Style Guide

Created by Uptown IT

for

Web Design Cluster

**PROJECT: Web Design Cluster**

**16/01/2023**

**Naming convention**

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| **NAMING CONVENTION**  Naming convention applies to any object or element created and named by the user.  **RULES**   * first character should be a letter * use lower case * no spaces or tabs (use – or \_) * no commas or apostrophes * no slashes or quotes * no # & % + \* = @ ~ ^ $ * no < > ( ) [ ] { } :; ? ! | **index.html**  html/**page1.html**  html/sub-pages/**page2.html**  css/**styles.css**  js/**main.js**  img/**header.jpg**  img/**product-1-small.jpg**  img/**product-2-small.jpg** |

**Folder structure**

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| **FOLDER STRUCTURE**  Create a site (or root) folder and place the following folders inside:   * HTML folder (html) * CSS folder (css) * Images folder (img) * JavaScript (js)   The *index.html* file must be inside the root folder.  Name all folders, files and objects inside folders as per the specified naming convention. See Naming Convention section.  Other folders can be created e.g. resources or video. |  |

**Typography**

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| **TITLE** 40px – 60px  **Heading 1 40px**  **Heading 2 30px**  **Heading 3 25px – 30px**  Paragraph 20px  Figure Caption 18px  Link active 20px  Hover 20px  **Font family:** Arial, Helvetica, sans-serif. Different typefaces must be kept to a minimum of three (3). Same type of content should use the same typeface throughout the website to maintain consistency. For example, headings can use one san serif typeface and the paragraphs can use another san serif typeface.  **Font size:** Can be identified as *em*s once the base font had been stablished.  **NOTE1:** Hover state can be animated by scripting or CSS.  **NOTE2:** For accessibility compliance all in-text links will be underlined  Any variation from this guideline needs to be approved by the client. | **LOREM IPSUM**  **Dolor Sit Amet**  Consectetur adipiscing elit. In auctor diam at nulla consequat consequat. Nulla facilisis diam in orci vestibulum laoreet. Aliquam mollis augue sed tristique dignissim. Nunc vitae mattis arcu.  **Nunc interdorm**  Tellus id luctus ullamcorper, massa elit condimentum ligula, eu posuere urna tellus vel neque. Vivamus consequat nunc in justo rhoncus vulputate. In lacinia vulputate ex [sed venenatis](mailto:a@a.com).  **Integer sagittal**  Milesuada justo dic um aliquam. Maecenas eu ullamcorper ex. Integer metus nibh, accumsan vel sagittis quis, euismod et nibh. Lorem ipsum dolor sit amet, consectetur adipiscing elit.    This is a figure caption |

**Colour scheme**

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| **COLOUR SCHEMES**  For the purpose of the assessment multiple colour schemes are available.  **PAGE CONTENT**  **Background:**  In general, page content should be displayed on a white background, specific elements may be placed on coloured banners/sections if it suits the layout design and to denote importance.  **Text:**  Content text included in paragraphs (<p>) will generally be black.  Headings may be in black or a suitable colour to match the page design and colour scheme. Avoid using multiple heading colours in one page. Less is more!  **FORMS**  **Background:**  In general, white colour  **Legends and labels:**  Text may be bold and at an appropriate size for the display device.  **Input fields:**  Icons can be used instead of labels in input form fields.  **Submit button:**  Submit button and text colours to suit the colour scheme selected.  Any variation from these colour schemes needs to be approved by the client. | **Accent Colours**    e7ecef 274c77 6096ba a3cef1 8b8c89    2d3142 bfc0c0 ffffff ef8354 4f5d75    386641 6a994e a7c957 f2e8cf bc4749  <https://coolors.co/palettes/trending> |

**White space**

**WHITE SPACE**

White space can be used to:

* Balance design elements
* Organise page elements
* Improve visual communication experience
* Improve readability and comprehension

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**Imagery**

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| **IMAGES**  First impressions are important and images trigger emotional reactions in users. Use images that are original and relevant to the website purpose.  **FILE FORMATS:**   * JPEG - suited for photographs and smaller images, degrades with compression * PNG - suited for larger graphics, uses lossless compression * SVG – suited high quality images can be scaled to any size * GIF – animation   **RULES:**   * Only use relevant images * Only use good quality images * Avoid border on images - unless it is necessary to separate image from background * Use images to create a visual interest * Maintain colour palette consistency when using multiples image on the same page * Crop and resize images to suit the page layout   **IMAGE SIZE:**   * Large images or full-screen background images should be no more than 1 MB. * Small images can be 300 KB or less. * Optimise images for faster page upload.   **USE OF ICONS**  Icons support the interface making it more visually appealing. It reduces the need for long textual explanations.   * Use icons to provide a cue * Icons help break the content while being informative * Avoid using too many icons on a single page – unless they are compact group with a purpose * Use the same design, style and colour palette (maintain consistency) * Icons are small elements depending on the purpose and position. Address bar favicons for example, start at 16X16 pixels but icons used on the pages can be larger. * Icons must be sharp and clear. Use an appropriate file format for the type of image used to create icon, these can be raster or vector graphics. |

**ICTWEB519\_520 Uptown IT Style Guide image attributions**

Basketball image, https://www.squadlocker.com/squad-blog/youth-basketball-tournaments-tips-for-coaches, 08/12/21

Rooftop, http://www.brandcapital.com.au/client-sectors, 08/12/21.

Colour palettes, https://coolors.co/palettes/trending, 08/12/21.

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