Checklist for Creating a Design Guideline

Used in course IDATA2301 Web Technologies

CONCEPT PHASE

In the concept phase, before writing code, you should decide the general rules and direction:

1. Theme: how serious or playful the design should be

Our website is a website for IT solutions, so we are trying to keep the design as professional and clean as possible. Our design should be oriented around promoting our products and what we can offer.

2. Color scheme:
   - Does the company have a color scheme?
     - Yes.
   - Which colors are suggested by the theme of the site?
     - Gray, Black, Blue, and White.
   - Pick the main color
     - Black
   - Pick an accent color (optional)
     - Blue
3. Hierarchy and layout:
   - What is the most important message/product on the page?
     - The solutions the company provides.
   - What is the order of importance for the different elements?
     - Products
     - About us
     - Testimonials
     - Contact information
   - What sections will there be on the page?
     - Header Section
     - Hero Section
     - Content Section
     - Footer Section
   - What layout(s) will you use for the sections?
     - The Header section will have potential logo and name of our website with a navigation bar.
     - Hero section will have a dark image, on the image there will be our logo and two buttons to guide a person to different part of the page.
     - The Content section will mostly contain an image and information about the page or a product. Some of the sections will have an option for the user to click on, so the user could be redirected to the product webpage, or another page related to the section

- o Footer section will have copyright information and links to about us page and content information

4. Images:
   - Gather the available images
     - o Done
   - Will there be text on images or aside images?
     - o Text aside image
   - Will we use clear images or a color-overlay?
     - o Clear-images, but there will be some color-overlay on some of the images
   - Will there be blur for images?
     - o No
5. Icons:
   - Will we use icons and for what?
     - o Yes, we will use icons for contact, payment, and login / logout.
   - Colored or black-and-white/greyscale icons?
     - o Grayscale and black icons
6. Typography:
   - Should it by a Serif or Sans-Serif font?
     - o On our website we are going to use Sans-serif font
   - Bold or thin font?
     - o Bold font
   - Rounded or sharp edges?
     - o Both dependent on page
7. Border rounding:
   - How rounded should the edges be, according to the theme?
     - o We will have both rounded and sharp edges depending on the type of page being used.
8. Shadows:
   - How much shadow will we use in general, according to the theme?
     - o We are going to use shadow on the cards, boxes, and images.

SKETCHING

Create a sketch of the page which shows the general layout of the page.

We used balsamic to sketch the layout for our website pages

SPECIFIC TECHNICAL DECISIONS

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

1. Colors:
   - Generate color shades/tints (See video 2.2.3 Colors)
     - Blue: #007AFF, #34348d, #0a4275, #0a95dc
     - Grey: #ececec, #9f9797, #555555
     - Black: #070707
     - White: #fffff

2. Typography:
   - Choose a font for titles (You will probably want to change it when you see the site, but start with something)
     - Roboto sans-serif
     - If body text needs another font, choose it. Preferably, use the same font for all texts.
   - Define font scale using https://type-scale.com/
     - Scaling 1200 major second
3. Hierarchy and layout:
   - Which elements will need an accent because we want to increase their priority in the hierarchy?
     - Some of the headlines, buttons and elements that requires attention
   - What components will we need to implement the necessary layouts?
     - Grid, flex, and containers
4. Icons:
   - Choose icon pack if you need one. See http://codingheroes.io/resources/#icons
     - Icon packs from Bootstrap and Cloudflare (https://cdnjs.cloudflare.com/ajax/libs/font-awesome/5.15.4/css/all.min.css)
5. Spacing:
   - Define spacing scale, E.g., multiples of 16px (multiples of 4px for smaller padding)
     - For spacing, we will use 10-100px depending on the amount of space that will be used. (This is hard to determine because it will depend on the amount of given information and areas to fill)
6. Border rounding:
   - Synchronize the chosen font with roundedness (very rounded font → more border rounding for elements)
     - We are going to use font with text-sync
     - If the button is rounded, we might still keep the normal text format
   - Border rounding amount for general elements: cards, forms, images, etc.
     - Border rounding 5-15px
     - Border rounding for buttons
     - Border radius for buttons 5-25px