



**Northumbria  
University  
NEWCASTLE**

Secure Website Development  
Assessment.

*-Designer notes.*

*-Wireframe.*

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# Introduction

In the following assessment we need to create a prototype website for a fictional tourist excursion (day trips) booking system that will allow users to view tourist excursions in a chosen location and make a booking for the chosen excursion. The excursions can be located in a city/region/country of your choosing, which could be anywhere in the world.

The name of the website will be: **Jet Life Canary Islands**

- The location of the tourist excursions – e.g., country, city, region: Spain, Canary Islands
- .The type of customers that the tourist excursion company aims to attract: adventure seekers, luxury travellers and your people aged between 25 and 40.
- The ‘brand personality’ and price range of the excursions: The idea if excursions is combine ideas such as extreme luxury, fun and adventures in one trip. Instead of using jet skis to travel between islands. Following the 2022 trend of minimalism, my company we will try to make it simple.

In this essay we will explain every code and design decision behind the website. In order to achieve this goal, wireframe and design notes will be shown to provide evidence of the work and support the user understanding.

## Design notes and Wireframe

### IDE

The integrated development environment used for the project has been Visual Studio Code with HTML5 and CSS extensions to improve the efficiency at the time we are coding. Among them it is necessary to highlight the Auto completion extension that help writing code by prediction the next word so you don't have to write in your Html file. It acts the same with our CSS

### Initial design

The whole base of the project have been based, as mentioned above, in the minimalism trend from 2020. It is a design that attract the new generations and provides visibility and purity/fresh feeling. Without too many layouts or colours. This can be seen in figure 1 and figure 2.



Figure 1

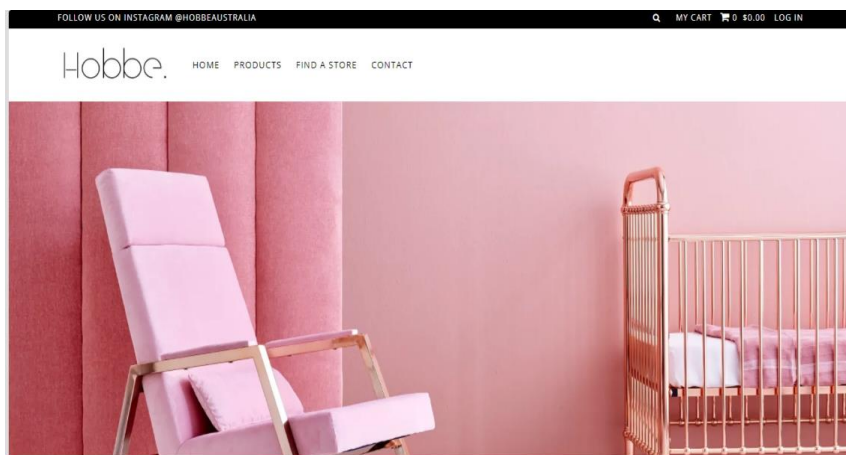


Figure 2

Regarding this idea, during the first workshop, by inspectioning different websites and using PowerPoint and Figma, a two design ideas were drafted:

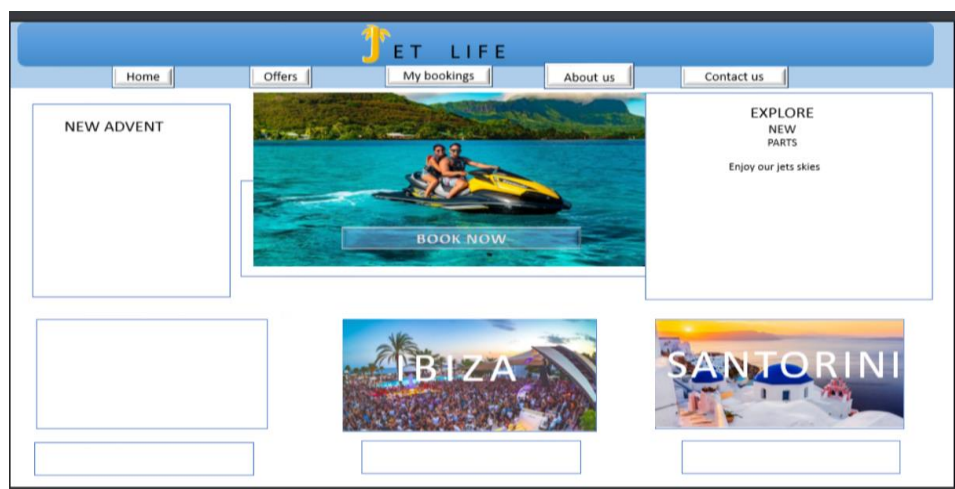


Figure 3

As it can be seen in figure 3, This is the traditional website design where logo, header and container are on the same website. Since it is my first time designing a complete website, I wanted to make functional but keeping the visual effect to attract clients.

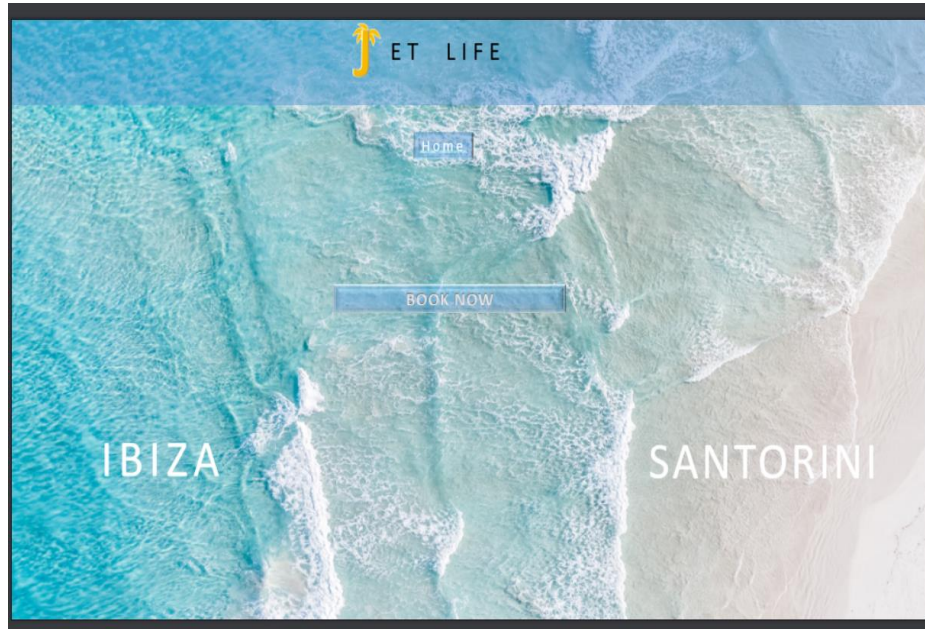


Figure 4

As it can be seen in figure 4, after my mentioned research, I created something very minimalist that is base in producing a visual effect of pureness. That's why I decided to combine both in what the user can see today. The best of both worlds

## Wireframe

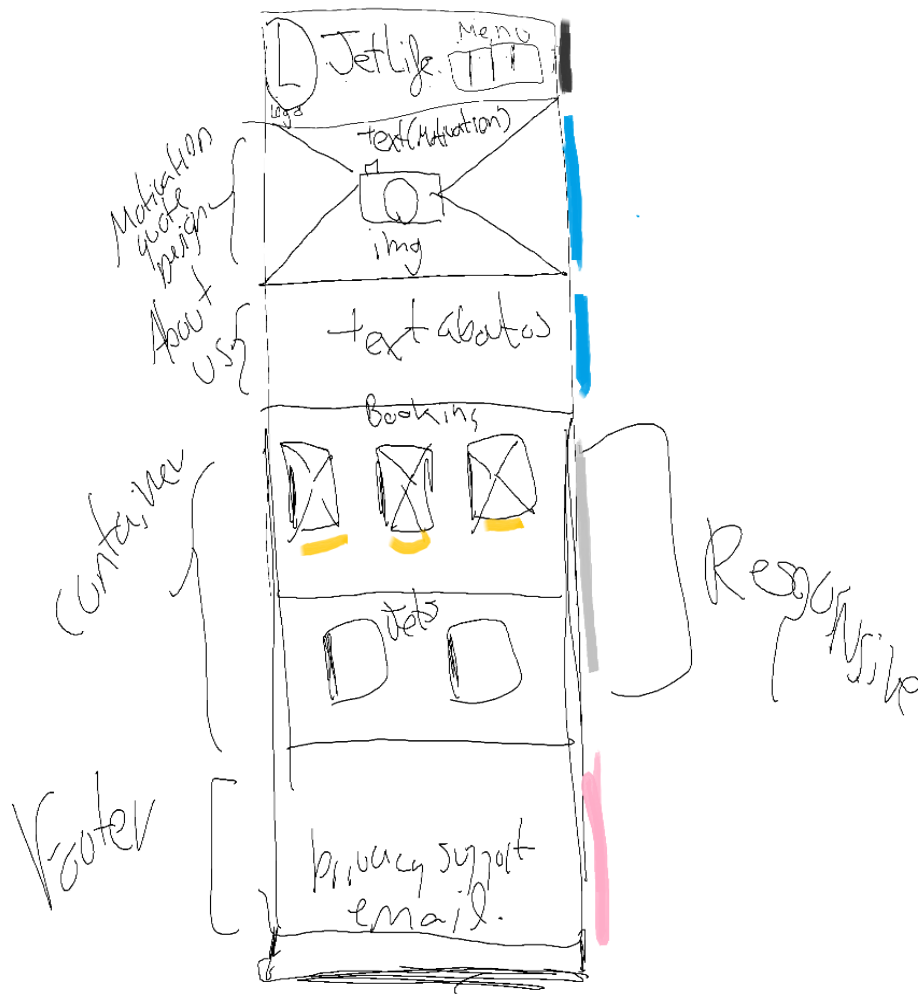


Figure 5

### Font family.

The font family used for this project has been **Lucida Sans** font with its variants. It seems to look elegant and familiar to the user. According to W3schools, "On computer screens, sans-serif fonts are considered easier to read than serif fonts." (W3schools.com, 2019) It can be understood that in case I don't want to use family fonts from HTML and CSS I can link a google font to my html file from

### Colour.

In this website we have used colours that create a visual representation of holidays (canary Island) and luxury (Jet skis). Black, yellow, blue and white



Using CSS `rgb()` Function we managed to accomplish hex colours as black mixed with grey for the header, Alice blue for the logo text and GoldenRod +lightseegreen for the responsive bottoms of the menu. Finally, White and aliceblue to help the content and not “overpaint” the website

### Images

To help us build our website we have used the free resources and without copyright website known as **Unsplash** and for the logo **Canva** website. The idea was to find pictures of Jet ski that create a geometrical form in our website. For the islands we try to find pictures that represents the coloured mentioned above. (the same for the jet skis)

### Responsive website bottoms

After my research I realised most booking websites have responsive bottoms, especially the ones focus in paradise places. For this project I wanted to test and use a couple of them so I can have a perspective of the uses how it look in our website.

The first responsive bottoms we created are for the navigation bar. You can notice that colours are similar to the ones we mention in our design. For that we use our **Hover** selector to make a responsive bottom with colours by applying our **cursor property**.

In our first image representing the slogan of the company we create a responsive bottom in “Ready” that **link** directly to YouTube video in 4k of a jet ski.

### Transition with filter

In our booking section we create responsive bottom but in our pictures. In this one we include the **filter property** (to change the colour when we select with our mouse with a rotation). Also I wanted to make it bigger so we use **transform property**. And after a couple of tries we manage to create the perfect scale.

### Transition with opacity

For the jets section we create a responsive bottom that includes the **transition** properties that changes a photo who has opacity to a clear vision when we pass our mouse over the picture.

### Transition with transform(translateX)

And finally, for the footer section in our support and contact we CSS 2D Transforms Methods with our **translate method** . For this responsive bottom we move our element for our current position to the left every time we pass our mouse over. Also we add a transition of 9 second to make it smoothly.

### Bibliography

W3schools.com. (2019). *CSS Fonts*. [online] Available at:  
[https://www.w3schools.com/css/css\\_font.asp](https://www.w3schools.com/css/css_font.asp).