

## 200610834 - Kovax Website Design Document

### Colour Scheme and Fonts

In keeping with the band's dark logo and the general theme and mood of their music, I opted for a simple grey colour palette, accented with an orange/red for items such as the Contact Form button, "Click to Enter" button on the Welcome page and the hover colour for links in the Navigation bar. Many of the websites of bands in the same genre as Kovax use a much darker colour palette with a black background, however I believed it would be much more difficult to make it look pleasing to the eye if I were to do the same. Furthermore, I wanted to differentiate their site from others, and choosing a slightly different colour palette seemed to be the best way to go about doing this.

The following colours were used:

- #444 (dark grey) for the "Kovax" title logo in the header and all text on the website
- #999 (grey) for the header
- #b3b3b3 (light grey) for the navigation bar
- #f2f1ed (off white) for each page background
- #de5a51 (orange/red) for when hovering over the navigation bar links, and for both the "Click to Enter" and "Send Your Message" buttons

Archivo Narrow was the font the band had used to make their logo, so we agreed it would make sense to continue using this in the header, to keep consistency. I decided to use Helvetica for all text outside of the header and navigation bar. This was because in large blocks of text it was much easier to read, and looked much nicer, than Archivo Narrow, and also because I believed the two fonts paired well together.

## **Layout**

After initial discussions with band members, I decided that a simple approach to designing their website was best. This was because they are a new band, and we decided we didn't want to overcomplicate anything too much. As aforementioned, I looked at websites for bands in the same genre as Kovax, such as Deftones, but decided against trying to emulate them. This was mainly because their layouts were often quite complicated and cluttered, and also because Kovax has far less media and content, meaning that a simpler approach to designing their website seemed far more appropriate.

## **Implementation**

There are a few differences between what I initially put in the wireframes and what I implemented in the final product. The first and most obvious change is in the header, navigation bar and footer. I decided to centre the Kovax title logo and to put the navigation links underneath instead of to the right. This was purely for aesthetic reasons; I believed it was much more eye-catching to have it all centred, so the Band name and links were the first thing a viewer would see on entering the site. This is also why I didn't put the diamond logo in the header; I thought it would look slightly awkward and cluttered to have it centred next to the band name. I also changed the navigation bar colour to a slightly lighter shade of grey in order to differentiate it from the header and make it look slightly more aesthetically pleasing. Initially, when it was all one shade of grey, the single colour was, in my opinion, overpowering.

For the same reasons as the header, I believed that the copyright logo and social media icons in the footer were much better placed when centred, where they were much more easily viewable.

I decided not to make the photo in the About page stretch across the page, as I had indicated in the wireframe, as it was simply too big. It initially seemed too distracting,

and when I reduced the size and made the margins the same as the paragraph below, the whole page was much more easily viewable without anything being distracting.

After experimenting with background colours for the text box on the About page, I decided that it looked far less cluttered and was nicer to view with the same background colour as the surrounding page. This was also the case on the Music page.

I decided that giving the final page the name “Shop”, rather than “Merch”, was more professional, and the band members agreed that this was the best decision.

The “Send Your Message” button does not currently function, however in the next assignment I will use JavaScript to create an action for it when it is clicked.

## **Testing**

I tested the site in Chrome, Firefox, Safari and Internet Explorer 11, and I resized the browser window throughout building the site to view it at different resolutions. I used the Developer tools in Google Chrome to view the mobile version of the site; I recognise that this isn't the ideal solution, however I believe it is adequate for the purposes of this task.

## **References**

I acquired the two social media icons through Creative Commons. The two images on the “Shop” page were taken or created by one of the band members and given to me to use. The photo on the “About” page, which I have received permission to use, is courtesy of James Akbar photography.