

WEB DESIGN

2019

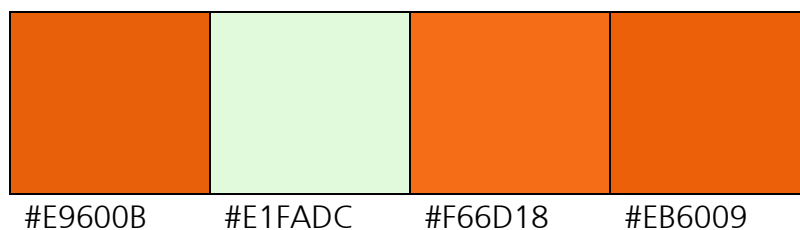


Stripy Orange Design is a small graphics and web design firm in the United Kingdom that are looking to redesign their website. At the moment, their current site is in greyscale, which used to work but does not fit the new name of the company. They require some branding guidelines to be made as well as a new design of their website.

The Branding Guidelines

Colour Palettes:

Their logo is made up of these four colours:



However, they have given you a range of colours that you can use for the branding, and subsequently, the website.

Generic Gradient



#E9600B

#E23D58

#B64383

#775090

#3F517C

#2F4858

Matching Gradient



#E9600B

#B57600

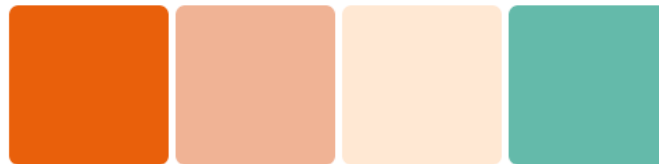
#7A8100

#328400

#008135

#007B63

Spot Palette



#E9600B

#F0B395

#FFE8D3

#64BAAA

Twisted Spot Palette



#E9600B

#64BAAA

#C4FCF0

#4C8076

Switch Palette



#E9600B

#660000

#3ABEAA

#DFE0DF

Skip Gradient



#E9600B

#FFBEC3

#FF878D

#C4515B

Natural Palette



#E9600B

#B6866F

#FFF6ED

#DFE0DF

Highlight Palette



#E9600B

#D99E81

#DFE0DF

#402E32

Ensure that you are only using one palette. You are not allowed to use a mixture of palettes. Stripy Orange are happy for some use of monochromatic features in your new creation, they would not like it to be a major part of any of their identity or brand and would prefer to use it only in highlights or small accentual areas such as borders, selection or small parts used within CSS.

Typography:

Stripy Orange have given you four different types of font stylings that you can use – seen below:

Quicksand and EB Garamond

Yr twee drinking vinegar chia, pork belly four dollar toast tacos locavore 3 wolf moon yuccie bushwick. Kale chips pork belly banjo craft beer, flexitarian neutra asymmetrical bespoke distillery paleo bitters freegan sriracha pabst. Blog raw denim locavore fingerstache, messenger bag yr food truck +1.

<link

href="https://fonts.googleapis.com/css?family=EB+Garamond:400,400i,800,800i|Quicksand:400,700" rel="stylesheet">

font-family: 'Quicksand', sans-serif;

font-family: 'EB Garamond', serif;

Nixie One and Ledger

Authentic shoreditch literally gentrify. Viral authentic flexitarian mixtape tacos. Bushwick master cleanse man braid, single-origin coffee bespoke you probably haven't heard of them polaroid wayfarers DIY authentic freegan tacos microdosing sriracha four loko.

<link href="https://fonts.googleapis.com/css?family=Ledger|Nixie+One" rel="stylesheet">

font-family: 'Nixie One', cursive;

font-family: 'Ledger', serif;

Raleway and Cabin

Kale chips chillwave kombucha, pabst cardigan pour-over bespoke post-ironic gluten-free pinterest gochujang ugh ennui venmo. Messenger bag wayfarers crucifix, vinyl next level microdosing health goth hella offal mustache authentic.

```
<link  
href="https://fonts.googleapis.com/css?family=Cabin:400,400i,700,700i|Raleway:  
:400,400i,800,800i" rel="stylesheet">  
font-family: 'Raleway', sans-serif;  
font-family: 'Cabin', sans-serif;
```

Lobster and Cabin

iPhone hammock salvia, hella pinterest bespoke austin pickled keytar slow-carb chartreuse wayfarers four loko letterpress migas. Waistcoat artisan crucifix green juice brooklyn, hashtag drinking vinegar church-key XOXO. Echo park sriracha pitchfork, blue bottle normcore selvage typewriter everyday carry literally street art mlkshk lomo sustainable distillery freegan.

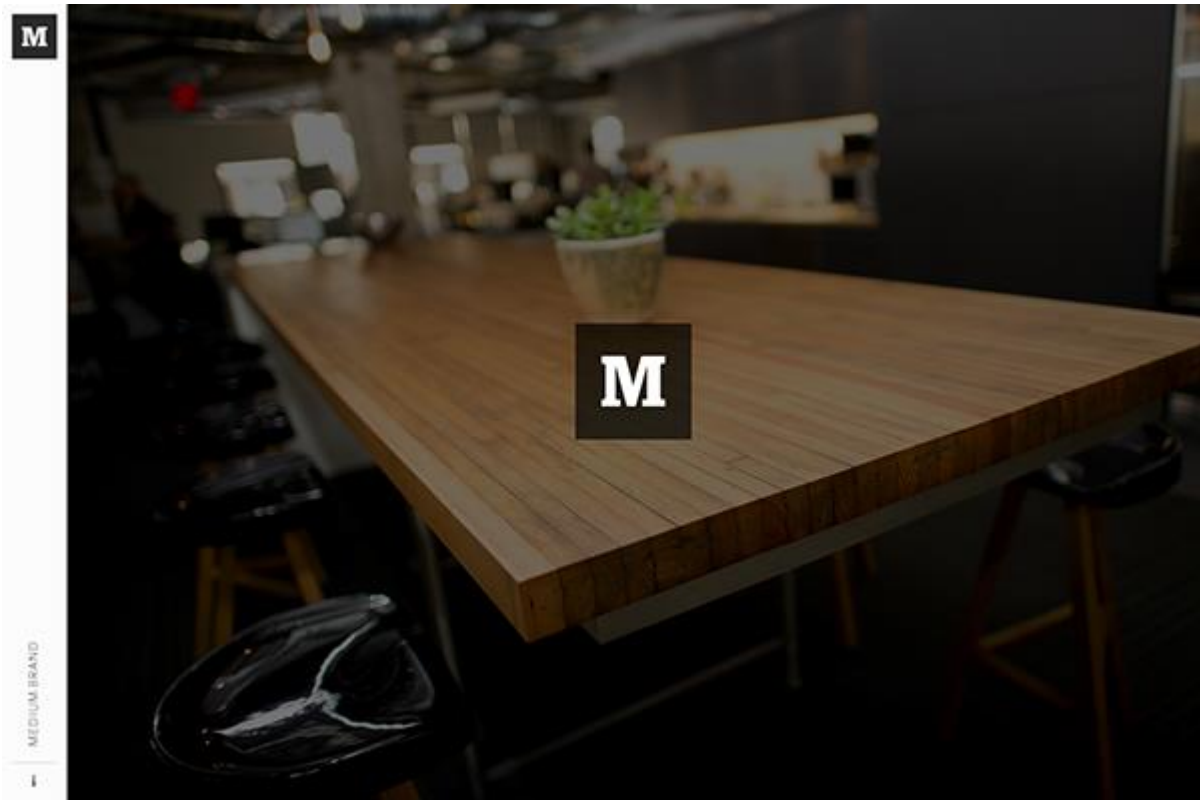
```
<link  
href="https://fonts.googleapis.com/css?family=Cabin:400,400i,700,700i|Lobster  
" rel="stylesheet">  
font-family: 'Cabin', sans-serif;  
font-family: 'Lobster', cursive;
```

Ensure that you are only using one combination of fonts and that you do not mix the fonts between them. The font links can be found under each image. For some fonts, extra weights have been added, where you see a number with i you can use it in italics. You are still able to use the different font stylings, even without these.

Layout:

The Branding Guidelines should be set up in the same way that Medium had been developed, as such, they have 6 pages in total at 1920 x 1080 px that they would like you to recreate which can be seen below using the colour scheme and fonts that you have chosen previously. They will be testing the likeness of the design, use of guides and use of layers. The example can also be downloaded using the link below:

Download



Page 1:

Page 1 should use the *pageone.jpg* and the logo of Stripy Orange. The logo should be in the exact centre of the background image. You should not include the page margin on the left when centering the picture. The logo used for this page should be *logo-reduced.png*.



Page 2:

Page 2 should use a heading of '*logo*' that is half the text size of the next line which says '*Stripy Orange*' using the same font.

- The word '*logo*' should be in line with the bottom of the SO text from the page margin logo.
- The word '*Stripy Orange*' should have a margin on the top and bottom of 50px.

There should then be a line that is long enough to leave a 75px gap on each side of the page (not including page margin), with a height of 2px. The line can be any colour.

There should be four versions of the logo in different sizes as shown above, each size should be half the size of the one above it, for example: x1, x0.5, x0.25. You should be using '*logo-reduced.png*' for 3 of them, and the last one should be '*logopagemargin.png*'.



Page 3:

Page 3 should use the '*logo-reduced.png*'. The page should be broken up into 5 sections.

The first section is the page margin, the following four should be of equal width.

- **Section 1**
 - Background colour: #ff3e0
- **Section 2**
 - Background colour: #37474f
- **Section 3**
 - Background colour: #f66d18
- **Section 4**
 - Background image: '*pagethree.jpg*'

Each logo should be centred horizontally and vertically for each section and should all be in line.



Page 4:

Page 4 should be broken up into 3 sections: 1 as the page margin. 2 and 3 should be the same width and height.

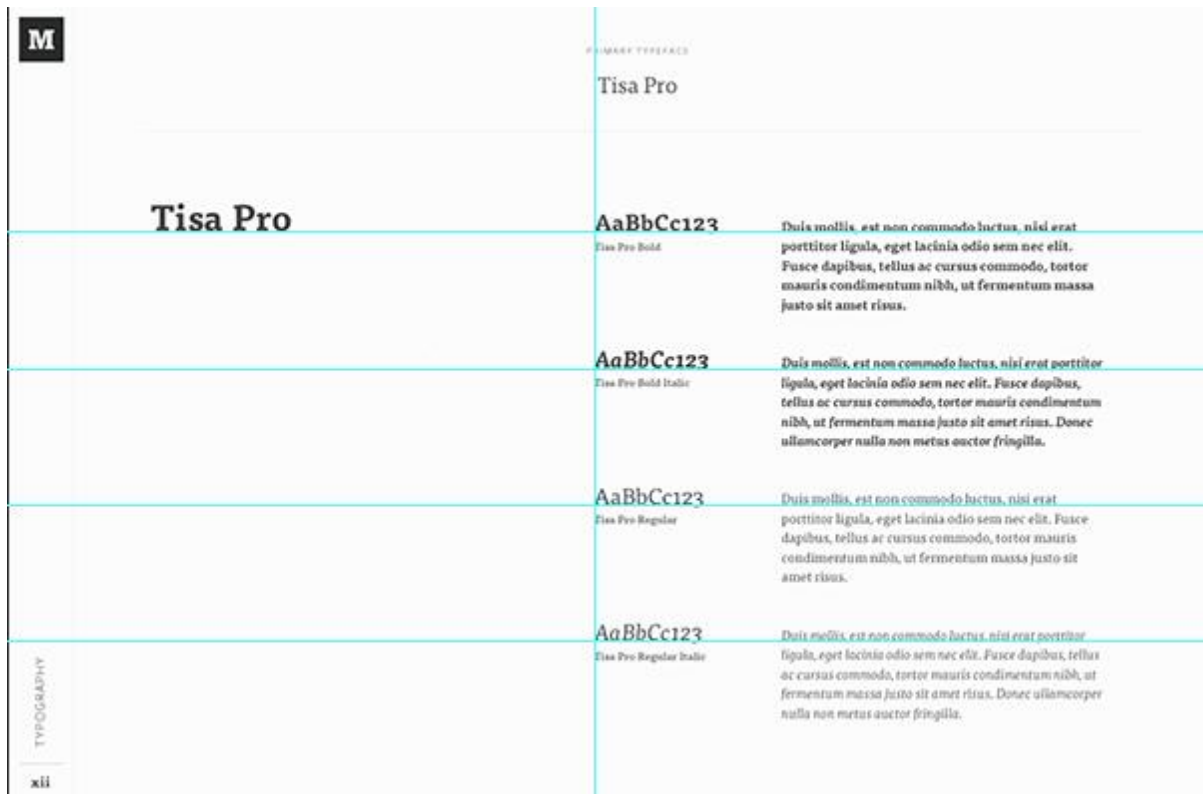
For sections 2 and 3, each section should use one rectangle per colour from the palette that you have chosen. The rectangles should all line up perfectly as if on the same line. The margins between each coloured rectangle should also be the same.

The text should be on the right of the rectangle as follows:

Example	
(Name)	Primary
(HEX)	HEX: #ffffff
(RGB)	RGB: (0,0,0)

As you can see, the text should only take up as much height as the rectangle height, shown above. The text should also be lined up vertically on the left hand side, as seen on the User Interface: Dark example.

Section 2 and 3 should have the heading of *User Interface: Light / User Interface: Dark* and should have your colours picked from the palettes broken into separate rectangles of your choice. They should all have equal margins top and bottom. There should be a gap on the right hand margin to give spacing between the rectangles and the text. You can choose any size between 10px and 30px.



Pages 5 & 6

Pages 5 and 6 are for your font choice. Section 1 is the page margin and Section 2 should be used for each font.

As we are using google fonts to load the fonts into your web page. You will need to pick two fonts that are already pre-installed on your system. Use two separate fonts and create four different versions as seen above. These are:

BOLD – AaBbCc123 + placeholder text

BOLD ITALIC– AaBbCc123 + placeholder text

REGULAR– AaBbCc123 + placeholder text

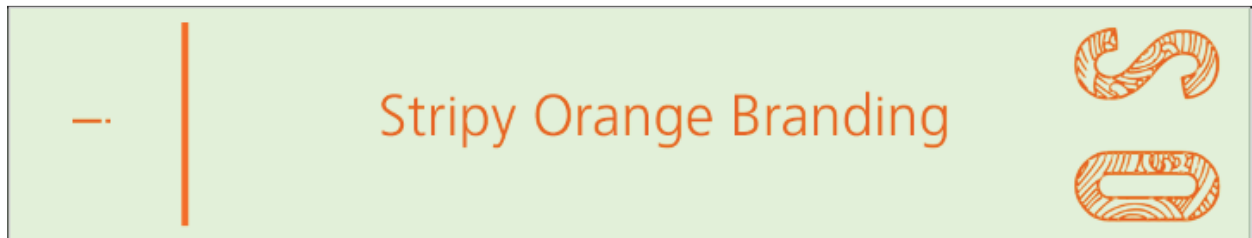
REGULAR ITALIC– AaBbCc123 + placeholder text

Whilst you are not using the same fonts as google fonts – you ***must use the same names as the google font pairing that you have chosen.***

Ensure that you are using the exact same layout as seen above. The bottom of the text should line up as in the image above. You must ensure that AaBbCc123 is a noticeably larger font than the placeholder text. The placeholder text can be found in the assets folder.

The Page Margin

Each page should be styled in the exact same way as the images provided. The fonts used for headings and content should be the fonts picked previously. Ensure that each page is 1920 x 1080 and uses the left hand page margin of 200px. Ensure that you use Roman Numerals as page numbers. An example of the page margin can be seen below:



A copy of the margin logo will be in the assets folder named 'pagemarginlogo.png'. The page margin should use a line break that is a centralised line of 6px height and 175px width. The bottom of the line, if looking at it vertically, should be at a height of 929px.

The colours for the page margin should be:



#E9600B



#E1FADC

The Website

The website should consist of one page, the home page. Stripy Orange expect you to be using flex to create your webpage. The company has been given a design that they really like, but would like you to use the colour palettes to make the most of the colours that you have. They have stated that they do not want the colour `#fff`(white) used within the background of the website. You should use a colour from the colour palette.

The colours used within the design image should not be used as they expect you to use the colour scheme that you have chosen. It may well be that some colours are the same, but the initial design is purely monochromatic, and whilst you are able to use monochromatic colours, they want to see a vibrant and bright website. Make the most of hover effects, highlights, selection, background colours and border colours to make the website bright and engaging.

The webpage is split up into six sections for the index page – there will be specific CSS that Stripy Orange wish you to copy, however, the rest of the CSS is up to you. They would like to see the finished website as close as possible to the design that has been given.

The webpage should be designed to be viewed on a screen that is 1080 x 1920. The webpage will be viewed using Google Chrome only. Responsivity will not be tested on the webpage but you should not be using *position: absolute;* unless completely necessary. The fonts used in the design will not be the same as your finished product, as you should be using the fonts that you have chosen.

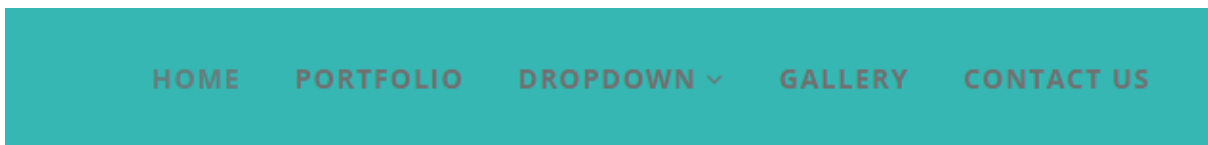
Index Page

Section 1: Nav / Header



The first section should be 100% width with a height of 850px and should use the background image *'header-img.jpg'*.

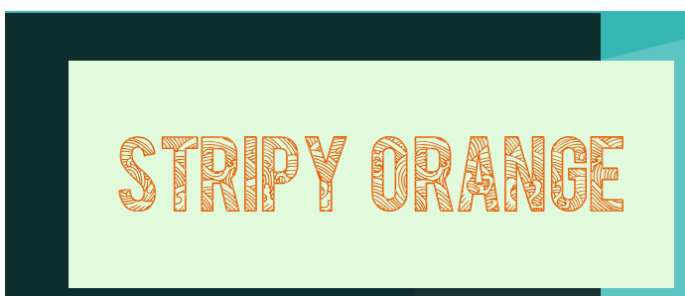
Navigation



The navigation bar should be aligned to the left hand side, and should have a gap from the top of the screen of 25px. The last letter of 'contact us' should line up with the right hand side of the 'hire us' box. Each should be equally spaced.

Logo

The logo should stick outside of the box by 65px.



Text

The 'hire us' box should have a height of 600px and a maximum width of 600px. The text should use a border on the bottom *only* of `rgba(255, 255, 255, 0.39)`; The text is provided in *nav.txt*



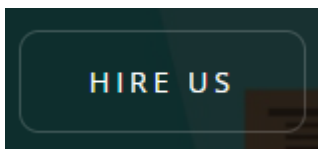
Fa-icons



You should then add five icons. Each one should use font awesome and should use these classes:

- fa fa-facebook
- fa fa-twitter
- fa fa-google-plus
- fa fa-instagram
- fa fa-pinterest
-

HIRE US BUTTON

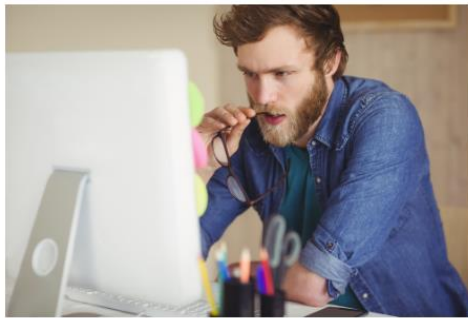


The '**HIRE US**' button should use uppercase CSS and should have a border radius of 10px. The button should also have padding of 14px 34px and a solid border of 1px.

Section 2: About

This section should have a height of 445px.

Never stop designing



Never Stop Designing

Integer pulvinar leo id viverra feugiat.
Pellentesque libero ut justo, semper at
tempus vel, ultrices in ligula.

Semper at tempus vel, ultrices in ligula.
Integer pulvinar leo id viverra feugiat.

[Learn More](#)

Our Mission

Nulla sollicitudin velit semper at
tempus vel, ultrices in ligula leo
sed viverra feugiat Nulla sollicitudin
velit.

Integer pulvinar leo id viverra
feugiat. Pellentesque libero justo,
semper at tempus vel.

This section should be made up of three articles, using the <article> tag. The first article should be a div using the image as a background, the second being 'Never Stop Designing' and the third should be 'Our Mission'.

Article 1: The image should have a padding of 15px left and right and a height of 445px.



Article 2: The ***Learn More*** button should have a border of 1px, solid. You should use the colours used in your palettes, rather than monochromatic colours.

Never Stop Designing

Integer pulvinar leo id viverra feugiat.
Pellentesque libero ut justo, semper at
tempus vel, ultrices in ligula.

Semper at tempus vel, ultrices in ligula.
Integer pulvinar leo id viverra feugiat.

Learn More

Article 3:

Our Mission

Nulla sollicitudin velit semper at
tempus vel, ultrices in ligula leo
sed viverra feugiat Nulla sollicit
udin velit.

Integer pulvinar leo id viverra
feugiat. Pellentesque libero justo,
semper at tempus vel.

The titles for article 2 and 3 should have a letter spacing of 1px, with a margin from the heading to the text of 15px and a font size of 26px. The content text should have a line-height of 1.9.

Section 3: Our Little Intro





The height of the section should be 995px.

Our Little Intro...



This section requires the use of an h3 tag for the title. The text should be centralised for both the heading and content, along with the section itself. There should also be a 50px margin at the bottom of the section. The height of the box should be 227px. You should be using the *tlt-bg.jpg* as the image background.

Two Rows

	<h4>Dolor sit amet</h4> <p>Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam.</p>		<h4>Lorem ipsum dolor</h4> <p>Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam.</p>
	<h4>Dolor sit amet</h4> <p>Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam.</p>		<h4>Lorem ipsum dolor</h4> <p>Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam.</p>

This section should be made of two rows with two articles for each part.

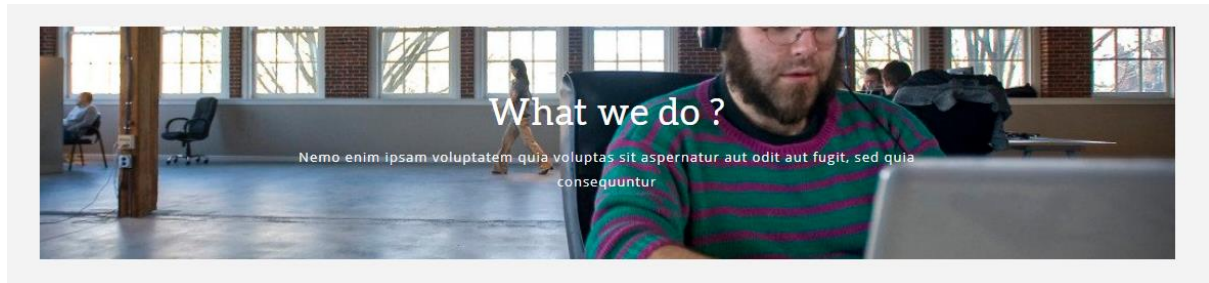
Each section should incorporate these CSS stylings.

- Each heading should have a margin on the bottom of 16px
- Each image should be 190px in height and width
- Letter spacing should be 1px
- Line height should be 1.9
- Each box should have a 1px thick border that is solid
- There should be a hover function that creates a sepia filter on the images.
- The boxes should be the same size in height and width

Section 4: What We Do?


This section should have a height of 865px.

Image



This section requires the use of an h3 tag for the title. The text should be centralised for both the heading and content, along with the section itself. There should also be a 50px margin at the bottom of the section. The height of the box should be 227px. You should be using the *tlt-bg.jpg* as the image background.

Triple Section with Icons

 Et Quasi Ut enim ad minima veniam, quis nostrum ullam corporis suscipit laboriosam.	 Beatae Vita Ut enim ad minima veniam, quis nostrum ullam corporis suscipit laboriosam.	 Sed Quian Ut enim ad minima veniam, quis nostrum ullam corporis suscipit laboriosam.
 Numqu Eiu Ut enim ad minima veniam, quis nostrum ullam corporis suscipit laboriosam.	 Modi Tem Ut enim ad minima veniam, quis nostrum ullam corporis suscipit laboriosam.	 Pora Inci Ut enim ad minima veniam, quis nostrum ullam corporis suscipit laboriosam.

This section should use three different articles, each being equally spaced and sized so that they are 1/3rd of the size of the container. Each article uses a font awesome icon, listed below:

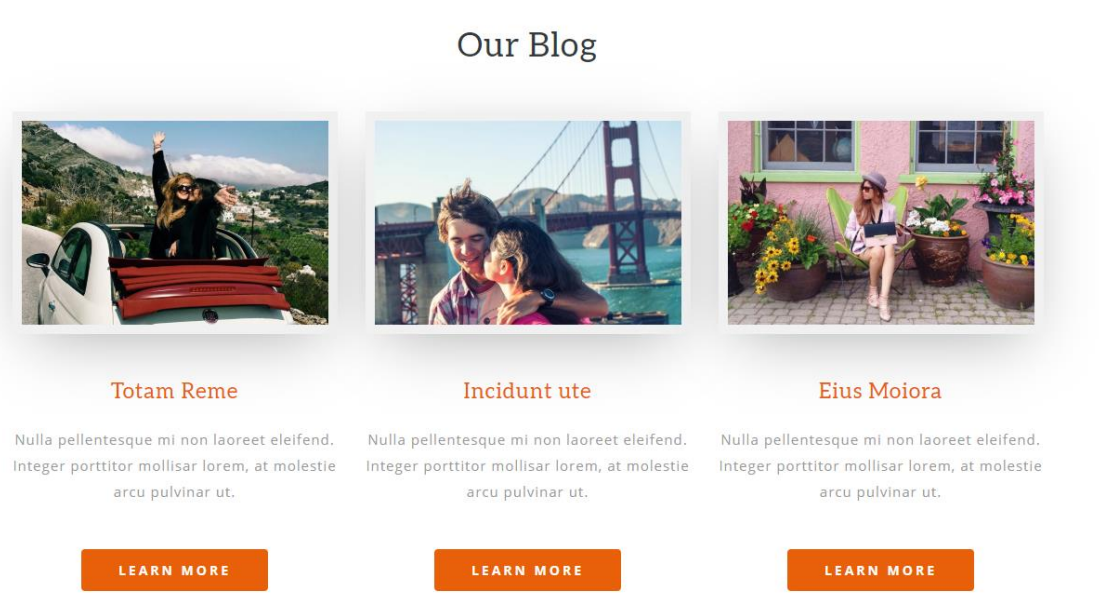
16px margin top and bottom

- fa fa-briefcase
- fa fa-fighter-jet
- fa fa-globe
- fa fa-ship
- fa fa-bus
- fa fa-shopping-basket

The icons should all be 34px in size, using a colour that you have picked from the colour palette of your choosing. The icons should have a hover function that takes 2 seconds and changes colour.

The headings in article for this section should use an h4 tag. The headings should have 16px margin top and bottom and have a size of 23px. You should use CSS to capitalize the text, rather than typing in the HTML. There should be 1px letter spacing. The content in this section should have a line height of 1.9 and letter spacing of 1px. There should be a gap between the two rows of 21px top and bottom. Each article in each row should have padding of 15px left and right.

Section 5: Our Blog



This section should have a height of 815px.

The title, 'Our Blog' should use an h5 tag and should have a font size of 36px. There should be a gap of 48px from the bottom of the text to the images.

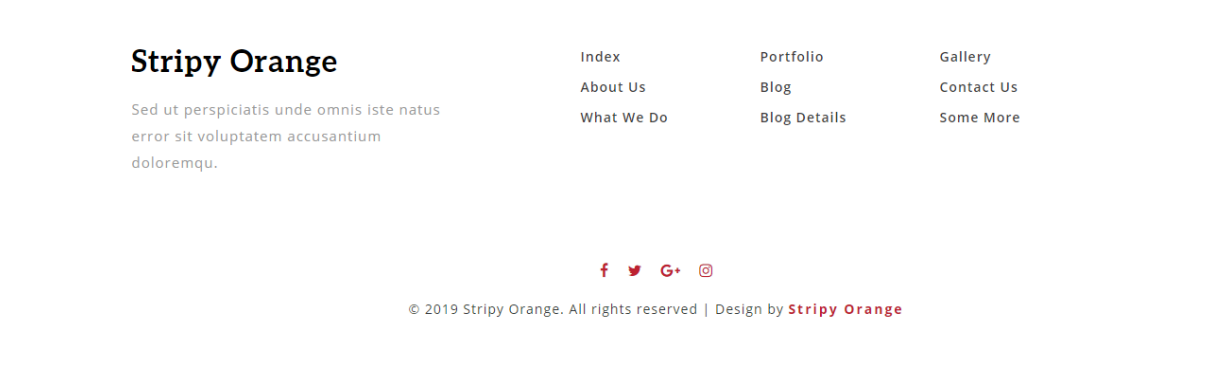
The images should all have a border of 10px, solid and should either use a colour from your colour palette or use a monochromatic colour and should have a box shadow of: 0 20px 70px -20px rgba(0, 0, 0, 0.34). When hovering over the images, they should have a black and white filter applied to them. Each image should have a 15px gap left and right.

The orange heading should use an h6 tag and should have a font size of 23px. There should be a 1px letter spacing for the text. The space between the image and text should be 48px.

The content of the text should have a gap from the heading of 24px and a bottom gap of 36px.

The buttons '**Learn More**' should have letter spacing of 3px and padding of 12px top and bottom with 40px left and right. You should also use CSS to transform the text to uppercase.

Section 6: Footer



The footer should be broken up into three rows.

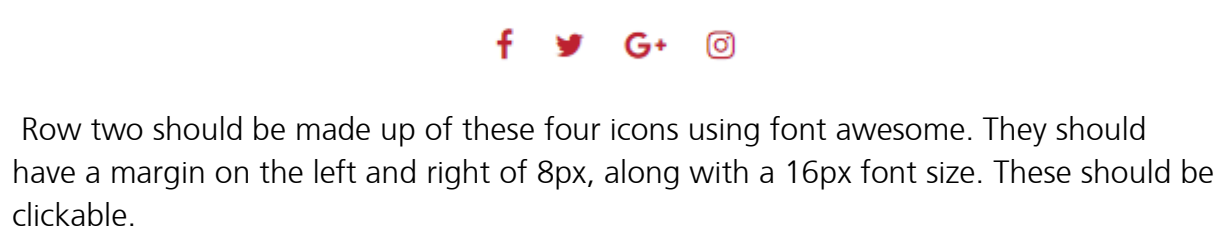
Row 1:



The words 'Stripy Orange' should use an h3 tag with a specific class name for the footer heading. There should be a gap of 16px from the bottom of the heading to the text below. The text below should use a <p> tag. The text using the <p> tag should have a line height of 1.9, with letter spacing of 1px.

The 3 lines of links should all be clickable and should have hover functions that at least change colour with a transition that eases in, rather than immediately happening. They should be created using tags. The second and third list item should have a margin on the top of 8px to create the same spacing shown in the design.

Row 2:



Row two should be made up of these four icons using font awesome. They should have a margin on the left and right of 8px, along with a 16px font size. These should be clickable.

fa-facebook | fa-twitter | fa-google-plus-g | fa-instagram

Row 3:

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Row 3 should have a height of 26px, with a margin at the bottom of 48px. The words 'Stripy Orange' should be clickable.

Back to The Top Button:

The Back to The Top Button (BTTTB) should be in the bottom right hand corner of the website. The icon should appear once you scroll past Section 1. The BTTTB can use either:

- The image provided *or*
- An icon in font awesome such as
 - chevron-up
 - arrow-up
 - angle-up

Please note, that whichever icon you use, should change colour when hovering over. The transition of back to the top should be smooth and should not happen instantly. You should be using jquery or pure javascript to create this. JQuery will be provided in the download section of the brief.

Hover States, Interactivity & Comments:

Stripy Orange would like to see hover interactions with all icons, links and interactive elements that you deem necessary. You should be adding timed interactions within the webpage either on scroll or just with CSS. You are free to add as many hover states as you like or transitions using CSS. Note that you will not be marked on the number of hover states or transitions, but the quality of them.

As you are a developer giving this to a design company, they expect you to be commenting your HTML, CSS and JS. Make sure that each section has a comment which states where it begins and ends, your CSS is broken up into generic and specific section CSS using comments along with at least 2 JS comments.