

# Developing a website for the BeCreative Minor using WordPress

Kevin van der Vliet

*Fontys University of Applied Sciences*

*Eindhoven, The Netherlands*

k.vandervliet@student.fontys.nl

**Abstract— This paper gives information about the BeCreative website. The target goal, target audience, design choices and challenges will be discussed in this paper.**

**Keywords— Fontys, BeCreative, Minor, Website, WordPress, Projects, GLOW, Eindhoven**

## I. INTRODUCTION

The BeCreative Minor at Fontys exists for a while now. There was no website like this before with all the information together about the Minor itself and all the created projects from this Minor. The developed website will not only help Fontys students but all students with an interest in following a creative engineering minor.

## II. TARGET GOAL AND AUDIENCE

The BeCreative Minor is a minor for Fontys students and other students with a technical background or affinity. The website is used for showcasing previous made projects. Students can also find more about the Minor itself, how to get in contact with Fontys about the Minor and how to sign-up for the Minor.

## III. LOOK AND FEEL

The website is mostly white with grey text. This makes it easier for the user to read it. Usually dark images with light effect are used on the website. These look futuristic and technical. This also serves as a reminder of the GLOW projects that are made during this Minor. The navigation bar is dark grey and has white text. This gives a good contrast between the white page with text and the dark navigation bar. All the buttons on the website are in purple, this is because the primary color of Fontys is purple. The website looks simple but functional. It is easy to navigate and to understand, because of the colors and layout that are repeated on all pages and throughout the website.

## IV. LAYOUT

On the homepage of the website you will find a short introduction about the Minor itself. With the navigation bar you can browse through the different projects, papers, sign-up and contact pages. The projects on the website are treated like posts. They have been categorized on year and if it was a GLOW project. This makes it easy to find them. For future projects, a new post can be created easily. All project posts have the same layout and feel, this makes it easy for the user to navigate and check out the created projects. When opening one of the papers, you will be redirected to a pdf file of the chosen project. There are a few papers online from different projects and one is about the website (this one). The sign-up and contact pages are used for getting in contact with Fontys about the Minor. This is useful for students who require more information or have questions about the Minor.

## V. CONTENT

The website contains all information about previous finished projects with images and videos. The website also contains links, the schedule and how to sign-up for it. All the information a student needs to decide if they want to follow this minor.

## VI. GLOW FESTIVAL

GLOW is an annually light festival in Eindhoven, The Netherlands [2]. Fontys always contributes to this festival by creating a light related project. This is one of the project options during this Minor.

## VII. CHOICE OF WORDPRESS

There are many ways when it comes to creating websites. One solution would be to code it from scratch. This is the most time consuming and hardest solution. This idea was scraped quickly. The other idea was to use a certain software that makes it possible to create a website with only text and media provided. This requires close to zero coding. The software that was chosen for this project was WordPress [1]. WordPress is based on 'blocks'. For example: text, image or video blocks. These blocks can be dragged on to a page and can be filled in by the user. This makes it easy to add text, images, videos or something else without any knowledge in coding.

## VIII. CHALLENGES

I faced a few challenges while designing and developing this final version of the website. At first, multiple websites were created. At the end one got chosen to be the final one. All the website had their good and bad design parts. All the good parts also had to be added to the final chosen website. I had some basic knowledge in creation a website from scratch (by coding), but this was the first time I had to use WordPress for creating a website. I also had to focus more on the user perspective than I am used to. The biggest challenge at first was to understand how WordPress works. Later during the assignment, this changed to user perspective. It is hard to design a website with usability and user perspective in mind. But with all the review sessions I had with my supervisor, the website was discussed and improvement over time. One other challenge was the spam problem, the website already received some spam comments in the first few weeks. This had to be fixed. An reCAPTCHA by Google was added to the post, sign-up and contact form. This will block any spammers or bots. This is a verification tool to tell if someone is a robot or not.

## IX. CONCLUSIONS

Fontys has a clear and functional website now [3]. This website can be used to promote the BeCreative Minor and to promote its international availability. All the information about previous projects are also on the website, so they will not be forgotten. It has been made easy to add new and upcoming projects, this means the website will not get out of date easily and will still be useful in the future.

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### References

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