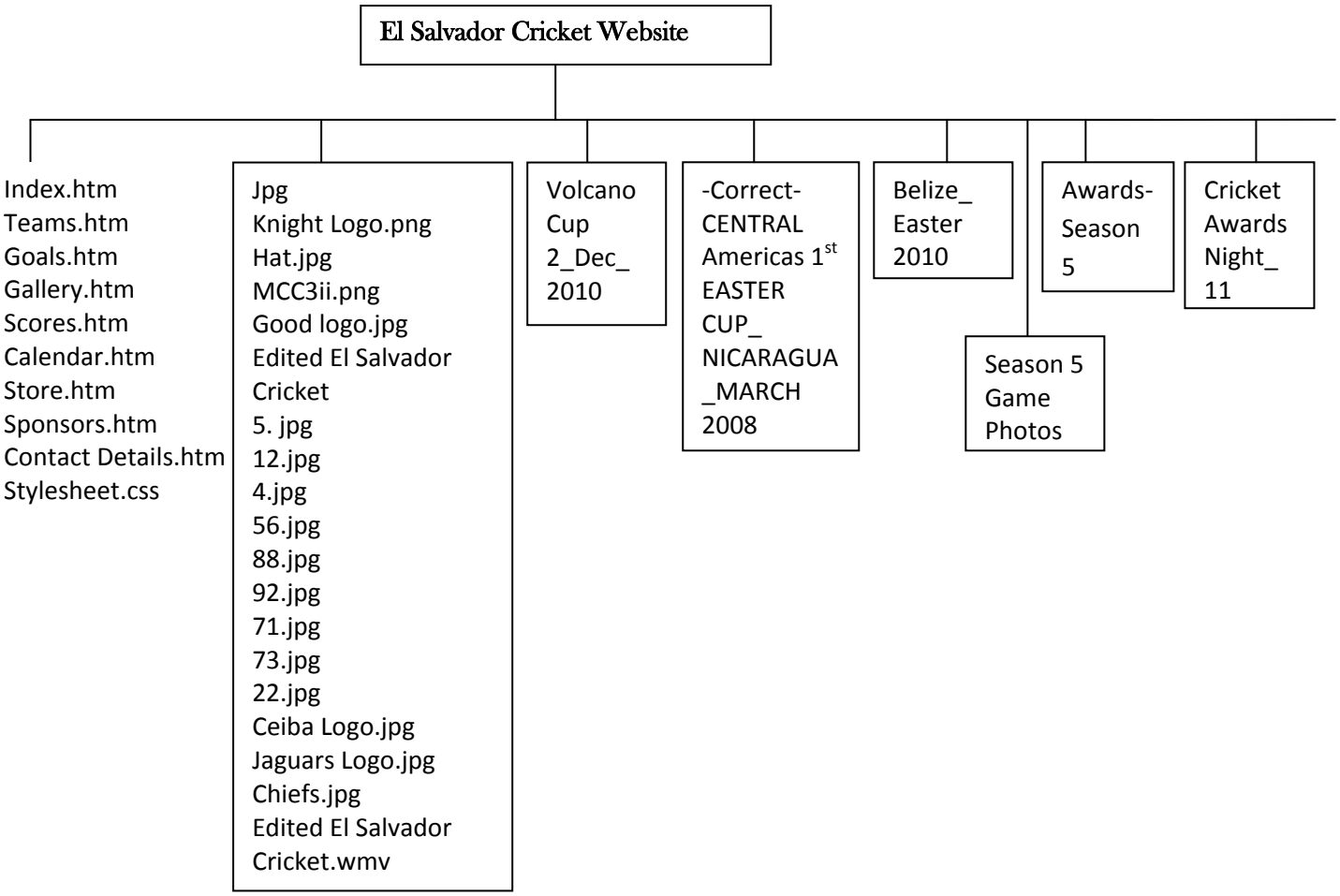
Criterion E: Product development

Complex techniques used to address the client's requirements:

- The structure and organization of pages
- Edited Original Sound
- Search engine optimization techniques
- Edited Original Video
- Alt attributes
- Resizing Graphics
- Embedding the El Salvador Cricket Video

Organization of the website (Document object model)



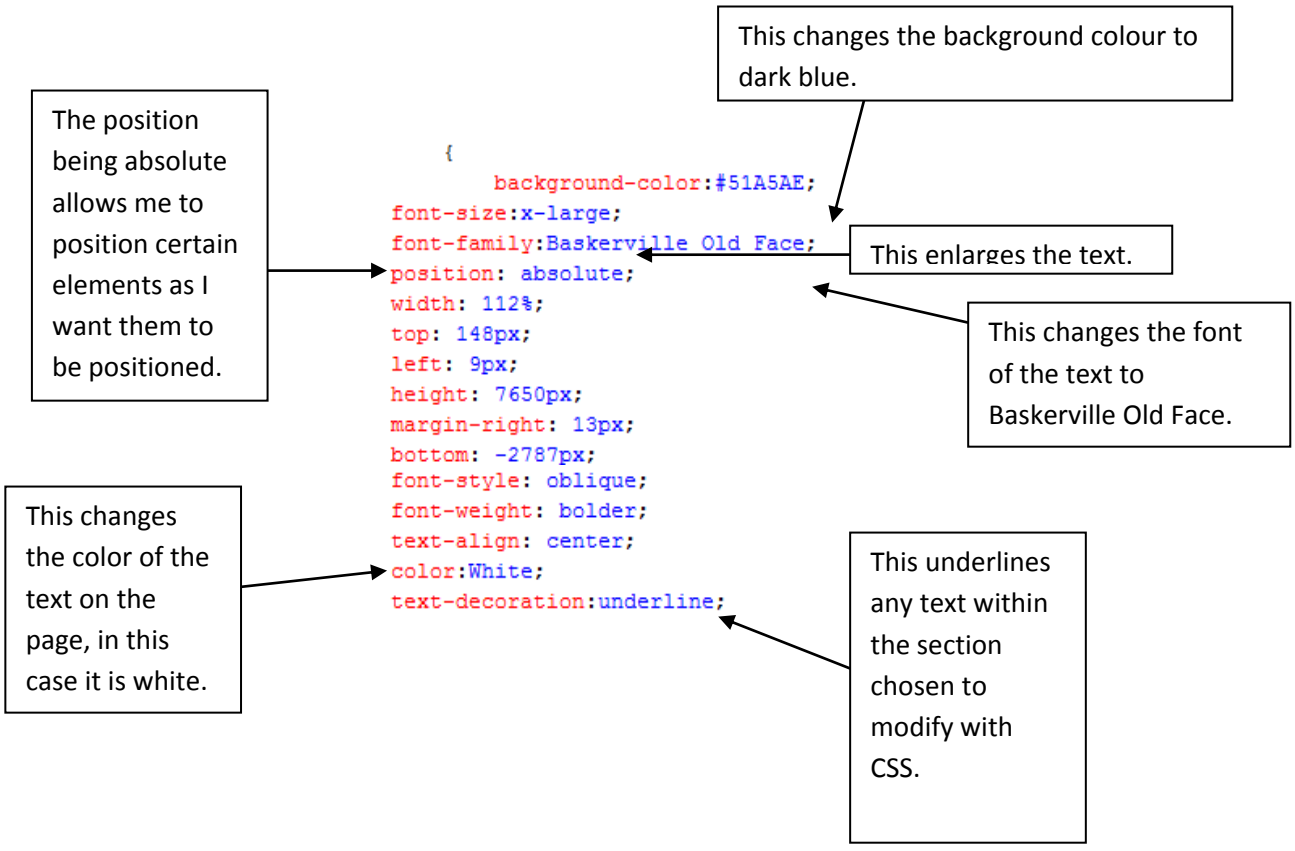
The structure and organization of the pages

Technique: CSS

The website was created using Microsoft Visual Web Developer Express, which for the most part, relies on the use of a Cascading Sheet File. The use of CSS allows the user to implement a consistent design for every page in the website, which in turn avoids confusion when accessing different pages. The use of CSS also facilitates accessibility of the website, since the use of CSS means that there will be less code and therefore the site will load quicker.

```
#bodyteams
{
 background-color:#51A5AE;
    font-size:x-large;
    font-family:Baskerville Old Face;
    position: absolute;
    width: 112%;
    top: 148px;
    left: 9px;
    height: 3500px;
    margin-right: 13px;
    bottom: -2787px;
    font-size: x-large;
    font-style: oblique;
    font-weight: bolder;
    text-align: center;
    color:White;
}
```

CSS is used to control the format, layout and the colors of the pages. As you may see above or below, the name of the code relates to the specific page within the website. By doing this, I was able to change the: different fonts and its sizes, the margins, the way the text was aligned, among other things.



Effects the code from above has on the body of a page in the website:

Chiefs Vs. Jaguars-Game 12

Chiefs		how out	bowler	total			O
1	B. Judge [wk]	ct Fuentes	F. Rivera	8		F. Rivera	4
2	E. Reyes	ct Murgatroyd	F. Melendez	20		P. Fuentes	3
3	I. McHugh [cpt]	bowled	P. DeSoto	8		F. Melendez	2
4	O. Lima	ct Kim	A. Murgatroyd	8		P. DeSoto	4

Season 5 Local Game Scores-
Teams: Atlacatl Knights-Cuscatlan Chiefs-1821 Jaguars and Ceiba

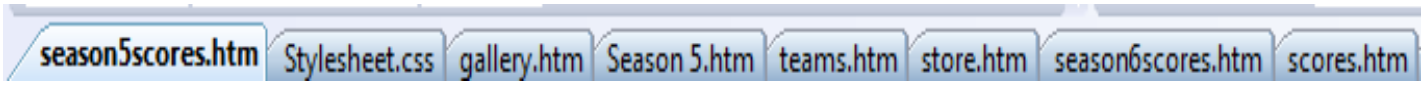
Knights Vs. Chiefs-Game 1

Knights		how out	bowler	total		O	R	W
1	S. Cullen	bowled	Obando	25	A. Keslake	3	8	1
2	A. Leiva	bowled	A. Keslake	0	R. Davis	4	21	1
3	J. Arnold	ct Melara	Davis	0	J. Melara	3	34	0
4	S. Chandrasekhar	ct Judge	Reyes	41	I. McHugh	2	25	0
5	R. Safie	ct McHugh	Reyes	9	R. Chacon	1	6	0
6	P. Alexander	retd		44	P. Obando	3	38	1
7	A. Gasteazoro	run	out	3	E. Reyes	4	31	2
8	N. Amaya	not out		5		20	163	5
9	S. Mpillai	not out		2				
10	J. Avila	dnb						
11	J. Rowan	dnb						
			Batting total	129				
			extras	34	KNIGHTS WIN WITH 2.3 OVERS TO SPARE..			
			TOTAL	163				

Chiefs		how out	bowler	total		O	R	W
1	J. Keslake	Ct Pillai	Cullen	0	S. Pillai	3	20	2
2	B. Judge	bowled	Arnold	28	S. Cullen	4	5	4
3	A. Keslake	ct Rowan	S. Cullen	0	J. Avila	2	12	0
4	J. McGough	ct Gasteazoro	S. Cullen	1	A. Leiva	3	20	1
5	R. Chacon	ct Chandrasekhar	Pillai	0	S. Chandrasekhar	1	5	0
6	P. Obando	lbw	Pillai	1	J. Arnold	3	8	1
7	D. Colley	not out		1	D. Colley	1	7	1
8	J. Melara	hit wicket	Safie	0	R. Safie	0.3	1	1
9	I. McHugh	ct Chandrasekhar	Colley	7		17.3	78	10
10	J. Llovera	bowled	Cullen	2				

As you may see above, the text is white as in the code, the text is also underlined, it is large, the background color is blue and the font style is Baskerville Old Face.

The code above is for the body section of the page, “season5scores.htm” which can be seen bellow.



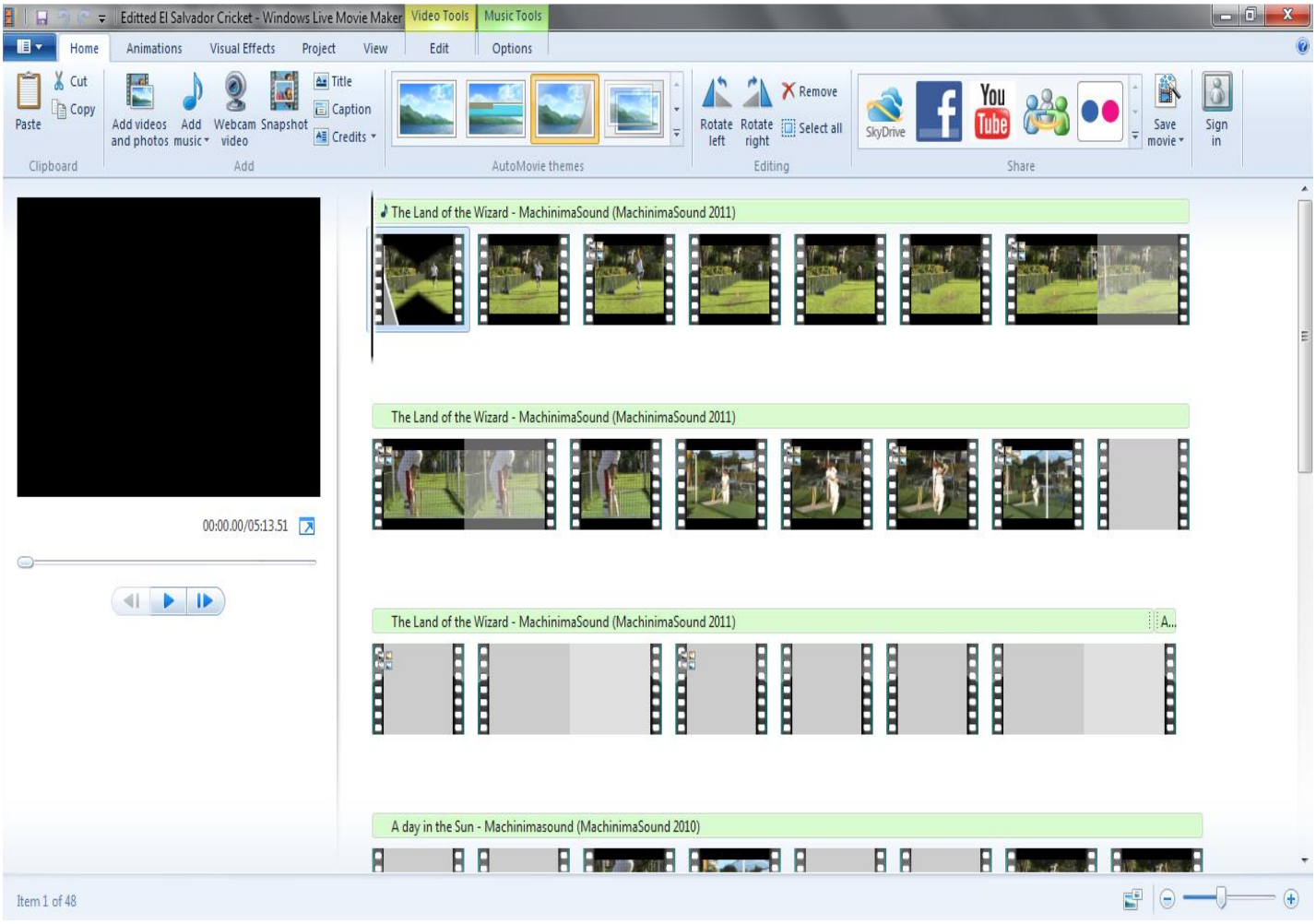
Altering the HTML code. In the photo bellow you can see the code: , this underlines the text from where the code starts to the end of the paragraph. This can be seen as the other half of the code is at the end of the paragraph, which means that the effects that code has on the page finishes there.

```
43          <br /><div id="underline">
44        What are the teams that constitute El Salvador Cricket?
45              <br />
46              Atlacatl Knights,
47        Cuscatlan Chiefs, 1821 Jaguars, Ceiba and Mayans.</div>  <div align="left">
48              <br />
49              <div id="borderblue">Atlacatl Knights Cricket Club-Year Initiated: 2007<br />
50                  <img src="Knights%20Logo.png" style="width: 298px; height: 339px"
51                      align="left" />Message by Simon Cullen-Atlactl Knights Captain: &quot;After our championsh
52                  season 6, winning half our games and using the opportunity to bed in new players
53                  and focus on developing the skills of inexperienced team members. The Knights
54                  continue to display a balance of experience and youth, and will be looking at
55                  this year as a chance to increase the squad and provide new players with the
56                  chance to get some valuable playing time in the middle, and learn what the game
57                  is all about. Players are being encouraged to practice and refine their skills,
58                  to set their own personal targets, and - more than anything - to enjoy the
59                  games. Developing the team&#39;s bowlers remains a priority area, as does improving
60                  our catching in the deep, and we hope to see progress at a steady rate
61                  throughout the season.&quot;<br /></div>
```

Editing the original sound of the video

Technique: Editing the original sound

-I downloaded two songs that are free of copyright and integrated them into the video. One is called, “The Land of the Wizard” by Machinimasound[1] and the other is called “A Day In The Sun” also by Machinimasound[2]. I also cut the song and placed each song in different sections in order to make the song go along with the pace of the video given that the first part of the video focuses on slow motion and the second part even has some fast motion. Therefore the music has been placed accordingly. I also exported the video to YouTube in the format wmv, the name given is ‘El Salvador Cricket’.

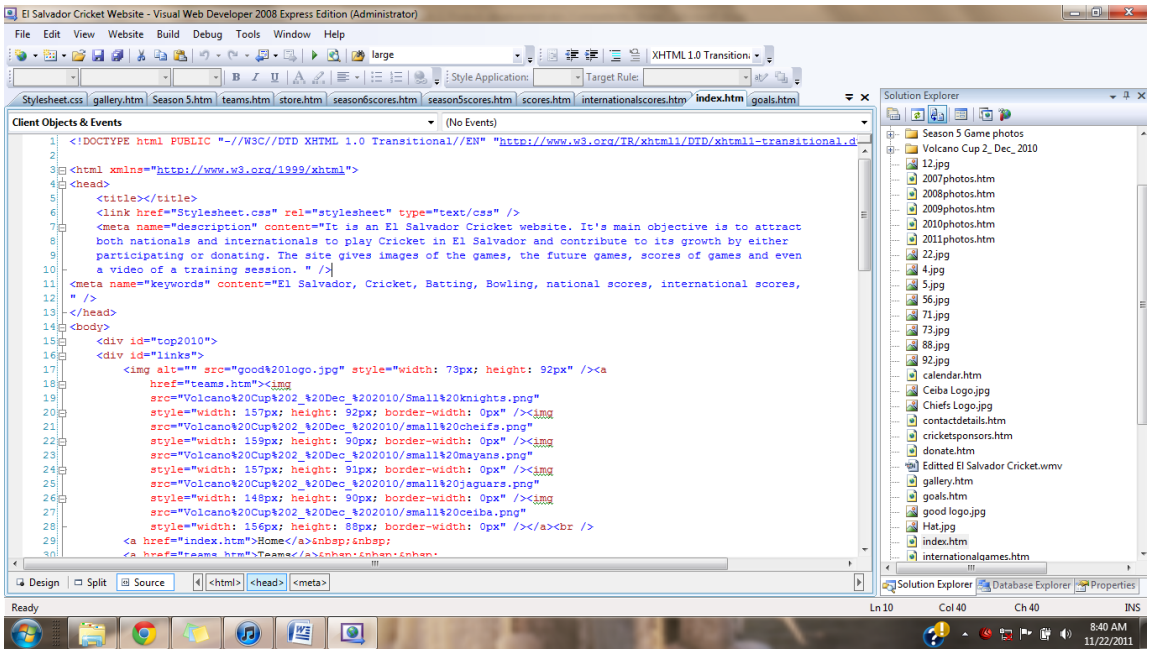


[1] http://www.youtube.com/watch?v=lpNXyjmI0Q4. Uploaded to Youtube on the 17th of May 2011.

[2] http://www.youtube.com/watch?v=pYSZivA14mI. Uploaded to Youtube on the

Search engine optimization techniques

Technique: Search engine optimization



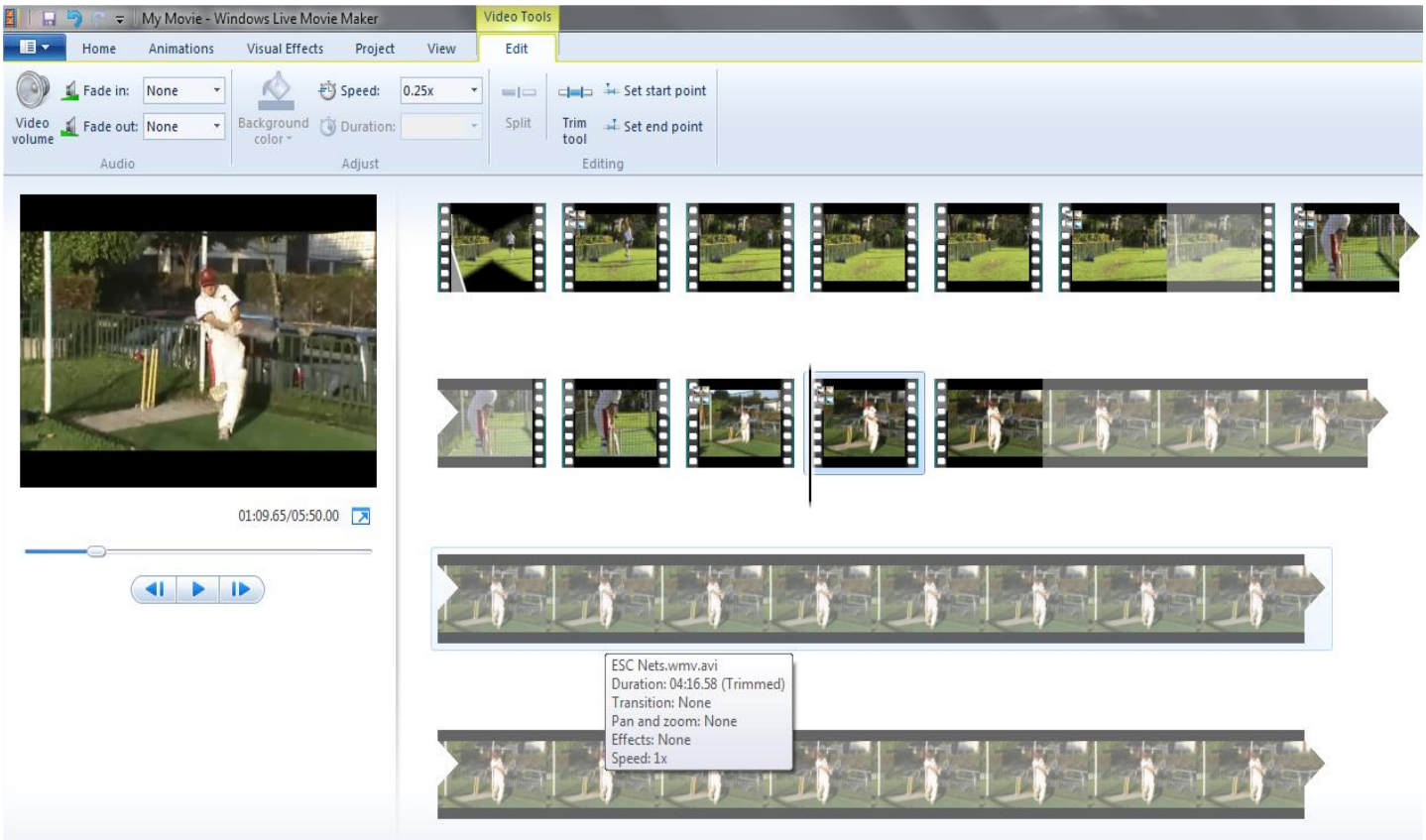
-I integrated Meta tags into the index of the El Salvador Cricket website for people to be able to find the website. This works because people search for the key words in a search engine like “Google” and then websites with these key words appear. I have also included a small description of the website, which is also used as a website optimization technique.

```
<head>
    <title></title>
    <link href="Stylesheet.css" rel="stylesheet" type="text/css" />
    <meta name="description" content="It is an El Salvador Cricket website. It's main objective is to attract
    both nationals and internationals to play Cricket in El Salvador and contribute to its growth by either
    participating or donating. The site gives images of the games, the future games, scores of games and even
    a video of a training session. " />
<meta name="keywords" content="El Salvador, Cricket, Batting, Bowling, national scores, international scores,
" />
</head>
```

I acquired the code for the Meta tag from the following website:

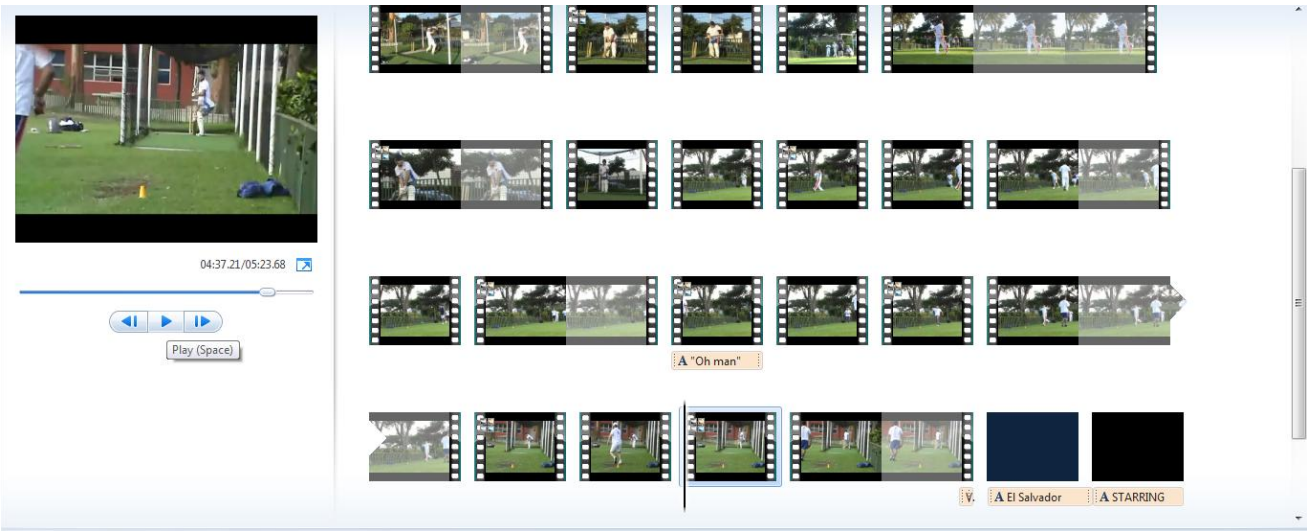
Edited Original Video

Technique: Editing Original Video



The original video was edited not only by adding music, but also by silencing all the talking and conversations that occurred during the original video. Many scenes in the first half of the video have been slowed down in order to go along with the first song, which is rather slow and low pitched. The first half of the video focuses on the bowling of the players. Whereas the second part of the video is fast, some scenes have even been sped up. The reason for this is that the second part of the video focuses on batting, which is usually seen as quick.

Some parts of the video have been cut out given that they are unnecessary and have been cut out in order to maintain focus on the bowling and batting of the players. Such scenes that have been cut out include: players picking up fallen balls, walking in front of the camera, among others.

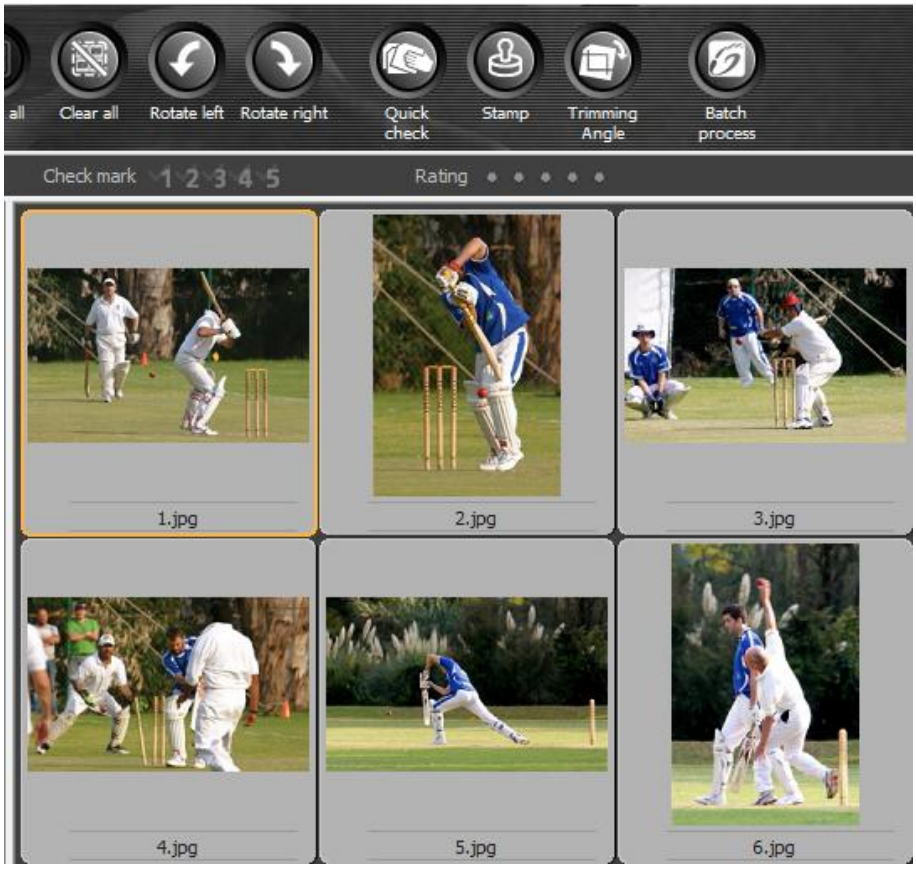


Adding alt attributes to the photos

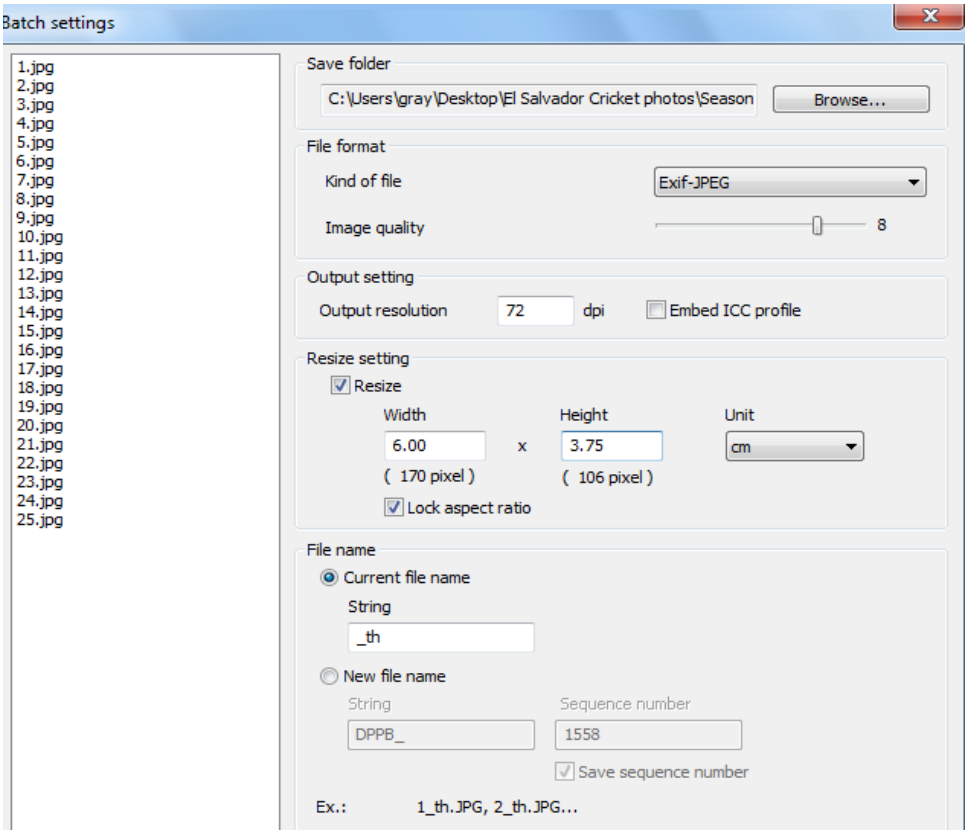
The grand majority if not all the photos on the websites have Alt attributes. The reason for this is the following: a user might be blind and can therefore not see the pictures on the website. Since I have utilized the alt attributes, the description that I have given of the image will be read out loud in order for the user to have some idea of what the image is about. As you may see from the image above, the description of the image is “El Salvador Cricket Team Photo”. Clearly, the description is not very detailed; its main purpose is to give a main idea of what the image is about not a detailed description of the entire image.

Bellow is another example of a photo that has alt attributes. This one says “An El Salvador Cricket Jersey”.

Resizing Graphics



In order to place the pictures on the website I needed to reduce the size of all the images, and convert their original sizes into the size of a thumbnail. The reason for changing the sizes of the images was because if I wouldn't have resized them they wouldn't have fit in the website and besides, given their small size, the website loads quicker.



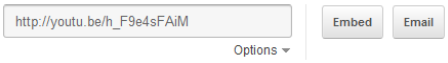
In the image to the left the photos are being resized into an image with 6cm width and 3.75cm height.

Embedding the El Salvador Cricket Video

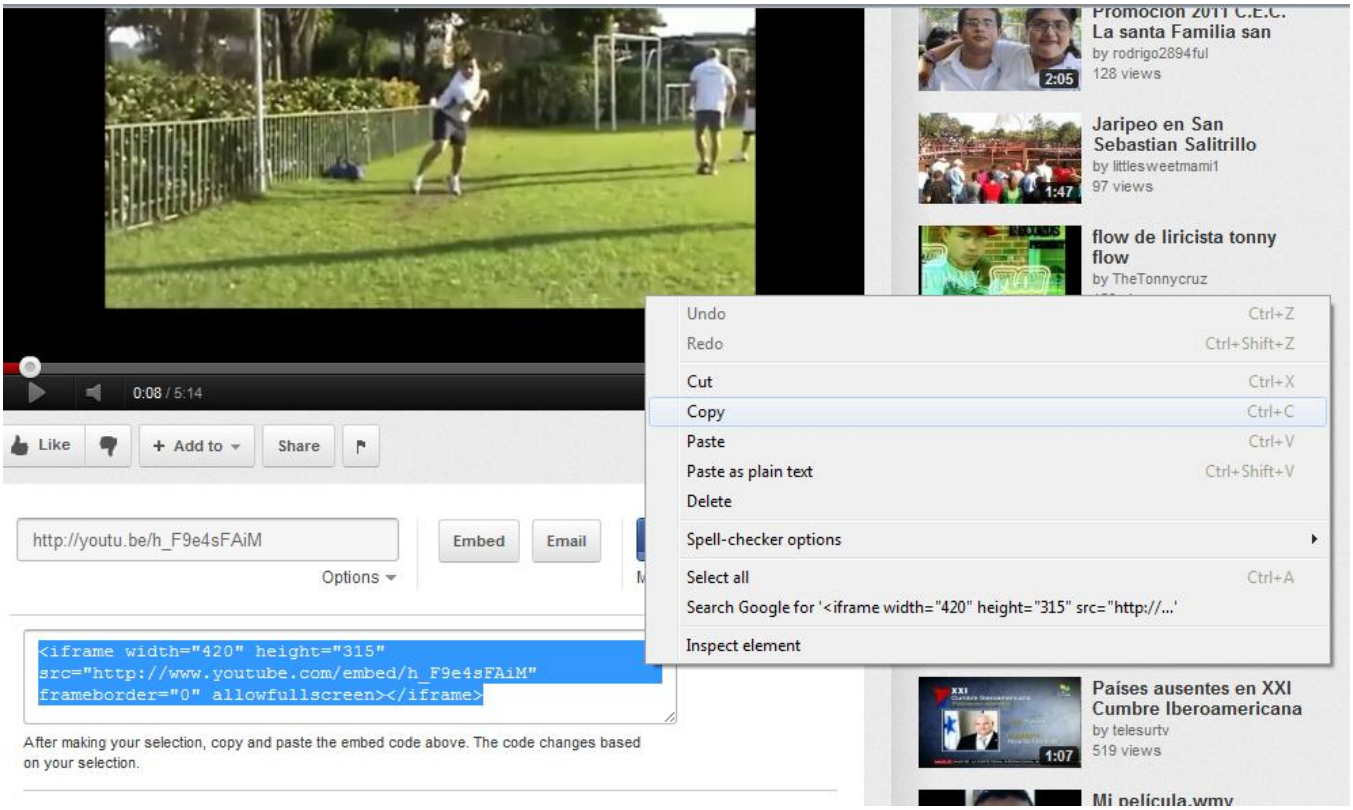
Video Added: El Salvador Cricket.

Uploaded onto YouTube and edited by Jayger McGough.

To embed the video I first had to locate it on YouTube, I then clicked on the option that says “Embed video”



I then copied the following code: “<iframe width="420" height="315" src="http://www.youtube.com/embed/h_F9e4sFAiM" frameborder="0" allowfullscreen></iframe>” into the page where I want the video to go in my website, to be specific, the gallery.



Bellow you may see that I chose the video to go right bellow the text that says “El Salvador Cricket Video” which is at the top of the page. The reason I placed it at the top of the page was because I wanted the person viewing the website to see a focus on the video.

```
        <span class="style4">   
```