Commments

a. The technical aspects of your website: eg: describe the structure of your website, what

CSS selectors/id's etc you used and why you used them.(about half a page)

b. The aesthetics of your website - eg: how users should perceive your page and what

effects you were trying to achieve (about half a page).

An introduction to the aesthetics of Web design can be found

here: http://alistapart.com/article/the-webaesthetic and http://www.webstyleguide.com/wsg3/

c. The accessibility aspects of your website - eg: how you made your web site usable by

disabled users

A quick guide to accessibility can be found

at https://www.w3.org/standards/webdesign/accessibility and at <http://webaim.org/intro/>

1. The design of the webpage and theme was a minimalistic approach with basic HTML and CSS to create a simple and effective aesthetic to appeal and cater towards the professional enterprise demographic.

Firstly, the paragraphs of the webpage content were made using Microsoft Word application as a draft copy. Next the aesthetic design was researched and tested using a website called WIX. This was used as a draft to better understand the structure, themes and colour schemes. After multiple drafts researched, a simple blue colour scheme with a soft white text to grab the attention of the user without using harsh colour that will deter the viewer was created.

The use of negative space to complement the colour scheme of the white text background and add to the border around the side. The composition of the text and navigation bar was added to the centre. This composition was chosen in order to direct the gaze of the viewer to the centre title text Omur Akdemir, secondly to the sub-text below of Information technology. The composition was also chosen to be minimal yet effective in directing the viewer where to look. The navigation button is placed on the top left of the page, this is because it is common for the viewer to recognise sub-consciously that the navigation bar will be on the top left, based on other websites.

An image is placed at the bottom of the page, juxtapose to the headshot image, which is used to direct the viewers’ attention to the image rather than the text. This positioning and size of the image is to complement the title, after reading the title of Omur Akdemir, the image will complement the title. The image will likely be looked at first rather than the text, this is because the text is plain and boring compared to the bright and large images. The image placement at the bottom of the page is to direct the viewers’ attention to the text first in order to understand the context behind the image.

The main title and navigation bar do not change. This is to be consistence and retain a minimalistic approach to the aesthetic of the webpage. The aesthetic of the webpage is minimal with bright colours to attract and direct the viewers’ attention to the text and image.

1. The technical aspects of the webpage were researched and made using simple but effective HTML and CSS. The HTML tags such as paragraph and header were used in addition to an unordered list for the navigation bar. A Divisional tag was used to compose the structure of the webpage and CSS with position such as margins and padding.

The navigation bar was created first, this is because, CSS is top left aligned. Therefore, the navigation bar is placed on the top left due to the common placement from other websites. The anchor tag was used as a button to direct the viewer to other pages.

The background colour was difficult to implement, and research was needed. A child and Parent divisional box needed to be created with padding between, juxtapose to using margins which positioned the text correctly, although, the colour wasn’t applied correctly. The divisional tag is empty (to be invisible) and placed between the Title text and navigation bar, this is used to colour the gap between the navigation bar and title text. After, the navigation bar, title and divisional tag were created the corresponding CSS class, the “background-color” code was used to colour the background of each divisional section.

Parent and child divisional tags were used for the Title Header, Sub-Title Header and the body paragraph, this was to correctly position the structure of the text and body. In each divisional tag a class were created to customer the font-stlye and font family. Font- family of Trebuchet MS', 'Lucida Sans Unicode', 'Lucida Grande', 'Lucida Sans', Arial, sans-serif; was used to be user friendly and accessible for all types of devices. This is because different devices may not have the same font available therefore, similar fonts were selected in order,

Finally, the margins were set as auto to change per display resolution, this again makes it accessible to different resolution sizes such as mobile, monitor or tall display.

1. An alt key was used for better accessibility. The images are placed using CSS with a divisional tag for composition. The alt tag is used for the visually impaired, the images in the be narrated and described. In addition, less colours are used for the colour blind. The paragraph and body of the text is easily readable to cater for the visionally impaired.