

# **UD1. Activity 4**

**El blau de la balena**



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**Web application design**

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## The brand and logo

The logo is an M with a tail-figure making contrast between the letter and the shape of the tail

- This will be the logo in the desktop display :



**AULA MUSEU**

IES JOAN RAMIS



**AULA MUSEU**

IES JOAN RAMIS

- And this in other lower displays :



We created this simple mood board to have a little bit of everything on this website. The general aspects are the history, the assembly and obviously the sea or the water



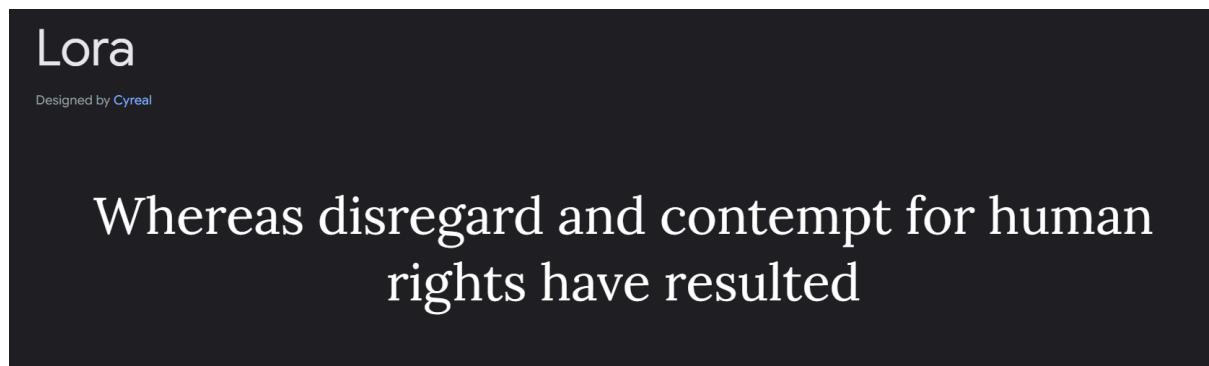
## Typography

In the website I would like to separate the web text into two groups : the texts and titles.

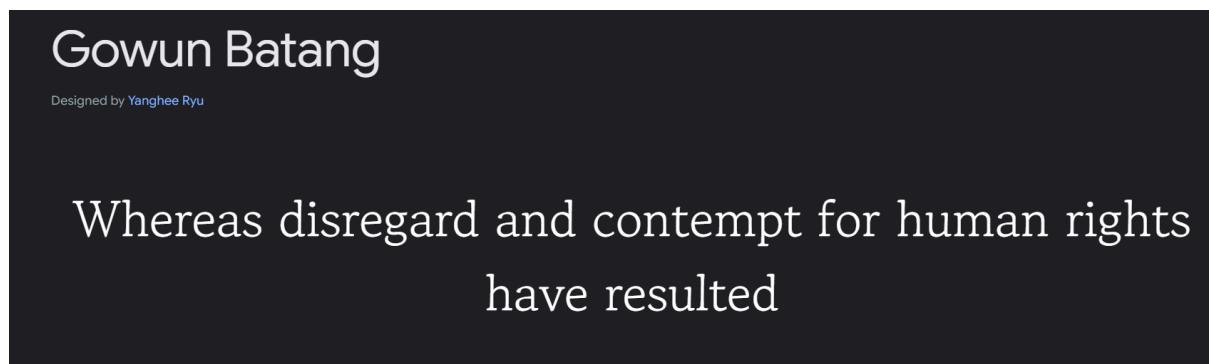
- For the texts I'd like to have font families that are not very overloaded and comfortable to read.
- For the titles I will use some typographies that are similar to "Times New Roman", because I consider this font fancy to use in the titles but I won't use it because it's very used.

**For titles fonts:**

[Lora](#)



[Gowun Batang](#)



**For texts fonts:**

Nunito Sans

**Nunito Sans**

Designed by Vernon Adams, Jacques Le Bailly, Manvel Shmavonyan, Alexei Vanyashin

Whereas disregard and contempt for human rights  
have resulted

Inter

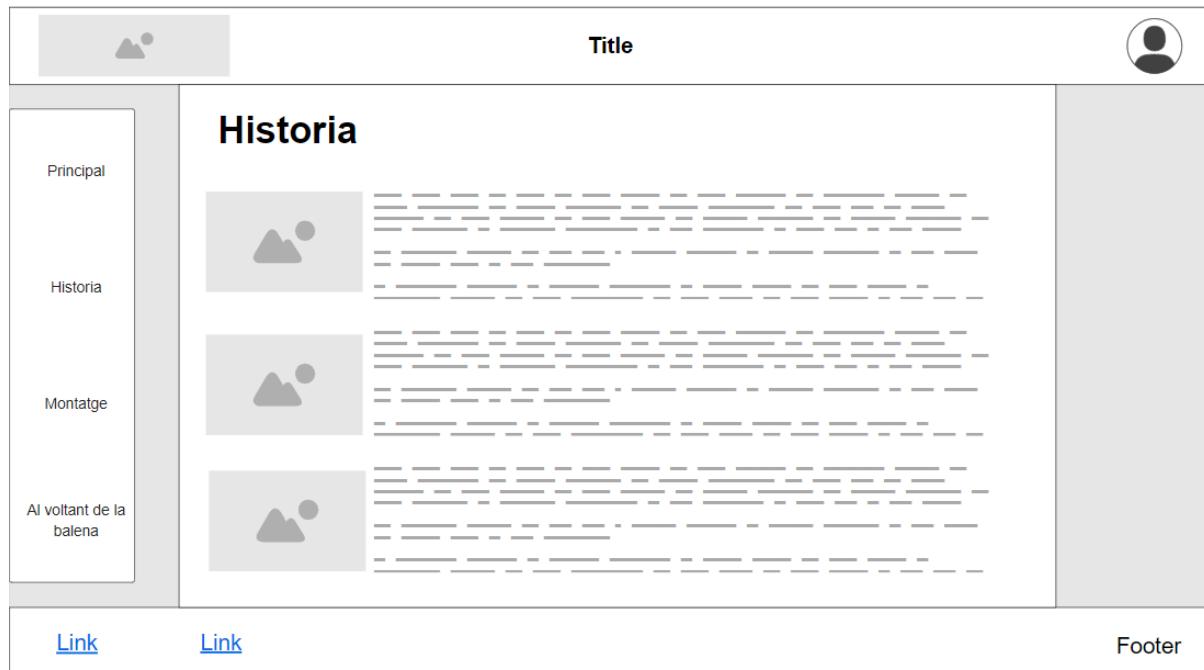
**Inter**

Designed by Rasmus Andersson | [rsms.me/inter](https://rsms.me/inter)

Whereas disregard and contempt for human rights  
have resulted

## Structure and spacing rules

In this slide for example we have images on the right and text



- The elements in the main container (header, texts, images) have margins and are structured in rows, this is because the visual appearance that has with this distribution is cleaner and has a better content organization.
- The dropdown menu in the right is placed there because it doesn't interfere with the main contents of the website and can be closed for those users that can disturb the concentration when reading the page.
- The header and the menu stays in the same position, because of the accessibility of the information that the menu has.

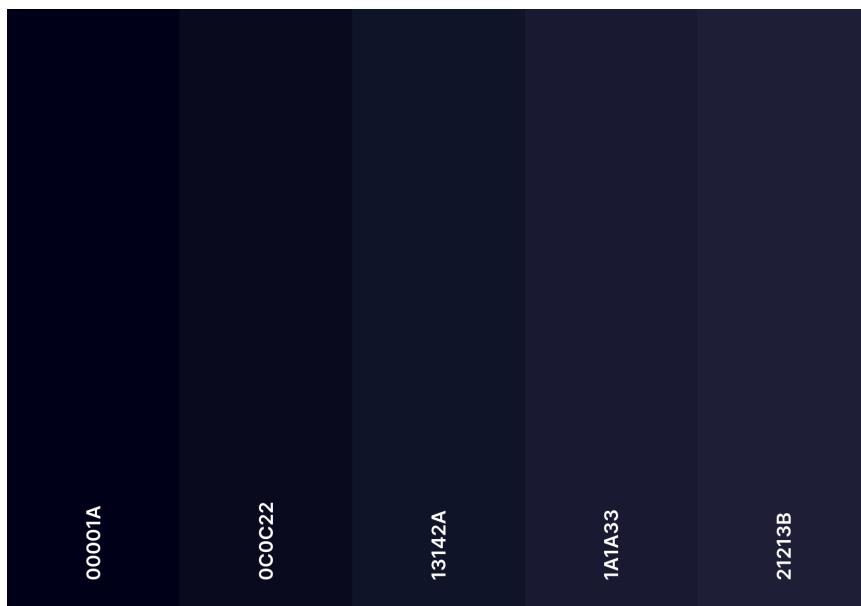
## Colour palette

I chose this color gamma because this colors are blue and this are related to the ocean, so i chose this ones, obviously i will use black and whites texts

### The lightes ones :



### The darkest ones :



## Icons

This are the list of icons that are used in the page

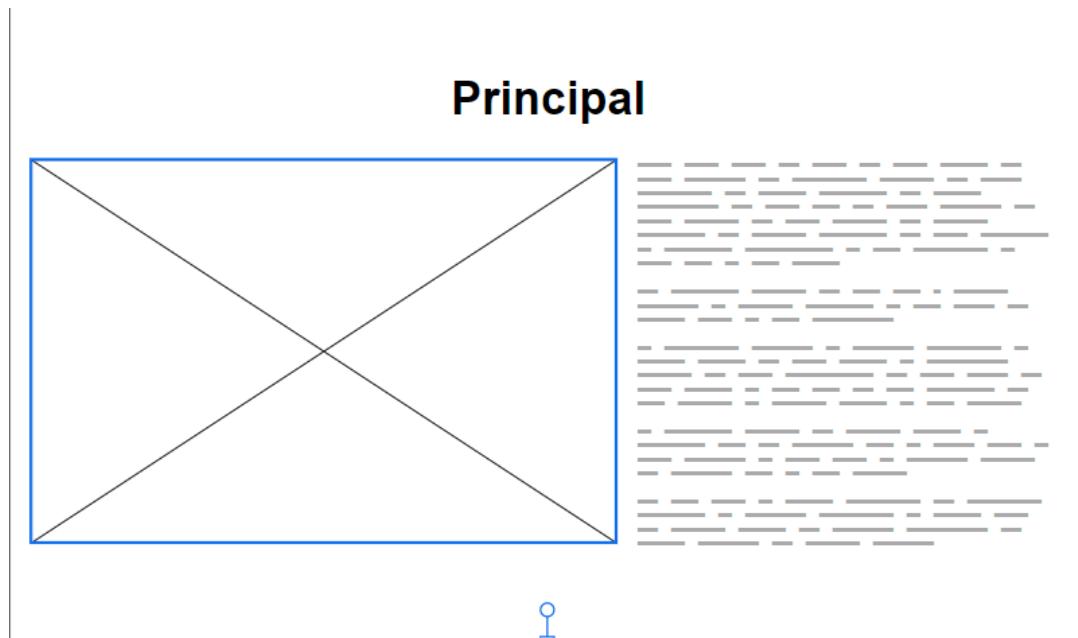
The user icon that shows on the top right of the website, when a user is logged in it will appear his username on the right near the icon.	
This arrow will be used in pages like the assembly one. This is used to move to the next page of the content	
This arrow will be used in pages like the assembly one. This is used to move to the previous page of the content	
The close icon will be in the computer desktop to close the lateral menu	
This icon is used to show the picture (If the user uploaded one) in the news section or the technical data.	

This icons are from Font Awesome

## Guidelines for illustrations and images.

The ratio of all the project would be 16:9

First of all we have the bigger images, this images would have and 500x650 pixels for the rectangular ones, and 650x650 pixels for the square ones



Then the list of little images, this would probably have 300x300 pixels and margins between each other

## Historia



This we can also see it in the thumbnails of the news for example



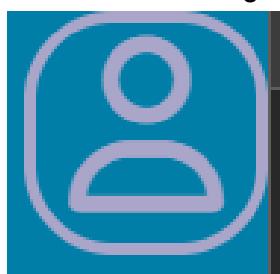
For the logo in the phone display the dimensions are 130x100 pixels (this images are examples)



For the logo in the desktop display are 160x180px

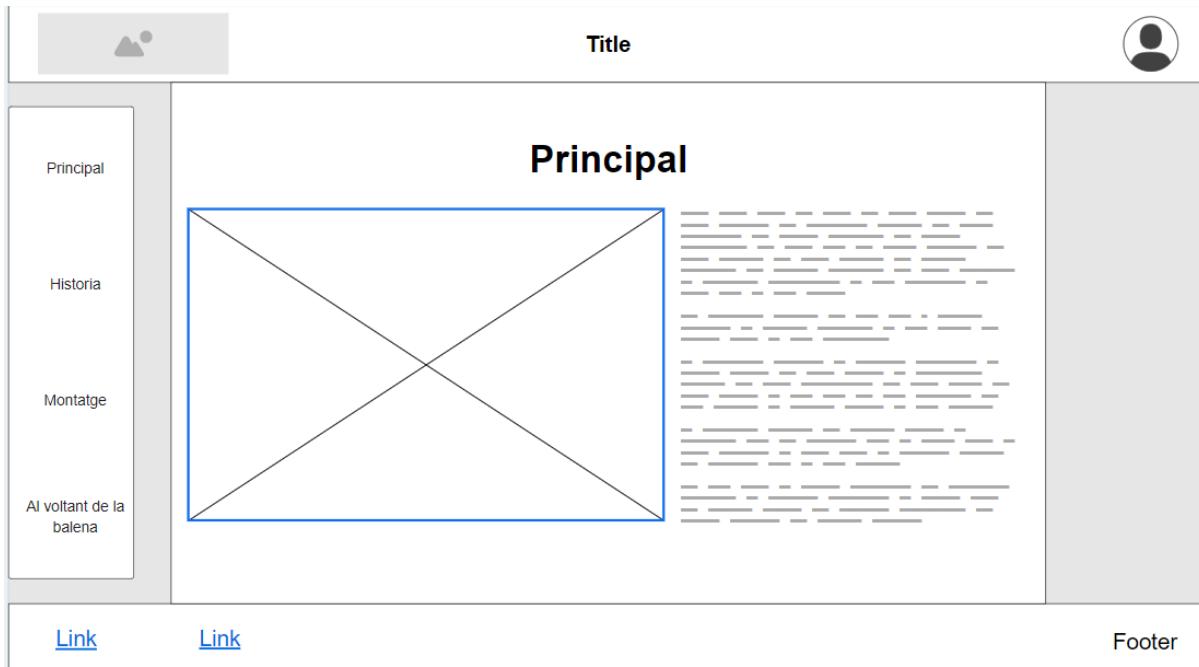


And for the user login 55x55



## Style of the interface elements

For example have the main page into the computer display



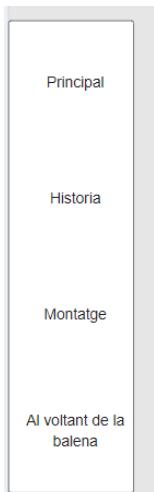
On the top he have the menu, we have the image that when the user click on it int will be a link into the main page,if click on the user will be directed to the login page



The footer will include links related to the center or the political privacy about the data, and the copyright of the web creator



The lateral menu will be always on the left of every page in the desktop display and can be closed.



The main content will be in the center of the page, and the distribution of the text and the images will be different on each page.

