



Key: Blue = Font, Yellow = Structure/Image, IMG = Image, / Means closing tag, Red = H1 – H6

Page structure (Information on size, colour, font and position):

Header (Header): The header will be positioned at the top of the page and will contain the website logo and banner/header image. The header itself will be the colour: #c9e1ee (A light blue). This colour will be used as the colour is distinctive without being distracting. This gives the website a modern look without affecting the look of the company or the aimed demographic (Colour scheme fits well with the company's intentions, to provide services such as a B&B and Tea room). The header is kept the same colour as the footer for continuity.

Nav (Header): The Nav will be used for navigating to various parts of the website. The navs included on the Nav bar will be Home (Home page) , Find Out more (A page to find more information on products and services), Credits (Website credits), Admin (Page for administration purposes) and Wireframe (Includes the wireframe for the website). These will be positioned with black text and the

background colour (#c9e1ee). On hover the background colour will be changed to light blue with white text. The text and background colours are changed to indicate that the cursor is over one of the particular links. The text colour is changed to better contrast with the changed background which is now darker in colour, leaving it black would cause contrast issues, thus the text is changed to White. The Nav bar will be located underneath the header.

Main (Main): The main will contain the Nav and main page area. The main area will consist of a medium sized gif image covering the width of the main and relevant text positioned underneath the gif.

Main Text (Main): The Main area will be White with a dark grey text (#717171) with gold H1 (#a78e00). The text will be a dark grey to separate it from other text on the page and to make it stand out without looking out of place as Dark grey contrasts well with White. The grey (#717171) is dark enough to contrast with the white without causing issues with visibility and readability. The H1 will be coloured gold (#a78e00) to contrast with other images on the page such as the header and the 4 bottom navigation images which have the same colour font. The font used for the main is Verdana. This font was chosen due to its readability and simplistic look.

The Main area underneath H2 will be identical to the H1 area however will differ in text size. The H2 header will be smaller than the H1 header with the addition of font-size: 80%; the font colour will change slightly to #88700. This is done to give a darker tone to better contrast with the background due to the smaller font size. The text underneath H2 will be identical in font, font size and font colour to the text underneath H1. This is to keep with continuity.

Footer (Footer): The footer is positioned at the bottom of the page and will consist of information with limited importance. This includes copyright information, contact details, opening times and other relevant details to the site with limited significance. The font will be the same colour as the header (#c9e1ee) for continuity throughout the page.

Text (Substance and intention):

Main text (Main): The main will consist of the H1 header and information about the services provided by the company. The text will consist of basic information about the services provided by the company with a short description of each service which the company provides. This is to hit the main goal of using the home page to display the main products and services Chollerton Tea Room provides. The font used for the main is Verdana. This font was chosen due to its readability and simplistic look. The font size is increased when the page width is lower than max (Font increased to 100% and width is increased to 100% when width is below 1362px). This is to improve accessibility on mobile devices.

Text will be present underneath the 4 bottom images with H2 and text with identical CSS to the text underneath H1. The text underneath H2 will consist of basic information such as the company's location, email address, phone number and opening times. The font, size and coloured font will remain the same as text underneath H1 to keep with continuity.

Nav (Header) The Nav will use the font Arial. This font is similar to Verdana however scales a lot better when resizing the page (Does not require the font to be resized as much to scale

appropriately when resizing the page width). Arial is incredibly similar to Verdana and thus does not affect the continuity of the page.

Footer (Footer): The footer uses the font Verdana. This is to keep continuity with the rest of the page. The font size is increased when the page width is lower than max (Font increased to 100% and width is increased to 100% when width is below 1362px). This is to improve accessibility on mobile devices.

Images:

IMG 1 (Header): IMG 1 will be reserved for the websites logo. This will be located on the left hand side of the header. The logo will be positioned here as it is the most appropriate place to put it in terms of it being visible whilst not affecting the central part of the website (Main). Image will be of reasonable size within the header as to not obstruct too much of the main page.

IMG 2 (Header): IMG2 will be reserved for a header image/banner. This will be located in the centre of the header at the top of the page. This is a common place for the header image to be located and will be of a reasonable size as to fit in the header and to not obstruct the main area of the page. This header will contain basic information needed such as contact information as well as a slogan or the name of the company.

IMG 3 (Main): IMG 3 will be reserved for a gif based image which will be used as a large image/small hero image in order to show various images/text in a slideshow format using a .gif. This will be of reasonable size however not to obstruct the main text located underneath the gif. Both the gif and the text will be visible at reasonable page/screen height.

IMG 4 -7 (Main): IMG 4, 5, 6 and 7 are reserved for the user of image based hyperlinks near the bottom of the page. This is both a design and practical choice. This allows the use of navigation at the bottom of the page via large and easy to see images with relevant text positioned on the image to indicate what link the image contains. These are of a reasonable size to be able to fit 4 images on 1 row unless width of page makes this unfeasible in which they will be positioned 1 image per row to optimize the page for mobile use and lower resolutions. Images will be used to display the main features/products in which the company provides (Shops, B&B, Tea Room and Post Office).

IMG 8 (Background): IMG 8 is reserved for a background image which will be visible on the page at certain resolutions/widths. This background image will be used for aesthetical purposes to fill in an unneeded area on both sides of the main/header/footer area. This image will be removed and the body will be increased to 100% page width at certain resolutions/widths to prevent issues with scaling and visibility at lower resolutions.