

Assignment 3

Plan

- Plan your site's design: colors, typography, layout

Logo colors: red, gold, blue, orange, green, black

Motto: Universities Addressing Florida's Energy Needs



- Colors: \$background: light gray/off-white
 \$font: dark gray/off-black
 \$hyperlinks: logo blue
 \$hover: logo gold
 \$accent1: logo green (experiment hue saturation and opacity)
 \$accent2: logo orange (experiment hue saturation and opacity)
- Typography: Sans serif font, no more than three complimentary fonts, use all CAPS in navigation and box captions, use of “white space”, use of heavier font weight in leading lines and captions
- Layout: Grid/modular layout with showcase image in each page header
 Side navigation: condense and integrate into top-level navigation, alphabetize
 Use collapsible boxes to minimize content on pages
 Footer: move college logos to about us page, minimize footer to about us/contact us/social links/FAQ
- Logo: Consider updating logo fonts to a more professional presentation

- Plan what design components you'll need. Remember some will be on every page, like navigation and footer, and some will be a reused design but with different contents, like an article or form

Home Navigation: condense and integrate side navigation into top-level navigation, alphabetize top nav, keep it simple and clean

Current Top Nav	Integrated Side Nav
Research	FESC Funded Projects, Florida University Research
Education	Technology Commercialization, Energy Education, FESC Conferences
Outreach	Florida Energy Facts, FESC Expertise, Public Outreach (etc.)
User Facilities	Facilities and Resources
Energy Industry	
Advisory Board	Annual Reports (etc)
Jobs (new)	

Page Navigation: use box elements for internal page navigation on page with image and caption to direct to users, alphabetize captions, update nav titles if not intuitive with updates, include hyperlinks to find way out of navigation maze

Header: logo and motto on top of page followed by showcase image above navigation; carry theme throughout

Footer: clean, limit to: about us / contact us / FAQ / social links; carry throughout

Body: use of modules/grid for organizing information; use box elements with image and caption to next level navigation

Images: optimize for consistent size and format across pages

- Come up with a visual design plan for each module, and overall pages (combinations of modules)

Home

follow outline above

Advisory Board

update nav title to a new title that better encompasses contents

Condense side nav items into this level as listed above

Follow format for page elements as described above

Outreach

update nav title to a new title that better encompasses contents

Condense side nav items into this level as listed above

Follow format for page elements as described above

- In the "docs" folder of your repo, add a file with a writeup of your design plan (pdf or markdown format, please). It can include notes on colors, typography, layout, and modules needed. Include (in that file or as their own files) screenshots of at least 4 website designs you find inspiring. Include any other supporting documents that will help you in styling (mocks and sketches are great, but not required)

Screenshots: inspiration taken from Gonzaga, Stanford, Chicago, and NYU

Mockups: rough sketches for outreach and advisory board pages

Research: Graphic Design: [GCFLearnFree.org](https://www.gcflearnfree.org)

HTML/CSS/SASS: <https://www.youtube.com/user/TechGuyWeb>