

## Process and Design Choices

The first thing I did was to code the website using raw HTML and no CSS, to ensure that any design ideas I might have would not influence the architecture of the code.

Once I had all of my content ready, the next thing I did was to first look at some pictures from the film that would give me some design inspiration. I made a mental note of themes I wanted to use such as underwater, sea creatures, bubbles etc.

I then quickly moved on to starting to draw some initial sketches of what the website might look like. I don't like to use traditional wireframes as I like to include a bit more detail so I can more easily picture how the real content will look. Therefore, among the designs I included some quick sketches of some of the images I was thinking of using and showed the style of title I wanted to use. I prefer to use some paper and a pencil for this as I feel like virtual editors inhibit my creativity and take a lot longer to produce.

By this time I had a pretty good idea of how the final version was going to look. I then went on to Google Fonts to make some typography choices. As the website would be set underwater, I wanted a font that was quite rounded to give the impression of bubbles. I settled for Comfortaa. For the body text I wanted something similar that was more suited to reading rather than a display font like Comfortaa. I chose Rubik. Rubik is a smooth sans-serif font, therefore making it look like it might have been eroded by water movements.

Next, I chose a gradient background to use and added this and the fonts to the CSS to make sure the text would be readable against the colour. After this I focused on choosing and creating the images and SVGs. Once these were in place, it was just a matter of changing the CSS to match what I had drawn in my pencil sketches earlier.

This was my first attempt at trying CSS animation and I was pleasantly surprised how easy it was to do. I thought animating something to make it look like it was floating in water would be very difficult as it's not a simple movement, but instead it was quick to do. I thought including the animations would not only improve the immersiveness of the website, but make it more appealing to children, as parents are likely to show the website to them. I thought they would especially like the fish swimming from side to side in the menu.

When I was nearly complete on the mobile versions, I switched to the larger viewing sizes and adapted the CSS to make sure everything still looked okay on different screens.

After receiving some feedback on my website, I made some necessary modifications such as switching to a lighter-coloured background to make the

text sitting on top easier to read, adding buttons to the show information page so that visitors can book tickets, and adding a title on every page to make it clear that the film is showing at Compton Cinema. Other changes included adding some quotes from the film on the main screen in order to give a better overall impression of the kind of film Ponyo is, as well as adding another picture at the bottom of the screen for increased visual appeal and to fill in a large blank section that was present on large screen sizes. I also slightly changed the text so that it was more obvious to visitors that they were able to book tickets and tell them how they could do so.