Grafisk design

Individual assignment

Candidate number: 122

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Institutt for informasjons- og medievitenskap

Universitetet i Bergen

Design system

Brand Integration:
I chose to integrate Sammen and UiB's logos in the header to visually show that they are behind the website. This builds trust with the user as they are established and known actors.

Color Palette:
I picked colors from Sammen and UiB's visual identity. I chose to focus on the colors in Sammen's color palette as they are more known for their student housing and services. This contributes to a more consistent user experience than something brand new, that could be confusing to users. New colors could also reduce trust in the website as users see that it's inconsistent from the usual brand identity.

Typography:
I picked the font that Sammen uses on their website. I did so to maintain consistency and to build more trust on the website. I used the same font-family in all text-types, but did consider using another one for the paragraphs and support-text. I chose not to, because I think it looks good as it is.

Core Components:
I used core components in designing the website. I tried to standardize attributes such as shadows, border-radius, background-colors and such to create consistency and an easier design process. Building with components also makes it easier to adjust them later, avoiding tedious work with individual elements.

Design Principles & Philosophy:
I tried to build on the design of Sammen's and UiB's websites, but also focusing on grouping data and information so that browsing is easier without the need for scrolling long pages.

Data visualization: Any charts or icons you plan to use and why.

I primarily used stars for visualizing different user ratings. it’s a common and familiar way to represent personal approval. I used diagrams for the price. It’s an intuitive and common way to represent numbers from a low-point to a high-point.

Figma Design

Layout Approach:
As mentioned I grouped information in different boxes. I focused on the 5 column grid, placing elements in one or several columns. This creates a consistency between pages. Using an odd number also makes it easier to define the centre of the page.

Information Hierarchy:
Using columns creates a hierarchy based on how many columns the element spans. Almost all the boxes have a title inside, making it easy to understand the content of each box. This allows the user to browse each box fast and select which they want to read. I also structured the pages so that the most relevant parts are placed at the top, and less relevant parts are placed further down.

Visual Elements:
I used the orange color to clearly mark important buttons and interactive elements, such as filter options. This makes it easier for the user to see them and understand that they are interactive. The orange color functions as a “call to action” color on each page. For less important buttons I used the color blue.

Interaction/Usability:
I placed primary interactive elements in such a way that the eyes will land there naturally when the user scrolls the page or content. I made some carousels for scrolling in the Figma-prototype to allow for a dynamic page, but didn’t need it in the static version.

Technical choices

Overall Structure:

I used the header for grouping header image and nav. This groups two features that are common on websites.

I placed everything (-footer) in the <main> element.
This made it structured and readable for myself.

I used a <section> for the page heading. I'm unsure how it works with SEO and screen readers etc.. I would consider instead.

I placed relevant links in a footer in the page end.

Layout Techniques:
I primarily used flex for one dimensional layouts, and grid for larger two dimensional layouts.

I used a flexbox for my listing cards. This is suitable for dynamic content.
This would allow the user to filter and view housing types on the same page.

I didn't use floats on the details page. Due to my Figma-design, a float wouldn't be suitable for the layout. If my design was different, I could have floated an image beside text e.g.

I used two parallel flex containers for the comparison page.
I could have used two columns, but I didn't see any major benefits of doing so.

File Organization:
I tried splitting my css files into several files to make it more structured. I wasn't comfortable with it and changed my mind. The result was a long style.css file. I compensated by using well formulated comments, making code-browsing with key-words (ctrl+f4) easy. I also focused on using descriptive id- and class names. I used two separate folders for images and icons for better structure.

Styling Details:
I could have standardized classes more to simplify code.

I used variables for colors and shadows to allow for easier adjustment later. I could have used more variables.

Coding Conventions:

I tried to have consistent indentation for parent/child relationships.
I did the project in english to avoid problems with non-latin encoding.

Adaptations vs. Figma:

I was focused on replicating the Figma Design with pixels.
It made it harder to attempt responsiveness later on.

I made some changes where the Figma design was designed for dynamic content (like carousels), but where it wasn’t necessary for the static webpage.