**Final Report**

The aim of the study was to design and successfully run a website which focuses on Cardiff City Football Club. The site was to contain features such as blogs, results, player profiles, as well as other content related to the club. Using everything that had been learned over the last six months, the website would involve using new programmes in order to fulfil the main objectives of the study.

The completed website is split into five different sections (Home, News, Fixtures & Results, Players and Blog) which together would help to keep Cardiff City fans up-to-date with everything they needed to know regarding the club. By sticking to the original proposal, the website has been built up to include all the aspects which came out of the original research.

In the initial proposal, it was also decided that that the website wouldn’t be too overcrowded, with the right balance between being busy and a little empty being found. This was achieved by making sure all the content that was needed to help build-up the site was included, but not putting too much on each page to confuse the viewer.

Each section provides the site with something different, with the news, blogs and fixtures being updated on a regular basis. From the initial research carried out, it was decided that direct links would be included on the homepage to certain sections, which would help with the navigation. Various contact buttons can be found on the homepage also, with user interaction being key, it was decided that these Facebook, Twitter and email links would feature on the front page. It was important that these Facebook and Twitter links were included on the site in order to bring in viewers.

Sticking with the homepage, a problem was encountered when importing the stats box, but this was overcome by simply resizing the box on fireworks before importing. The decision was made to also resize the homepage to make it different to the other pages, again, this became a bit of an issue when all the other pages began automatically resizing. It was minor issues such as this which offered challenges, but by overcoming each hurdle it meant that by the end any issues were easily overcome.

One of the key points made in the original proposal was that this site would be easy to navigate through and easy to read. By sticking to a strict colour scheme and including plenty of links on pages to help with navigation, it’s fair to say that this has been achieved. By adding an additional feature on the links at the top of each page so they highlight when hovered over, it again helps with this site being easy to use with navigation being key.

By going through the master-classes provided, programmes such as *Dreamweaver* and *Flash* became easier to use.After splitting the website into the five different sections, *Fireworks* and *Photoshop* could be used to help with the banner and various images included on the website. By using *Photoshop* it meant that images could be cut around leaving no background and certain word boxes, like those found on the news pages, could be created. This helped give the site the professional finish that was intended.

One of the problems encountered when building this site up was the addition of the ‘moving news segment’ which can be seen on the homepage. After carrying out research prior to this assignment, it became clear that many football based websites use this to help with the flow. With some help, *Flash* could be used to create this segment for the site, which moves onto a new story when the user hovers over the link. Ideally this would then take you to a separate page when the link is clicked, but unfortunately this couldn’t be achieved, but nonetheless, the homepage is still aided by the addition of this news piece.

As well this, by learning how to use programmes such as *Fireworks* to create the rollover images which can be seen on the Blog section, it has offered a platform to build on for future design work, not just for creating websites, but for enhancing images for example, which is an important trait to have in subbing journalism work. Other aspects of the site, such as the ‘fact box’ on the homepage, videos and comment boxes on the news section and also the inclusion of a Twitter box on various pages, has indicated that through this module, new skills have been learned that can be used in future work.

Sticking with this point, the skills learned have already helped with work in other areas of journalism, where cutting around photos and designing pages is now not a problem. By creating this site, it can also be seen as a personal achievement - currently, the comment boxes that are included are void, but going ‘live’ is something that can certainly be considered, with this site potentially being seen by hundreds and even thousands of people in the future.

Moving on from this, the world of journalism is changing, and it has to adapt to changes in technology. Many newspapers are now available to buy on kindles, and all major newspapers are available online, meaning that what has been learned is important in order to develop personally as a journalist. As touched on already, by learning key skills such as using various programmes and designing and editing a website, it means that future online tasks relating to journalism will now become far easier.

One thing that would be done differently if this site was to be remade is to allocate more personal time to get used to the various programmes on offer, such as those mentioned above. By rushing into the making of the website, it meant that some of the features included weren’t up to scratch, so these had to be changed at a later time. By the end of the project it is fair to say that using the different tools became far easier, and by constantly making changes throughout, the finished website reflects this, with a somewhat professional feel to it, with a combination of programmes being used in order to build it up from scratch.

Looking at the project as a whole, by putting the site ‘live’ and introducing more links to social networking sites such as Twitter and Facebook, the site has the potential to appeal to a huge amount of people who, if the site is updated on a regular basis, will come back to the site regularly. If these viewers can be brought back to the site on a regular basis then it can potentially bring in some revenue to the site with advertisements being included.

Through a combination of in-class tutorials and online workshops, a task which at first looked daunting has been completed through combining existing knowledge and new aspects that have been learned over the module. By sticking to the research carried out at the start of the project, and sticking closely to the proposal, the finished site has achieved exactly what was intended – supplying Cardiff fans with all they need to support their side.

New skills and tips picked up will help with work in other modules, and by completing this website it has highlighted just how important certain skills are in the world of journalism, and as a result personal skills have been enhanced, which will help in future work.

**Bibliography**

**Video**

*Joe Mason goal against Liverpool – Carling Cup Final 2012.* 2012. [Online video] Last accessed on: 29 April 2012.

**Images**

All images on website have been sourced from <www.bbc.co.uk/sport>

**Comment box**

Comment box [online] Available at: <http://www.htmlcommentbox.com/> [Accessed 25 April 2012].

**Features**

Content available at: <www.cardiffcityfc.co.uk> [Accessed 27 April 2012].

Content available at: <www.viewfromthestands9.wordpress.com> [Accessed 27 April 2012].