

Project Exam 2 Style Guide: Design Elements and Considerations

Branding

For the logo, I kept the full name of the company with a specialized Font and no color to peak interest. It was essential for me to keep the logo simple, so it wouldn't crash with the calming colors of the webpage, and also since there will be much content and images on display this would distinguish it.

Layout, visual language, and visual hierarchy

My design focuses on a grid layout that morphs into a more vertical column layout when using smaller devices. My visual hierarchy starts (primary) with the site logo and navigation bar at the top. I make sure to use high contrast to make it very visible and be at the top of the visual hierarchy. It is also sticky to be always present as the user scrolls to help navigate the pages with ease.

Next in the visual hierarchy (secondary), a larger image follows with heading text that informs the user of where they are on the site (i.e. which page they are on). This is to give a feel of the current page they are on and give a sense of direction as the pages are being navigated. This is true for the registration, guide, venue creation, venue edit, and login pages. As for the profile, venue page and venue catalog, the focus is on the content.

Further, the next hierarchy (tertiary) of visuals and information. This information is more detailed and given in a grid representation to align the information presented to the user. The grid layout is varied slightly between the pages to give the users a sense of identity to each page. And is also chosen based on the amount and type of information presented. Contrast and colors are used here carefully to keep with the visual identity of the page and make sure it is easy to read too.

Lastly, a footer section is present on each page with some key information that is always accessible to the users. This is key information that the user needs if ever interested in reaching out via social media for direct contact.

Some key design elements that I have considered here are the choice of color (as discussed later section), the use of contrast, spacing, and size to create a hierarchy of information and a sense of navigation. This same pattern is repeated on every page to create a familiar feel to the users and makes up the visual identity, language, and hierarchy of my site.

Colors

After doing some research on which color attracts the target audience, the color schemes that I decided to go for are vibrant secondary and primary colors. Such as blue and orange, I decided to use a white background color for the navigation bar and black color for the text. which is at the top, it is a great color to use to keep attention on the content, but still visible and clear contrast for navigation.

Typography

I used the bootstrap defaults, as it proved good for the visuals. It had good line spacing and font sizes that scale well with the responsive design.

Images, icons, and call-to-action buttons

Images and other resources I used I got from the web, to better match the visual identity of my design I made sure they shared the color pallet of the site. All the images are chosen with the intent to match the textual content as well as match the color schemes for each page. I made sure that the images were not stretched or displayed other than in their aspect ratio and rather cropped where needed. As for the icons, I have used the social media platform icons from Bootstrap with a white color to contrast the background and make them pop. The icons are also not stretched and skewed, but rather scale in response to the page and are clear. To invoke actions from the users and motivate their interactivity, I utilized call-to-action buttons.

Usability and WCAG

The Google Lighthouse tool is used. There is a free hosting of the tool on [webpagetest.org](https://www.webpagetest.org) and it is great for react application testing. This is to make sure the site is compliant and the color, labeling, aria, and hierarchy are followed. This also does a performance and best practice check that is useful. For the usability of the site, I made sure to be 100% compliant on all pages to secure usability. <https://www.webpagetest.org/lighthouse>