**Imperial Visualisations**



*Style Guide*

**Ethos**

At Imperial visualisations, we have several design principles and goals that help guide how visualisations look and feel. As developers, you should always keep these principles in mind; as long as you adhere to our ethos, your specific styling can vary however you want.

* **Playful**: We want to encourage people to get involved in our visualisations. The colours, layout, and animation should be fundamentally fun, and invite creativity and curiosity.
* **Intuitive**: Although every ‘learn’ visualisation should be accompanied with guidance, any person should be able to interact with a visualisation immediately. Buttons to be pressed and sliders to be dragged should jump out at the user.
* **Light**: In terms of tone, any Imperial Visualisation should never feel dark, heavy, or too artificial. Instead, it should feel light, fun, and natural.
* **Clean and Concise:** As we are dealing with difficult scientific concepts, one of our main priorities is not to overwhelm the user with complexity. As such, each visualisation should look clean, and organised (but not disparate).
* **Part of a journey**: At the end of the day, every visualisation should be taking the user on a journey. The overall design of a page should reflect this; the user’s eyes and hands should be drawn towards the start of the visualisation journey and move slowly towards the journey’s end.

**Cascading Style Sheet**

Cascading Style Sheet, or CSS, is how we style almost everything on a given web page. CSS is a series of properties and their corresponding values describing all the stylistic features of an html element. For example, the following piece of code can set the width, height, and text colour of a div:

width:100%; height: 100%; colour: “#003E74”;

Everything from colour to size to animations is defined using CSS. One way of defining an HTML elements style using CSS is to embed the CSS directly into the element. An example of embedding CSS directly in an HTML element is:

<div class = “textbox” id = “theory” style = “width:100%; height: 100%; colour: “#003E74”;”> Hello world! <\div>

*Note: If you don’t understand the above code, it may be useful if you have a look at the HTML section in the Functionality\_Guidelines document!*

Alternatively, an elements style can be inherited from a class or ID, with the actual CSS written in a separate standalone file. An example for the HTML in this case is:

<div class = “textbox” id = “theory”> Hello world! <\div>

With the separate stylesheet containing the following CSS:

.textbox{

width: 100%;

height: 100%;

}

#theory{

Colour: “#003E74”;

}

A typical visualisation will have a basic inherited style from one of two global stylesheets: skeleton.css, and style.css. Any further detailed styling by a developer is typically done directly in the HTML file.

For more on CSS, visit:

W3 Schools: <https://www.w3schools.com/css/css_intro.asp>