General web design concepts

Responsive Design: Ensure that the website is responsive to different screen sizes and devices.

Intuitive Navigation: Design a clear and intuitive navigation menu to help users easily navigate through the website. Make use of familiar placement and labeling of navigation elements

Consistent Layout: Maintain a consistent layout across the website to provide a familiar feel on every page in the website. The user should not think that they landed on a completely different website when they click on a different page within my website.

Readability and Typography: make use of fonts and font sizes that are easy to read. Opt for a font that complements the website theme and ensures readability. Make appropriate line spacing and paragraph spacing to enhance readability.

Color Scheme: Use colors consistently and strategically to convey meaning, highlight important elements, and create visual harmony. The color choice should fit the overall narrative of the website

Minimalism and Simplicity: Avoid overwhelming users with useless information. Make use of a clean straight forward design. Optimally use website design patterns used in most websites on the internet.

Accessibility: The website should be designed with special needs people in mind.

Cross-Browser Compatibility: The website should be compatible on most major web browsers.

Follow the accessibility checklist on blackboard

Specific design rules and principles

1. **Theme**: The design should be professional
2. **Color scheme:** shades of black white and orange should be used
o **Does the company have a color scheme?** No, there is no provided color scheme
o **Which colors are suggested by the theme of the site?** Colors suggested by myself are shades of orange and black and white
o **Pick the main color:** white is the main color
o Pick an accent color (optional)
3. Hierarchy and layout:
o **What is the most important message/product on the page?** 3 products will be prioritized on the landing page

o **What sections will there be on the page?** On most pages there will be a recommended products section, a navbar and a footer.

o **What layout(s) will you use for the sections?** Any layout that fits the narative

4. **Images:** the provided company images will be used, some ai generated images may also be used to improve the look of the website

o **Will there be text on images or aside images?** Mostly no, Generally no

o **Will we use clear images or a color-overlay?** Mostly clear images.

o **Will there be blur for images?** Depends which image

5. Icons:

o **Will we use icons and for what?** Cart icon will be used and other icons where I see fit.

o **Colored or black-and-white/greyscale icons?** Black and white, keep it professional

6. Typography:

o **Should it by a Serif or Sans-Serif font?** Sans serif font keep it professional

o **Bold or thin font?** Depends where exactly on the website.

o **Rounded or sharp edges?** rounded

7. Border rounding:

o **How rounded should be the edges, according to the theme?**well test and see what looks good where…

8. Shadows:

o **How much shadow will we use in general, according to the theme?** Generally minimal shadow, just enough to make it look good not too much.

2 SKETCHING

Create a sketch of the page which shows the general layout of the page. Check balsamiq sketches

3 SPECIFIC TECHNICAL DECISIONS

This comes at a later stage when you start implementing the site:

1. Colors:

o **Generate color shades/tints:**#ff880 #eaa329 #1B1A1A #f5f5f7 #000000 #ffffff

2. Typography:

a. **Choose a font for titles (You will probably want to change it when you see the site, but start with something)** font size and font family depends on what part of the page. Font family will be same throughout the whole page

b. **If body text needs another font, choose it. Preferably, use the same font for all texts.**

3. Hierarchy and layout:

a. **Which elements will need an accent because we want to increase their priority in the Hierarchy?** Accents should be used thoughtfully and sparingly to maintain clarity and avoid overwhelming the visual composition.

b. **What components will we need to implement the necessary layouts?**

Navbar,footer, buy button, product card, recommended section, and more.

Use semantic HTML elements? Yes

Meaningful Id's and classes? yes