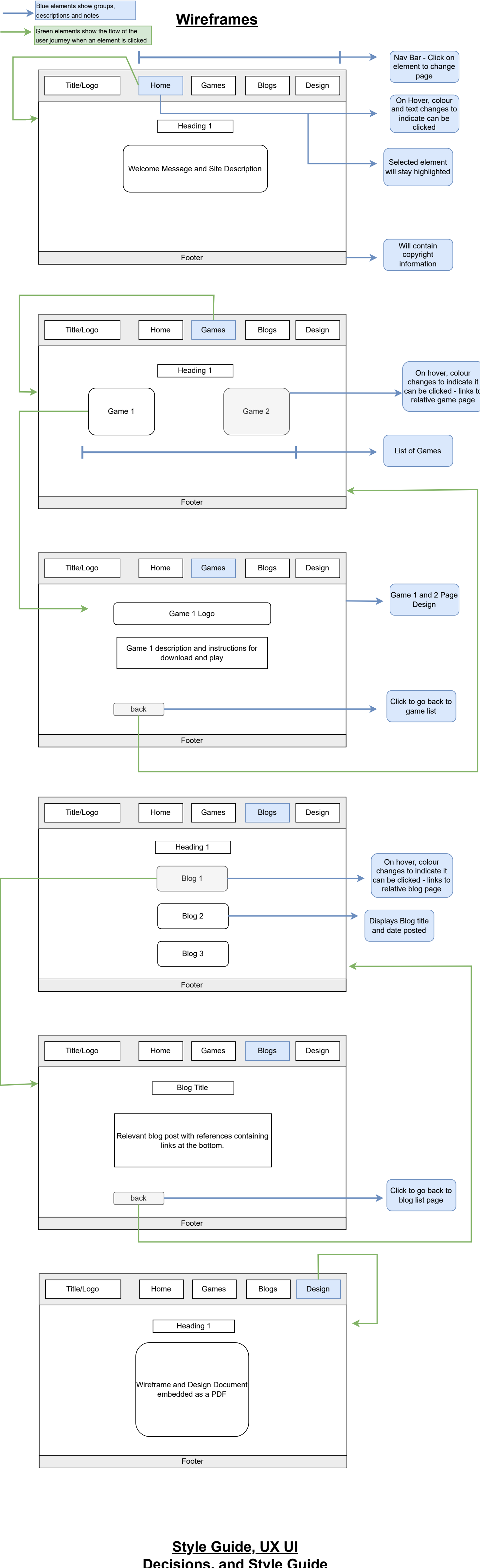


Wireframes



Style Guide, UX UI Decisions, and Style Guide Decisions

Overall Style and Layout Design

The website was designed to have an overall minimalistic and clean aesthetic. I personally do not like websites that are cluttered and use too many colours and images. That is the reason for the overall style of the website.

I chose to have the Navigation bar be the main source of colour in the website, in this case a pale dark blue, while the rest of the website used white and grey tones to contrast this colour. This allowed for the website to have the clean and neat effect that I wanted to achieve. I chose to use a pale blue for the nave bar and a feint white for the background colour of the site so that the website would not add strain on the user's eyes while they were using it.

For the Navigation bar, I decided to a feint white on the orange spectrum as the font colour. This was done so that that the words could stand out more against the dark blue nav bar as opposed to plain white, which was uncomfortable to look at.

The Navigation bar also always has the current open page highlighted, so that the user has reference to which page they are on so that they don't get confused as they browse the website. When selecting a page from the nav bar, the option that is hovered over will be highlighted in a small block shape to indicate that the element can be clicked. The size of the highlight for the active page is also bigger than the highlight of the hover selection - this is to give the user confirmation of their selection, since the highlight will become bigger once selected.

For the layout, I only put a few elements on each page in order to keep it neat and prevent it from feeling cluttered. The elements are also placed more centrally on each page. This allows for their to be open space on the left and right sides of the pages which aids in keeping the layout neat.

All of the elements that are selectable lists or buttons were made to look like paper-card elements. This was achieved in CSS using the box-shadow properties. This was also done to achieve a neat aesthetic. This decision was also made in order to provide a small feeling depth to the elements on the site, so that they did not feel completely flat and dull.

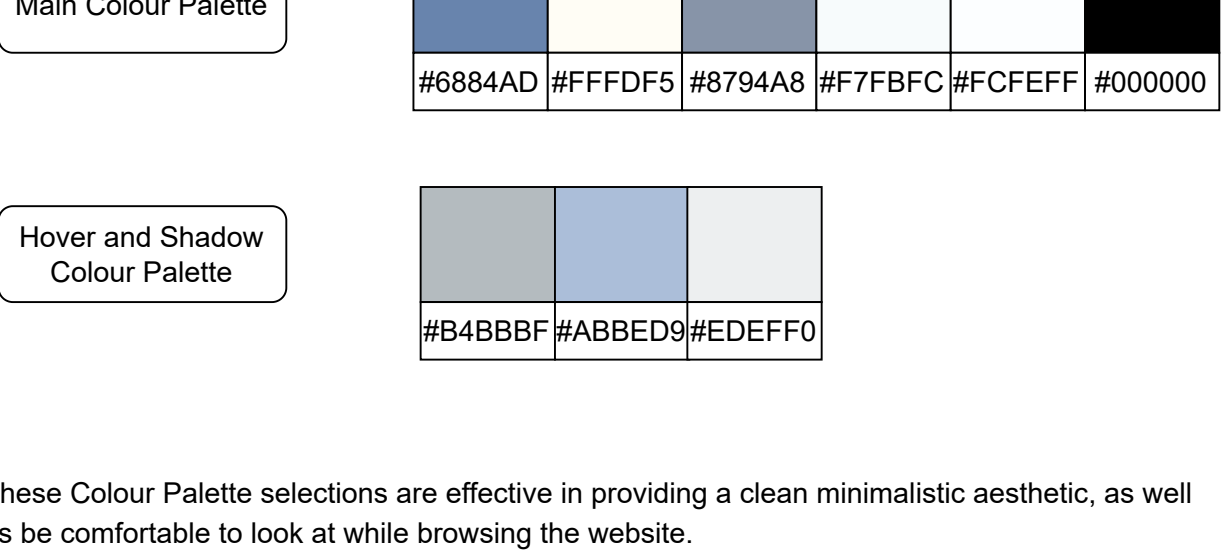
As done with the Navigation bar, any other element on the site that is clickable will highlight as a different colour to indicate this to the user. For the cases of the paper-card elements, they are highlighted in a feint grey tone to indicate that the element has been selected. The grey tone was chosen because it contrasts the light colour of the cards.

The Footer is situated at the bottom of every page so that it can indicate the end of a page. The Footer also serves as a means to show the copyright/legal information of the website.



Style Guide

Colour Palette



These Colour Palette selections are effective in providing a clean minimalistic aesthetic, as well as be comfortable to look at while browsing the website.

Font Selection

I chose the serif font "Times New Roman" for the all the text elements in the website. I chose this font as it was easier to read and more comfortable to read based on the text size compared to san-serif based fonts.

The font helps the text look simple and elegant which lends itself the clean and neat aesthetic I want to achieve.

When doing research for font-types, I saw several articles saying that san-serif fonts provide a minimalistic look to the text, however when I tried using sans-serif fonts such as Arial and Verdana, it ended up making the text look cartoonish and less comfortable to read. This is why I decided against using sans-serif fonts to try and achieve the minimalistic look.

Font Selection: Times New Roman - Serif

Reference Material

My main inspiration and sources of Reference were the websites:

- Prolific
- Canvas(Ulwazi)
- Amazon

My reasoning for these references are that Prolific and Canvas are very minimalistic in their designs and make use of good UI/UX approaches.

I chose Prolific for its simple layout design and colour palette(mainly blue and white), and I chose Canvas for its use of paper-card like elements to represent selectable areas to access new pages.

I also used Amazon as a reference because I think the design is very cluttered and busy and this is something I wanted to avoid. So having it as layout reference aided me in positioning elements in a clean way.

