

Design Guideline

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1 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
 - The theme should be relatively serious due to the courses being provided generally appeal to a more professional and academic group of people
2. Colour scheme:
 - Does the company have a colour scheme?
 - Which colours are suggested by the theme of the site?
 - Pick the main colour
 - Pick an accent colour (optional)

The company has chosen to use a pastel blue-green colour theme as a pastel colour theme often is correlated with professional sites. We have also chosen those colours because of the association they have. Green is usually associated with growth and blue with trust, honour, stability, professionalism. The main colour of the site is #6CB9C4

dbf0f5	aed7df	87b7c3	6295a0	4e7e8a
d9e1f4	acbce0	8195c7	5d72a9	455a93
def7e4	b7e6c2	93d19e	75b980	5da164

Figure 1: colours

3. Hierarchy and layout:
 - What is the most important message/product on the page?
 - What is the order of importance for the different elements?
 - What sections will there be on the page?
 - What layout(s) will you use for the sections?

The search bar is the most important element on the page, it is what leads the user to the courses. At the top will be a nav-bar follow

by a hero section with a call-to-action, then a selection of popular courses. Afterwards a collaborators section where our important course providers are shown, and then testimonials of our satisfied customers.

4. Images:

- Gather the available images
- Will there be text on images or aside images?
- Will we use clear images or a colour-overlay?
- Will there be blur for images?

The images used will mainly be the images of the courses we were given at the start of the project. There will most likely be more images used in addition to those, mostly stock images of "customers" that used our site and the logos of our collaborators. The images will sometimes contain text of the name of the course, but this is not a strict rule since the images should technically be added by course creators.

5. Icons:

- Will we use icons and for what?
- Coloured or black-and-white/greyscale icons?

We will be using icons from the ionic shape icon pack as the icons play well with serif fonts <https://ionic.io/ionicons>.

The icons should be coloured with #242C2E so they are not fully black

6. Typography:

- Should it be a Serif or Sans-Serif font?
- Bold or thin font?
- Rounded or sharp edges?

We will be using a serif font as serif fonts are often correlated with professionalism. The typeface for the website will be google Tienne.

Text colour #242C2E on light backgrounds as the contrast rating will be 11:1 at worst. For dark backgrounds the text colour should be #F5F5F5 as at worst this will lead to a 6.7:1 contrast rating with our use case which satisfies the WCAG requirement for large text

7. Border rounding:

- How rounded should be the edges, according to the theme?
- Borders will have some rounding but due to the professional nature of the site, the rounding should be minimal.

8. Shadows:

- How much shadow will we use in general, according to the theme?
Some shadows will be used on the site to separate elements and to give the illusion of 3D. Dropdown menus and navbars should have light shadows to indicate that these segments are "over" the rest of the site and to avoid confusion where they blend in.

2 Sketching

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

Main Page - Sketch

Navbar Courses ▾ Search for course Log in Sign up

Hero

Call to action box

Try for free

Hero image

CourseContents

Lorem ipsum dolor sit amet
consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

course card

Company logo

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium qui dolorem ipsum quia dolor

course card

Company logo

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium qui dolorem ipsum quia dolor

course card

Company logo

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium qui dolorem ipsum quia dolor

course card

Company logo

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium qui dolorem ipsum quia dolor

Collaborators

Company logo

Testimonial

Testimonial image

Navn Navnesen Namsos

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

Hero2

Hero Image

Hero Image

Hero Image

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Footer

f i in t

Contact us:

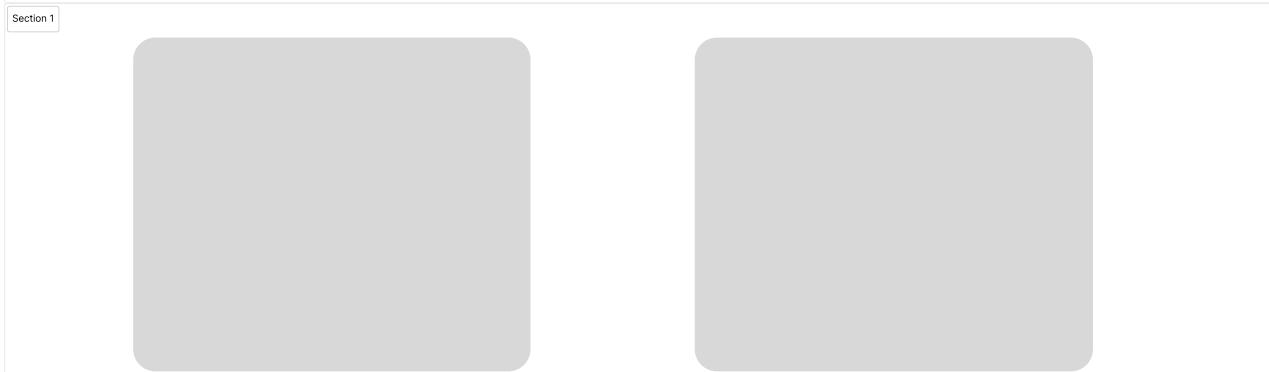
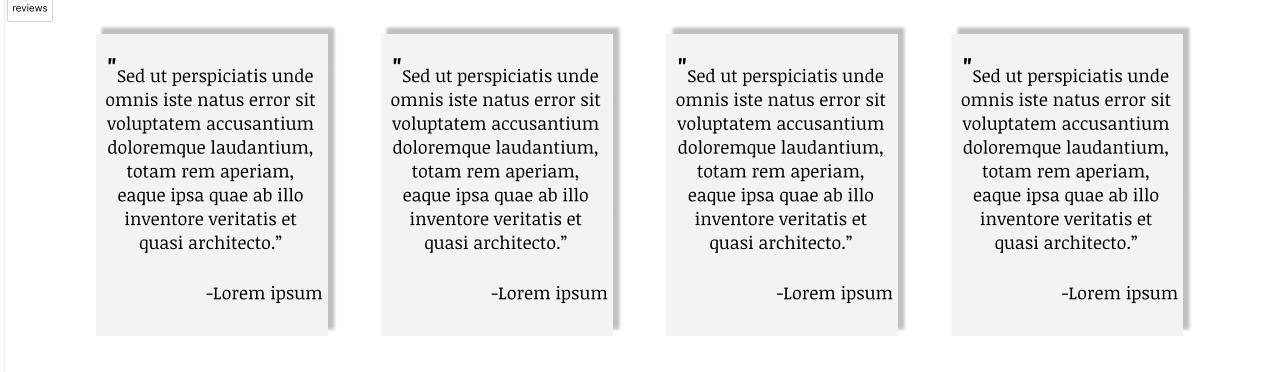
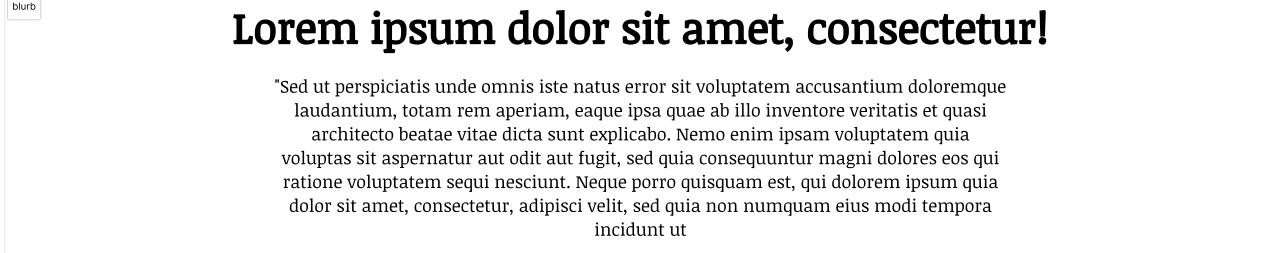
Address: 1234 Main Street, Lincoln, NE 685089

Phone number: +47 123 45 678

Email: learniverse@connect.com



"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."



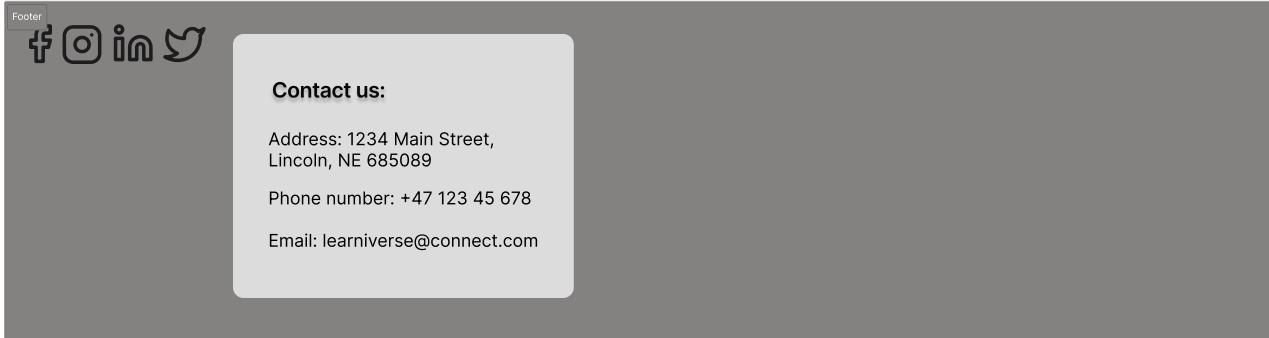
Daglig leder

Tore Toresen
12 23 34 45
toret@learniverse.no

Helse, miljø og sikkerhet

Hilde Hildesen
12 22 33 44
Hildeh@learniverse.no

Jan Jansen
12 33 44 55
Janj@learniverse.no





Filters

Filtergroup

Difficulty level

 Beginner Intermediate Expert

Filtergroup

course Size

ECTS credits

Min
2Max
4

Filtergroup

category

 Information Technologies Digital Marketing Business and Entrepreneurship Data Science and Analytics

Filtergroup

values

Min rating
2Max rating
4

Filtergroup

price

0 NOK

100 000 NOK

Filtergroup

course Start

From
13/01/2025To
13/06/2025

Search results

3 results for “Lorem Ipsum”

Sort by
Most Relevant ▾**Search Engine Optimization**

Tailored for marketers, business owners, and digital enthusiasts looking to refine their online presence

Adobe • Apple • Google • Microsoft • Amazon

4.2 ★★★★★ (601)

66 000 NOK

4 hours per week • Intermediate • 2 ECTS credits

Azure Cloud Fundamentals

Embark on your cloud computing journey with our beginner-level online course, "Azure Fundamentals," meticulously crafted to prepare you for the AZ-900 exam

Microsoft • NTNU • Pearson

3.4 ★★★★☆ (152)

1 800 NOK

10 hours per week • Beginner • 2 ECTS credits

Databricks fundamentals

Designed for individuals new to the world of big data and analytics, this course offers a comprehensive introduction to the essential concepts of Databricks

NTNU • University of Oslo • University of Bergen

5.0 ★★★★★ (16)

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search_sketch_card

Navbar
Courses ▾
 Lorem Ipsum
 Log in
Sign up

Filters
Search results
Sort by
Most Relevant ▾

Filtergroup

Difficulty level

- Beginner
- Intermediate
- Expert

Filtergroup

Course Size

ECTS credits

Min - Max

Filtergroup

Category

- Information Technologies
- Digital Marketing
- Business and Entrepreneurship
- Data Science and Analytics

Filtergroup

Rating

Min rating - Max rating

Filtergroup

Price

0 NOK 100 000 NOK

Filtergroup

Course Start

From - To

3 results for “Lorem Ipsum”

Course result

Databricks fundamentals

This course offers a comprehensive introduction to the essential concepts of Databricks

4 hours per week • Intermediate • 2 ECTS credits

3.5 (60) 16 000 NOK

Course result

Azure Cloud Fundamentals

Embark on your cloud computing journey with our beginner-level online course, meticulously crafted to prepare you for the AZ-900 exam

10 hours per week • Beginner • 2 ECTS credits

3.5 (60) 1 800 NOK

Course result

Search Engine Optimization

Tailored for marketers, business owners, and digital enthusiasts looking to refine their online presence

10 hours per week • Beginner • 2 ECTS credits

4.2 (60) 16 000 NOK

Course result

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This course offers a comprehensive introduction to the essential concepts of Databricks

4 hours per week • Intermediate • 2 ECTS credits

3.5 (60) 16 000 NOK

Course result

Azure Cloud Fundamentals

Embark on your cloud computing journey with our beginner-level online course, meticulously crafted to prepare you for the AZ-900 exam

10 hours per week • Beginner • 2 ECTS credits

3.5 (60) 1 800 NOK

Course result

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10 hours per week • Beginner • 2 ECTS credits

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4.2 (60) 16 000 NOK



Sign up

Full Name

Email

Password

Login Image

Sign up

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3 Specific Technical Decisions

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

1. Colours:

- We chose to use a pastel blue-green colour theme as a pastel colour theme often is correlated with professional sites. Most of the site uses the blue colour with the green colour as an accent.

2. Typography:

- We used a serif font as serif fonts are often correlated with professionalism. The typeface for the website will be google Tienne.

```
h1 {font-size: 2.027rem;}  
  
h2 {font-size: 1.802rem;}  
  
h3 {font-size: 1.602rem;}  
  
h4 {font-size: 1.424rem;}  
  
h5 {font-size: 1.266rem;}  
  
h6 {font-size: 1.125rem;}  
  
p {font-size: 1rem;}  
  
a {font-size: 1rem;}  
  
small {font-size: 0.889rem;}
```

Figure 2: Font Scale

•

3. Hierarchy and layout:

- We wanted the eyes to go to the hero/course image, and then to the text next to it. The entire page should be enclosed in a navbar and a footer

4. Icons:

- We used icons from the ionic shap icon pack as the icons play well with serif fonts <https://ionic.io/ionicons>.

5. Spacing:

- We had a spacing scale at 1rem = 16px

6. Border rounding:

- Borders was given some rounding, but it was minimal (3px on all). We choose this because of the professional nature of the site, and because it fit better with the serif font we choose.