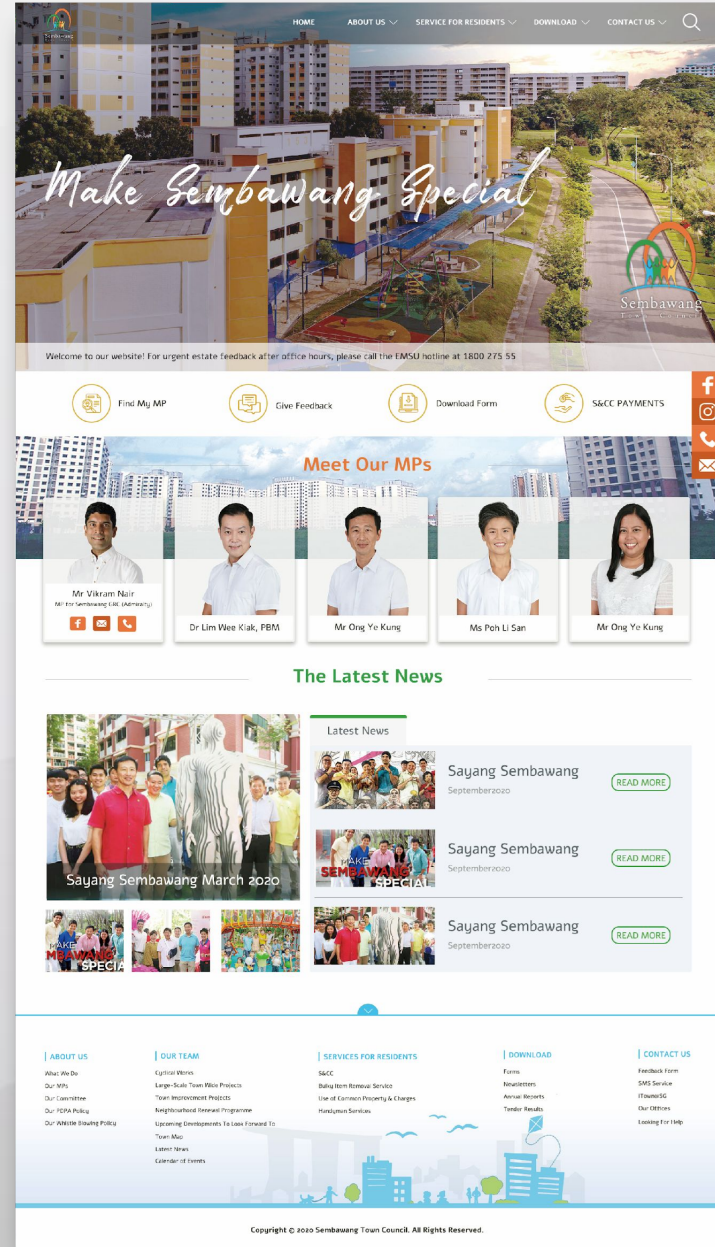# Project Proposal

Sembawang Town Council Design

Design Concept

-The entire page is making use of the logo's color. We tried not to make the color look striking to keep the whole website design look clean and neat.

-The website will not be fully static, there are few interactive functions such as mouse-hover effect with a small animation.

-We also added in floating menu on the right to make it more convenient and user friendly for the public.

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Design Concept - Web View-Top
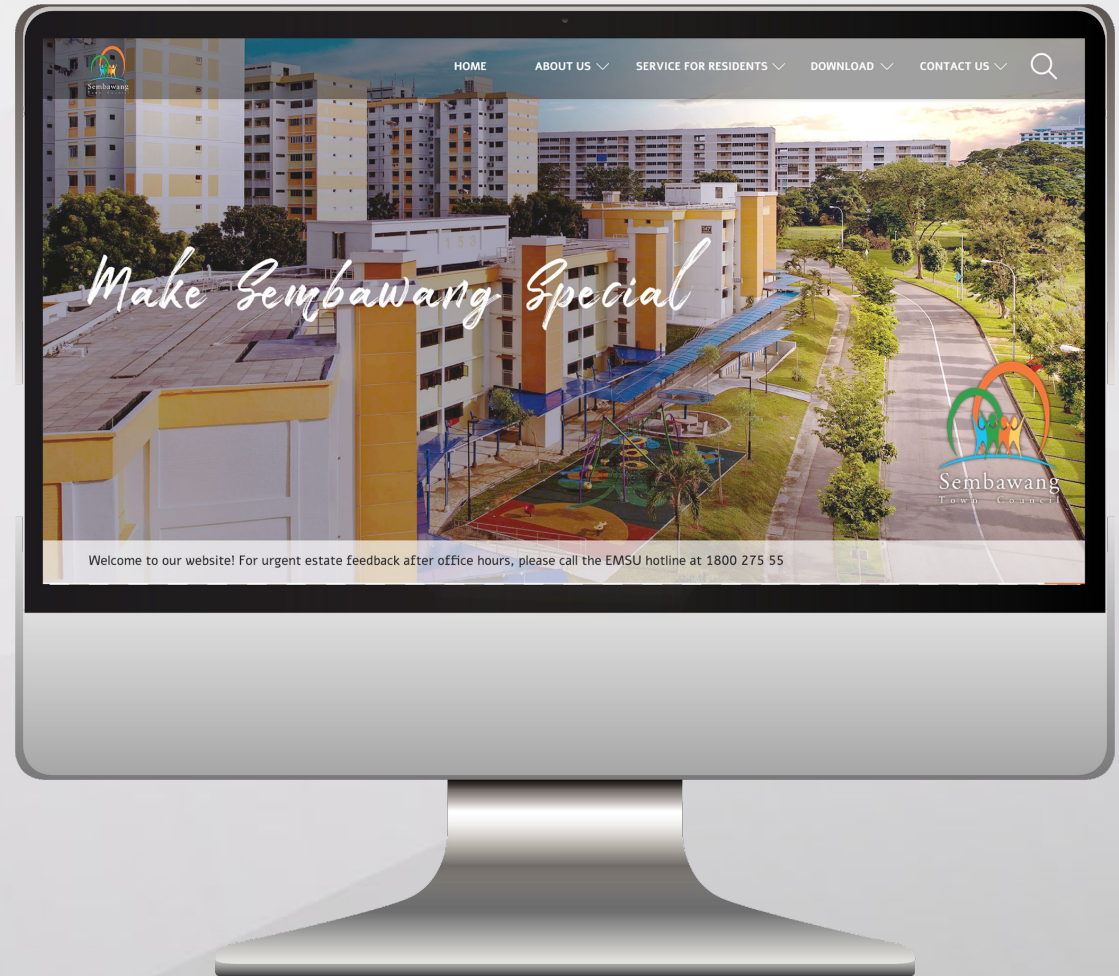
Deign 1

Overall Index Page Design

-The index page (Home page) was designed as full screen banner view, if banner design using handwritten fonts, it will capture the attention of the end-user.

-The whole page contains "white", "orange", "yellow", "green" and "blue". With the color combination, it will cause "Sembawang Town Council" to have the feeling of "full of vitality and enthusiasm"

*The banner can change according to activities or festival.

-The menu was designed in a way that, it will stick on the top even we scroll down. The purpose for designing it this way is to allow user to browse other pages whenever they want.

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Design Concept - Web View-Middle

-We designed the floating menu so that user able to click on it by not searching it.

*The floating menu category can be change.

-We use orange color for the floating menu because it stands out and allow user to notice it easily.

-We added in a small interactive animation over at "Meet Our MPs" section. Whenever user mouse over 1 of the MP, it will allow user to see more information. Example is shown on the first MP on the left. By doing this, the whole website will look livelier.
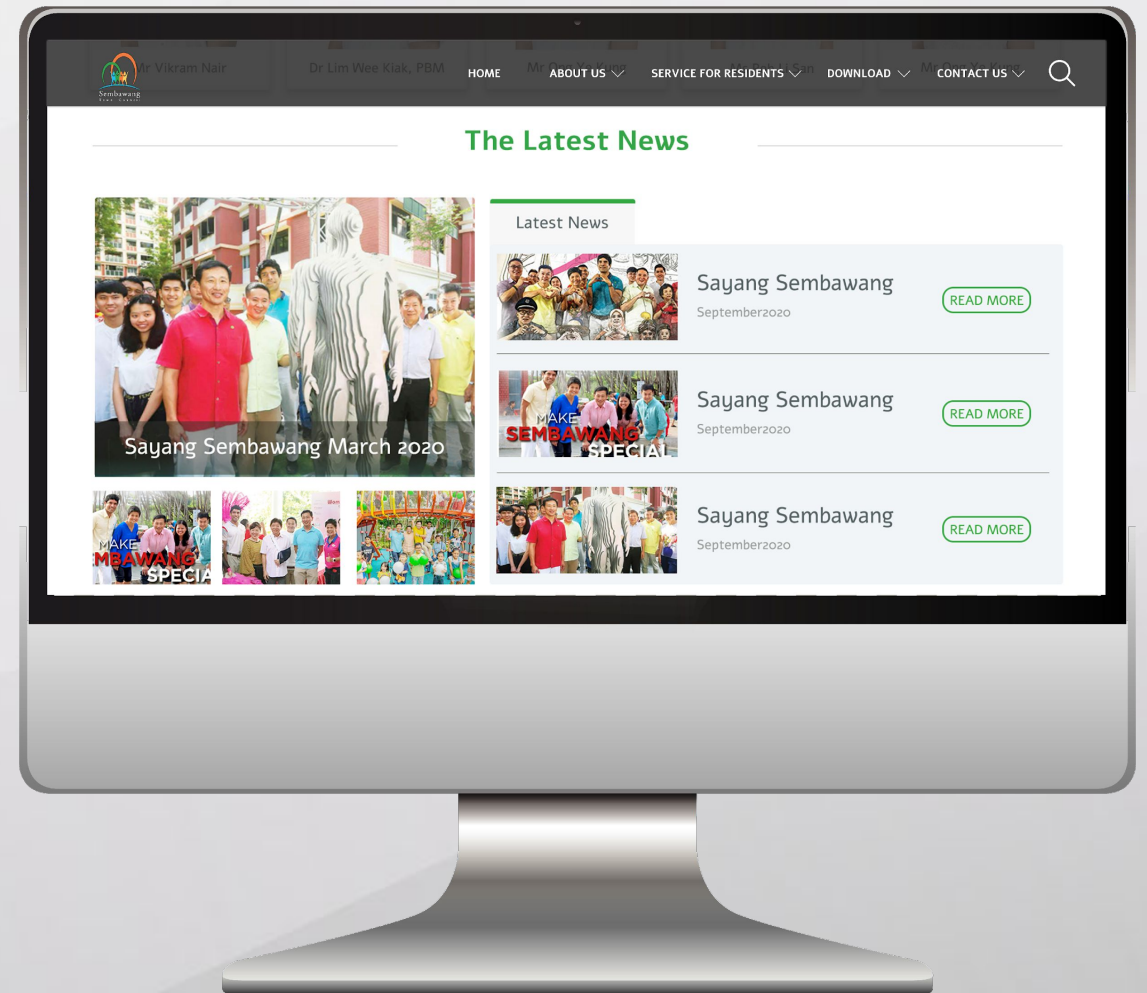

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Design Concept - Web View-Middle

-The purpose of designing this layout (The Latest News) so end user will be focusing on the important or latest news.

-On the left contains mini photo album to allow admin to upload those latest photo or important images to let public user view.

-On the right contain the latest news or updated news, user will no longer need to search for updated news around in the site.
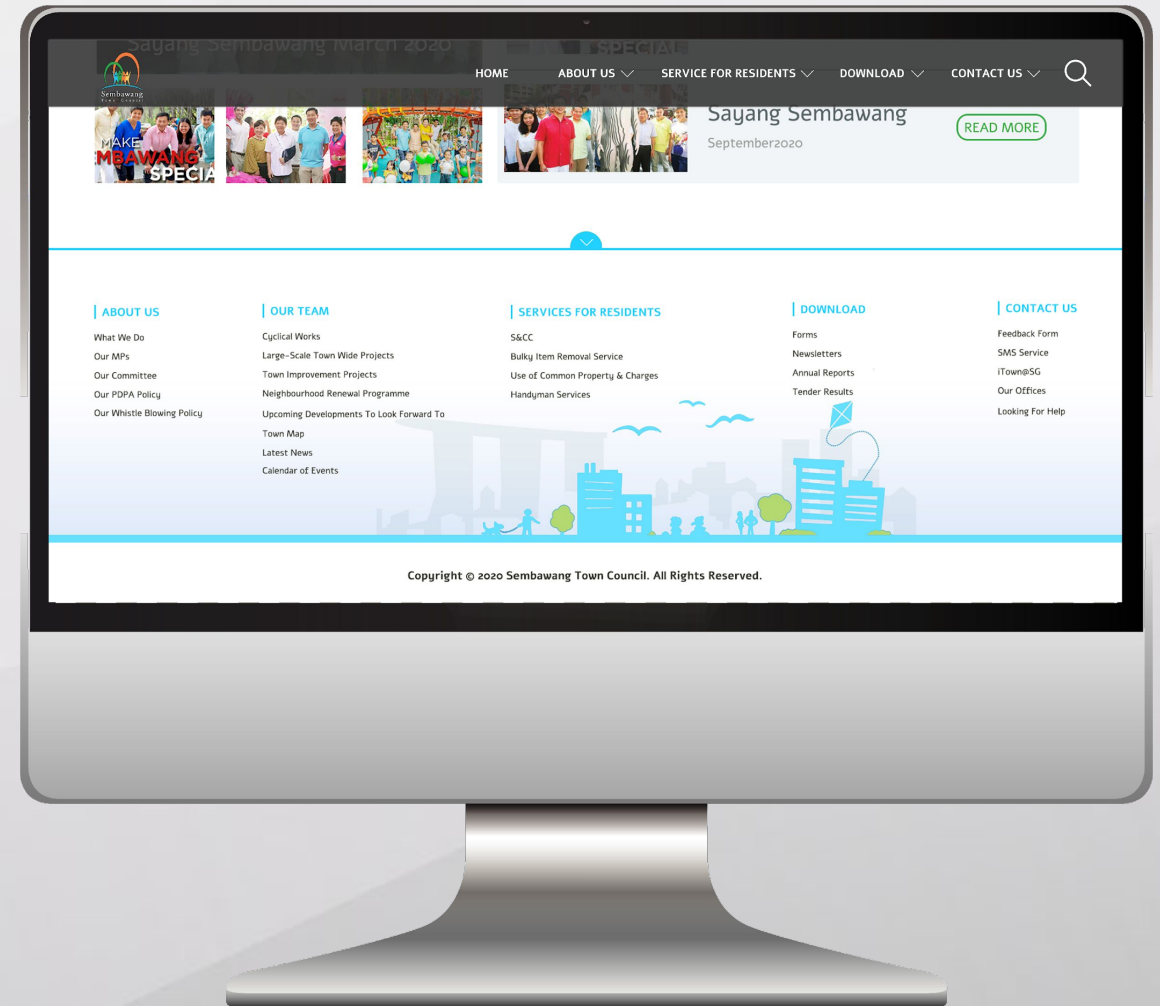

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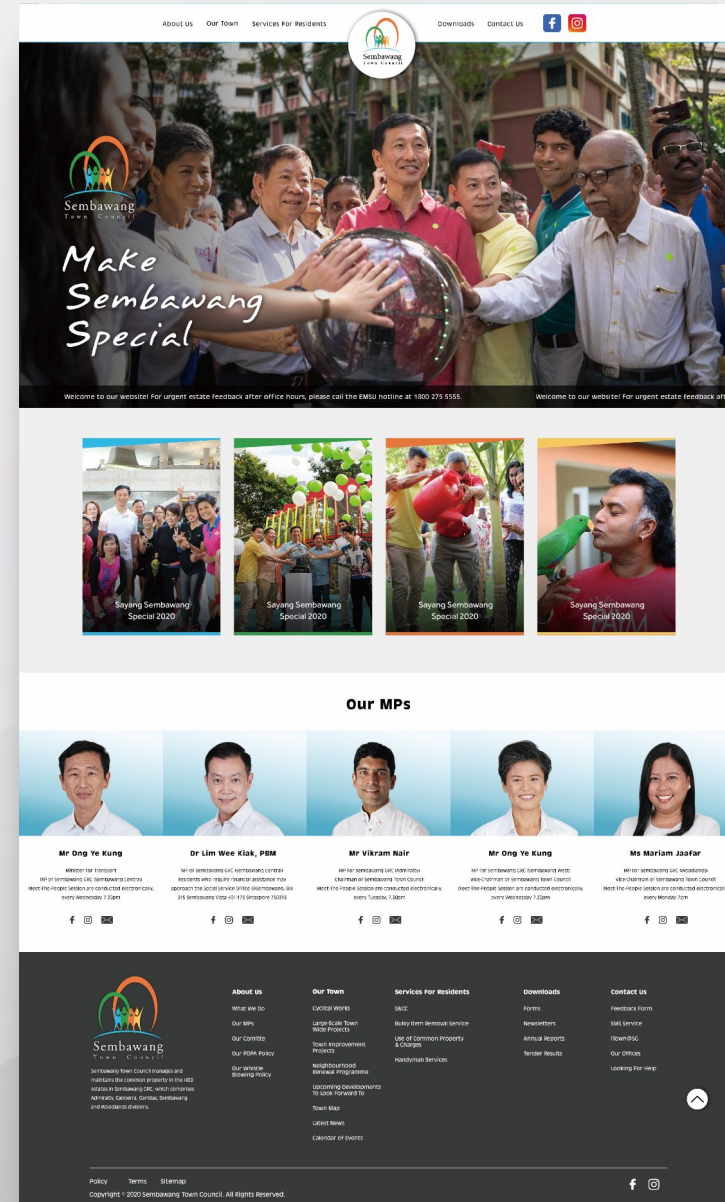
Design Concept - Web View-Bottom

-We use logo's green for the sitemap and combine with the town vector, so it won't look so boring. We created an expandable sitemap, the reason behind it was, it can make the entire site look cleaner.

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Design Concept

-Using minimum color for the website by putting more images. We involve with minimum functionality in this design because we would want to keep the whole website clean and also improve public visitor's user experience.

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Design Concept - Web View-Top

-We purposely design the logo in the middle of the menu bar due to the shape of the logo. It will start out even more with a white background. When user scroll down, the logo will become smaller so that public user able to focus on the updates instead of the logo.

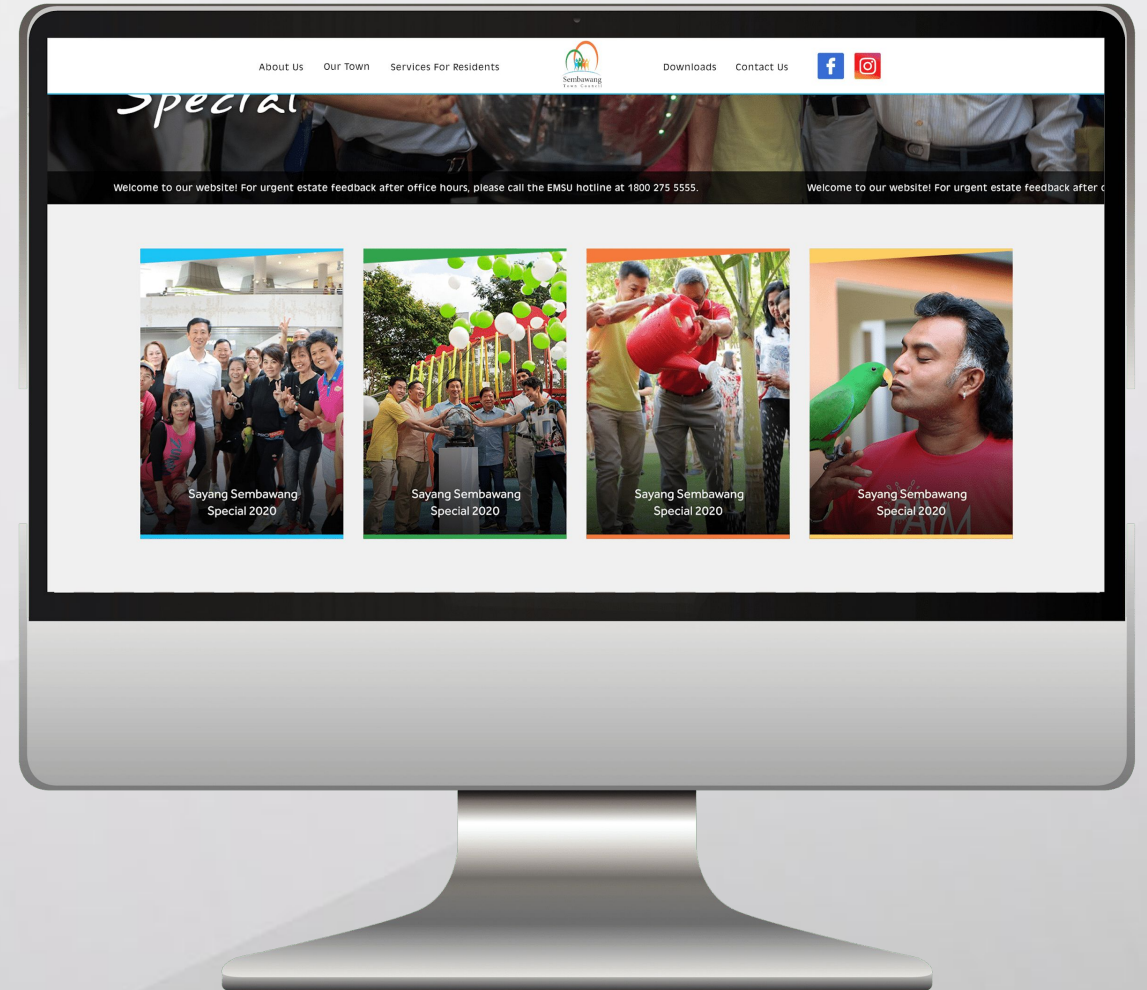*The banner can change according to activities or festival.

-In this design, notification top public is important. We changed the location from the old website which locate at the bottom to right below the banner. It will highlight more clearly to the public of what is happening.

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Design Concept - Web View-Middle

-Was using the logo's color for the banner. There are multiple shortcut banner. Public user just need to click on the right / left arrow to show more banners. With this functionality, it allow public user to access some important notice easily or even the latest news.

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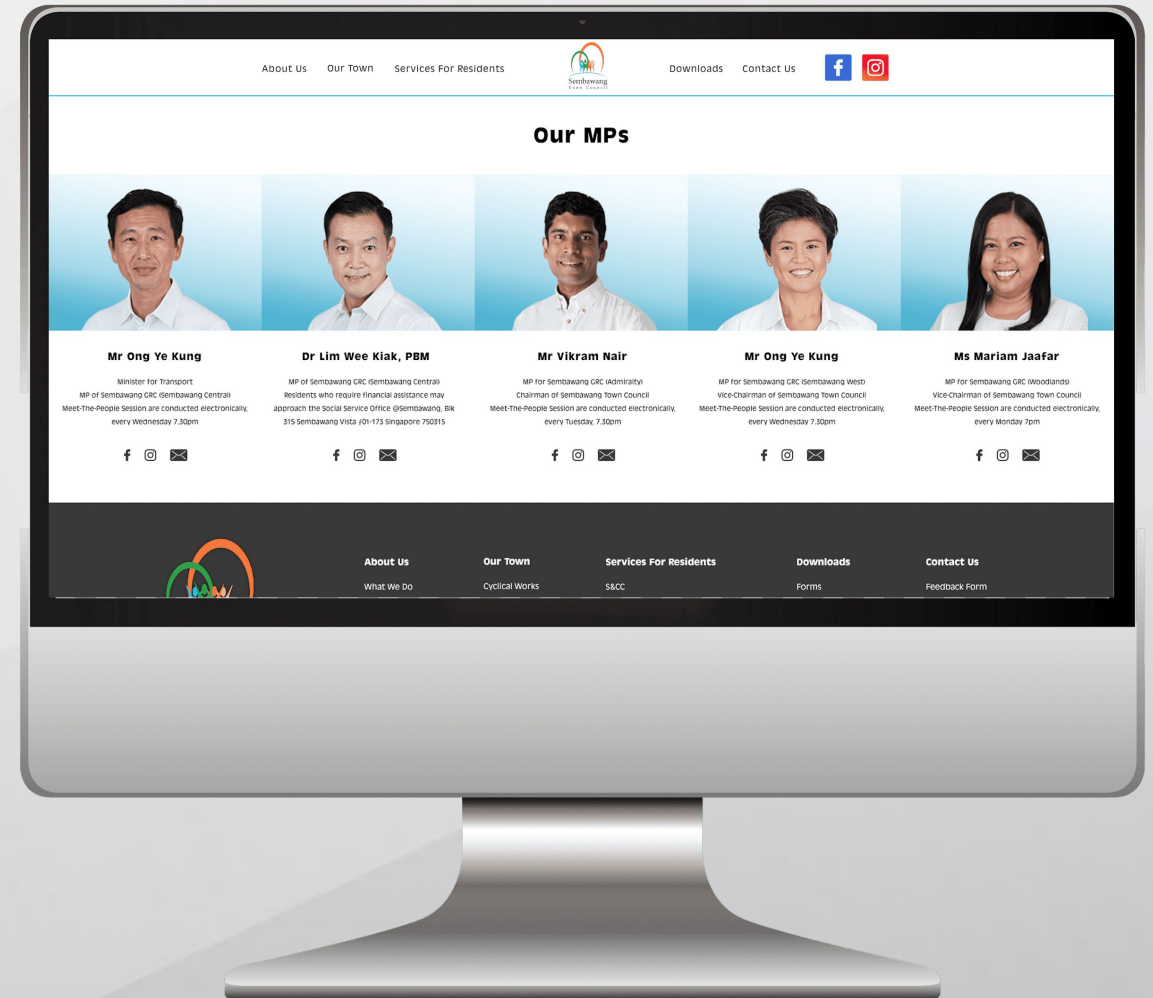
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Design Concept - Web View-Middle

-The only different from other design is, it will show the brief introduction of the MPs without mousing over.

-We used blue for the background of all MPs because of the logo's color. And blue have the feeling of "professional" and "reliable".

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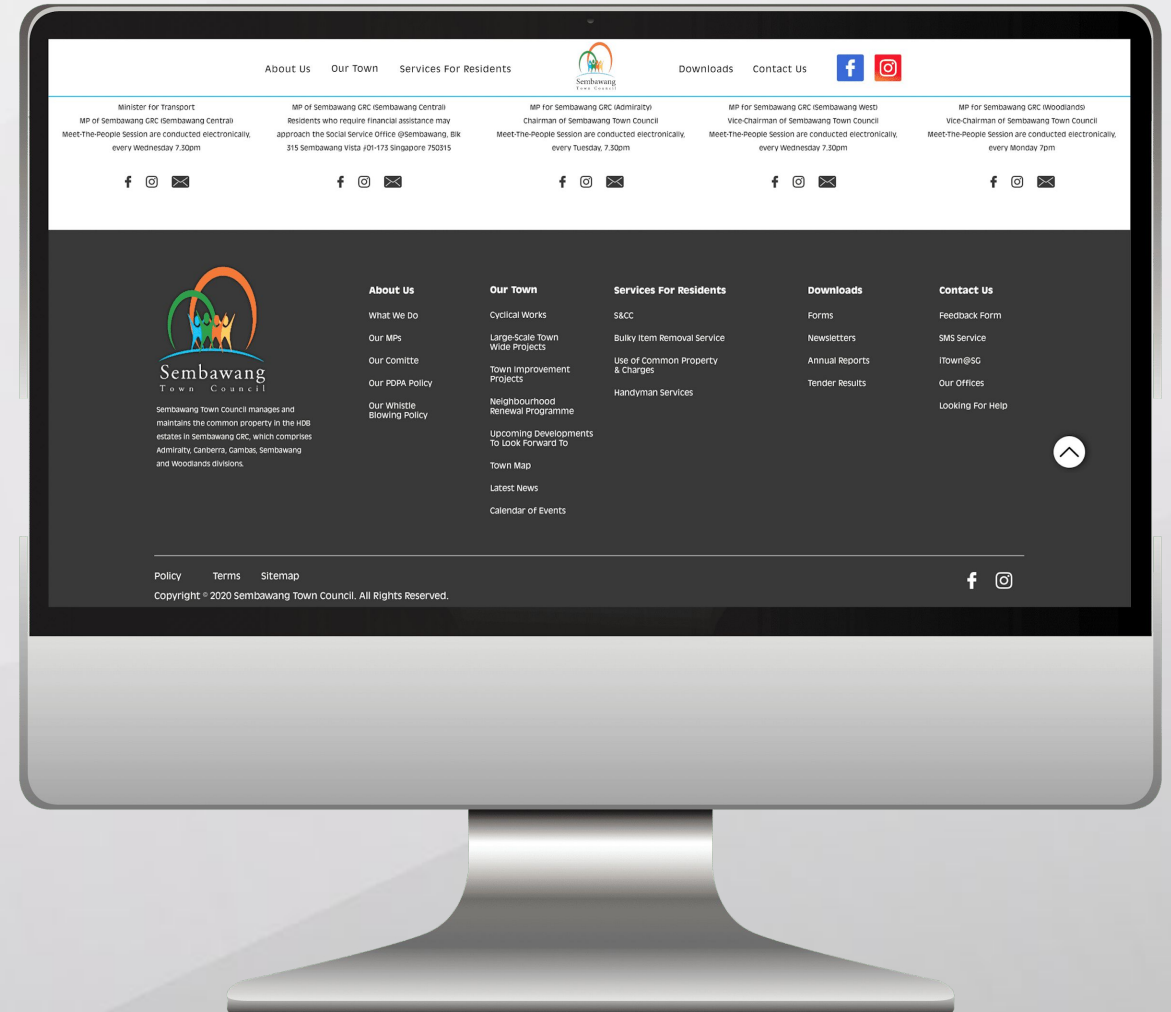
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Design Concept - Web View-Middle

-Logo's color will be more striking by using dark grey as a background.

-Sitemap will be more easy to view, so public user can view the sitemap at a glance.

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Thank you for your listening
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