>
      <div class="col-sm-6 col-md-4 item"> 
        <p class="description"> <b> Vice Chairperson: </b> John Doe</p>
      </div>
      <div class="col-sm-6 col-md-4 item"> 
        <p class="description"> <b> Head of Media: </b> John Doe</p>
      </div>
      <div class="col-sm-6 col-md-4 item"> 
        <p class="description"> <b> Treasurer: </b> Jane Doe</p>
      </div>
      <div class="col-sm-6 col-md-4 item"> 
        <p class="description"> <b> Secretary: </b> Jane Doe</p>
      </div>
      <div class="col-sm-6 col-md-4 item"> 
        <p class="description"> <b> Representative: </b> John Doe</p>
      </div>
    </div>
  </div>
</div>
```

For the headshots I created a div container and in that container created a 3x3 column. When the minimum breakpoint is reached, the columns begin to turn to 2x2 and then 1x1.

# A Student Service Run By Students

Sed lobortis mi. Suspendisse vel placerat ligula. Vivamus ac sem lac. Ut vehicula rhoncus elementum. Etiam quis tristique lectus. Aliquam in arcu eget velit pulvinar dictum vel in justo. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae. Praesent sed lobortis mi. Suspendisse vel placerat ligula. Vivamus ac lacus. Ut vehicula rhoncus elementum. Etiam quis tristique lectus. Aliquam in arcu eget velit pulvinar dict vel in justo. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae. Suspendisse vel placerat ligula. Vivamus ac sem lac. Ut vehicula rhoncus elementum. Etiam quis tristique lectus. Aliquam in arcu eget velit pulvinar dictum vel in justo. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae. Hello, world! This is a simple hero unit, a simple jumbotron-style component for calling extra attention to featured content or information. It uses utility classes for typography and spacing to space content out within the larger container. [Learn more](#)

Like the other containers, I gave a border radius to the headshots to make the employee's come across as more friendly.



## Houses

Uplands, Swansea



Sed lobortis mi. Suspendisse vel placerat ligula. [Vivamus](#) ac sem lac. Ut vehicula rhoncus elementum. Etiam quis tristique lectus. Aliquam in arcu eget velit pulvinar dictum vel in justo. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae.

### Description lists

A description list is perfect for defining terms.

### Euismod

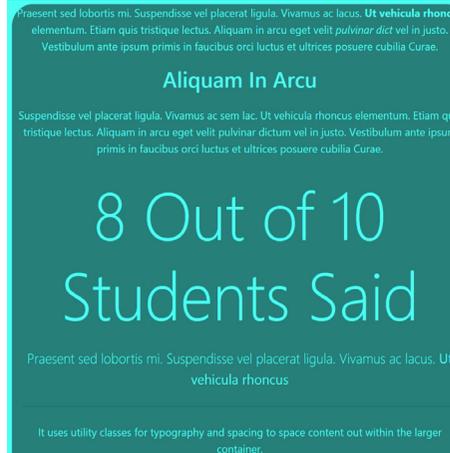
Vestibulum id ligula porta felis euismod semper eget lacinia odio sem nec elit.

Donec id elit non mi porta gravida at eget metus.

## 6 Vacancy Pages

To show the variety of lots that GradHouse has to offer, I created 3 pages that list the sort of accommodation that an average student would look to go for. These include halls of residence, a shared house and a student flat.

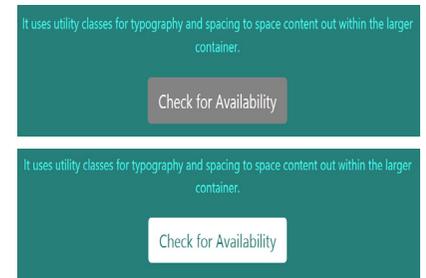
By using a carousel widget, it provides the user with five different images related to the specific vacancy they are looking at.



```
<div class="text">
<dl>
<dt>Description lists</dt>
<dd>A description list is perfect for defining terms.</dd>
<dt>Euismod</dt>
<dd>Vestibulum id ligula porta felis euismod semper eget lacinia odio sem nec elit.</dd>
<dd>Donec id elit non mi porta gravida at eget metus.</dd>
<dt>Maesuada porta</dt>
<dd>Etiam porta sem malesuada magna mollis euismod.</dd>
<dt>Felis euismod semper eget lacinia</dt>
<dd>Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibbi, ut fermentum massa justo sit amet risus.</dd>
</dl>
</div>
```

Rather than use `<p>` tags, I used `<dd>` tags for the description. In doing so, I was able to insert breaks and lists to demonstrate what amenities the accommodation had.

I thought it would be interesting to add analytics to each individual vacancy page to give the user an understanding on what accommodation is best for them.



When the cursor hovers over the 'check for availability' button, the button changes colour. Also the link sends the user to the contact page for all the business' contact details.

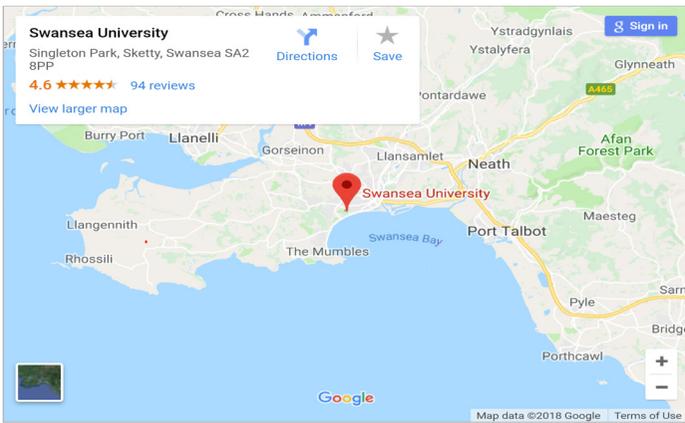
# 7

## Contact Page

The contact page resembles one that exists on most websites. For example, a contact page would consist of a contact form as well as a google map plug in.

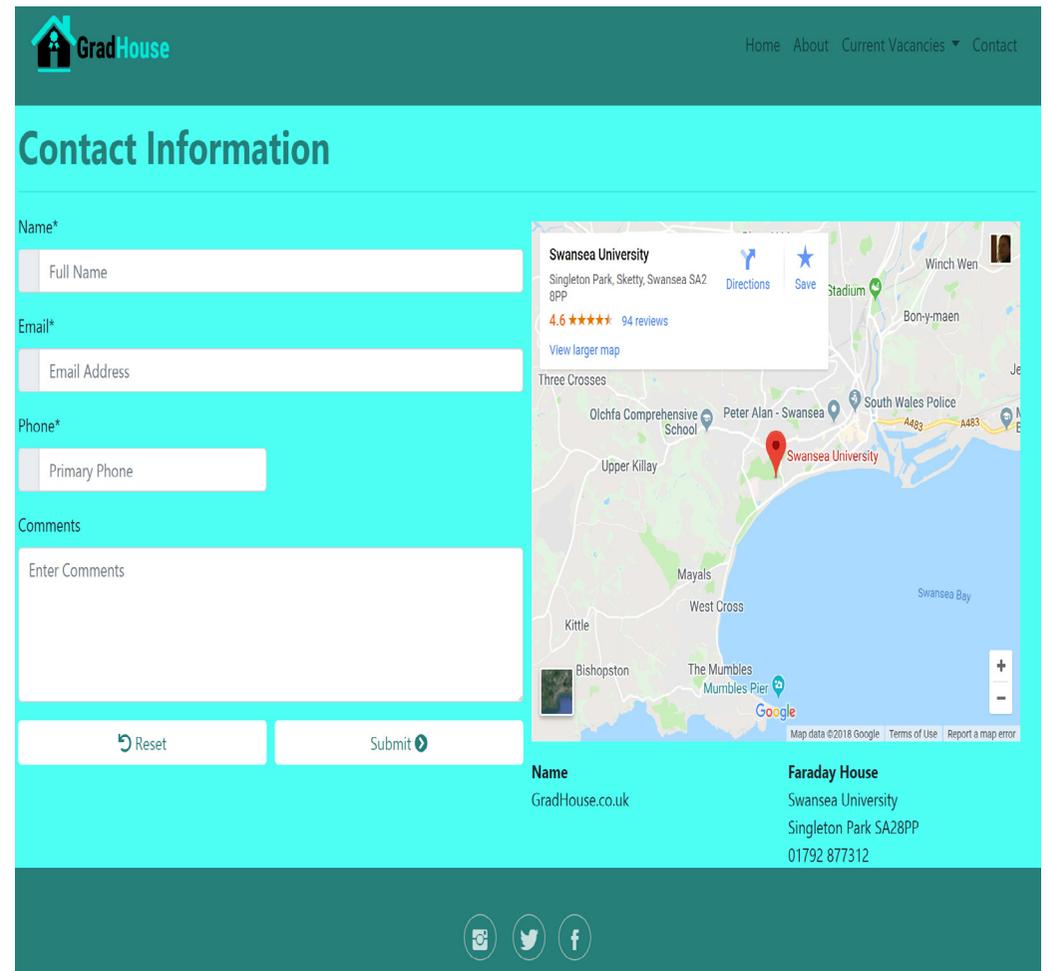
Google allows users to copy and paste the embedded location to let others know where their location is.

Medium  `<iframe src="https://www.google.com/maps/embed?pb=!1m18!1m12!1m3!1d39630.5465397351812d-3.587712646587673313d51.624873191459912m3!1f0!2f0!3f0!3m2!1!1102412176814f13.113m3!1m2!1s0x486e8b31d8be10e143A0xa2f023ec6b323e4412aSwansea+University:5e013m2!1aen12auk!1v1525743373847" width="600" height="450" frameborder="0" style="border:0" allowfullscreen></iframe>` [COPY HTML](#)

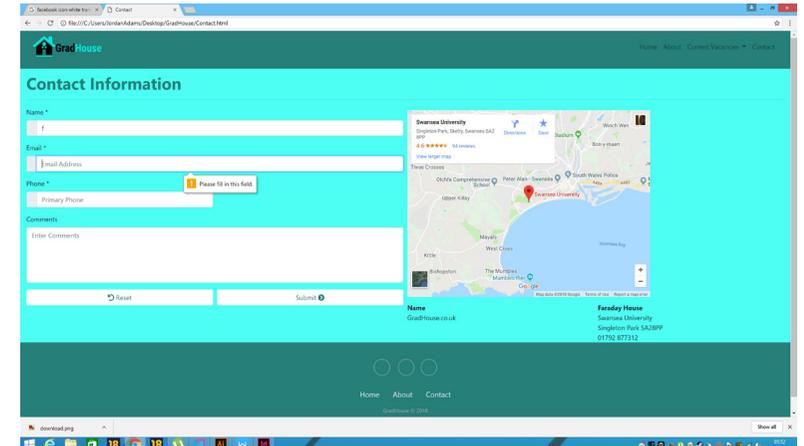


```
<div class="col-12 col-md-6">
<h2 class="h4"><i class="fa fa-location-arrow"></i> Locate Us</h2>
<div class="form-row">
<div class="col-12">
<div class="static-map">
<iframe src="https://www.google.com/maps/embed?pb=!1m18!1m12!1m3!1d39630.5465397351812d-3.587712646587673313d51.624873191459912m3!1f0!2f0!3f0!3m2!1!1102412176814f13.113m3!1m2!1s0x486e8b31d8be10e143A0xa2f023ec6b323e4412aSwansea+University:5e013m2!1aen12auk!1v1525743373847" width="600" height="450" frameborder="0" style="border:0" allowfullscreen>
</iframe>
</div>
</div>
<div class="col-sm-6 col-md-12 col-lg-6">
<h2 class="h4"><i class="fa fa-house"></i> Our Info</h2>
<div><span><strong>Name</strong></span></div>
<div><span>GradHouse.co.uk</span></div>
<hr class="d-sm-none d-md-block d-lg-none">
</div>
<div class="col-sm-6 col-md-12 col-lg-6">
<h2 class="h4"><i class="fa fa-location-arrow"></i> Our Address</h2>
<div><span><strong>Faraday House</strong></span></div>
<div><span>Swansea University</span></div>
<div><span>Singleton Park SA28PP</span></div>
<div><span>01792 877312</span></div>
<hr class="d-sm-none">
</div>
</div>
</div>
</div>
```

I created a div called form-row that allowed the map to be drifted off to the right side of the screen. The map will then go underneath the text when used on a device with the built in media queries.



By using the bootstrap provided contact form. The user will be alerted with a pop up to tell him/her that they need to enter the fields correctly.



Throughout the course of the module I learned key fundamentals of HTML, from creating divs to incorporating javascript into my code. Below are some examples in which I explored further with HTML.

```
<div class="social"><a href="#"><i class="icon ion-social-instagram"></i></a> <a href="#"><i class="icon ion-social-twitter"></i></a><a href="#"><i class="icon ion-social-facebook"></i></a></div>
<ul class="list-inline">

<link rel="stylesheet" href="assets/fonts/ionicons.min.css">
<script src="https://use.fontawesome.com/releases/v5.0.8/js/all.js"></script>
```

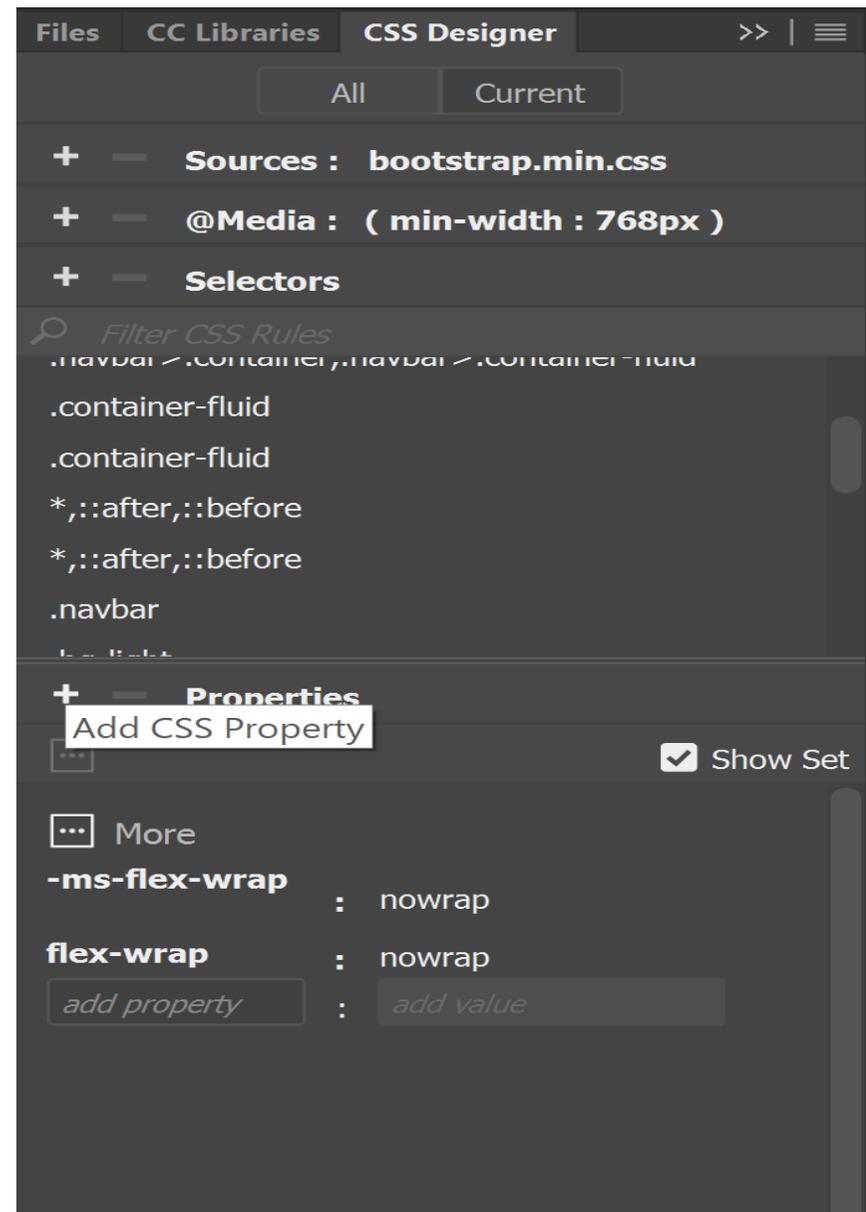
Rather than use images for my social media buttons, I used Icons that would be gathered from an online icon library. The style sheet lists all the available icons, while the javascript file is the animated rollover effect.

```
<script src="js/jquery-3.2.1.min.js"></script>
<script src="js/bootstrap-4.0.0.js"></script>
<!-- Bio Pages-->
```

If it wasn't for these two lines of javascript, then my dropdown menu and carousel slider would not work.

# 8

## HTML Elements



For the majority of changing my HTML elements with CSS, I used the CSS Designer tab to change several rules including the padding, margin, colours and the edge radius' of containers.

# 9

## Self Reflection

While I like the simplistic and easy to navigate design, I still think that there are areas of improvement. Seeing as this is my first time I have created a website with HTML rather than a piece of software such as Adobe Muse, there are key areas for improvement.

```
<link rel="stylesheet" href="https://maxcdn.bootstrapcdn.com/bootstrap/4.0.0/css/bootstrap.min.css">
<script src="https://maxcdn.bootstrapcdn.com/bootstrap/4.0.0/js/bootstrap.min.js"></script>
<script src="https://use.fontawesome.com/releases/v5.0.8/js/all.js"></script>
<script src="https://ajax.googleapis.com/ajax/libs/jquery/3.3.1/jquery.min.js"></script>
<script src="https://cdnjs.cloudflare.com/ajax/libs/popper.js/1.12.9/umd/popper.min.js"></script>

<link rel="stylesheet" href="assets/fonts/icomons.min.css">
<script src="https://use.fontawesome.com/releases/v5.0.8/js/all.js"></script>
<link rel="stylesheet" href="assets/bootstrap/css/bootstrap.min.css">
<link rel="stylesheet" href="assets/fonts/icomons.min.css">
<link rel="stylesheet" href="assets/css/Article-List.css">
<link rel="stylesheet" href="assets/css/Footer-Basic.css">
<link rel="stylesheet" href="assets/css/styles.css">
<link rel="stylesheet" href="Bloop/assets/bootstrap/css/bootstrap.min.css">

<link rel="stylesheet" href="css/MyStyle.css">
<link href="css/MyStyle.css" rel="stylesheet" type="text/css">
<link href="css/Footer-Basic.css" rel="stylesheet" type="text/css">
<link href="icon.css" rel="stylesheet" type="text/css">
</head>
```

# A Student Service Run By Students

Sed lobortis mi. Suspendisse vel placerat ligula. Vivamus ac

Even though I didn't think it looked aesthetic at the time, I was given some constructive criticism off my lecturer demonstrating that yellow would perhaps make the heading tags stand out more. I changed the <h> tag colours to yellow, and it did make the design more accessible to read. It also reminded me of the colour scheme in which mobile phone company EE use in their designs which is growing on me.

### Why Choose Us

Nunc luctus in metus eget fringilla. Aliquam sed justo ligula. Vestibulum nibh erat, pellentesque ut laoreet vitae.

#### Student Satisfaction

Aenean tortor est, vulputate quis leo in, vehicula rhoncus lacus. Praesent aliquam in tellus eu gravida. Aliquam varius finibus est.

#### All Inclusive

Aenean tortor est, vulputate quis leo in, vehicula rhoncus lacus. Praesent aliquam in tellus eu gravida. Aliquam varius finibus est.

While I do like the minimalistic design, I feel as if there are large sectors of blank space that could be populated by other images, text or perhaps other elements that might not bore the user. While I do want it to be user friendly and comforting to the individual I should take greater risks in design.