

CST8117 Cross Platform Web Design

ASSIGNMENT 2
THE STYLE GUIDE

The Style Guide

WELCOME TO PUPPEDIA

Roles:

Team leader: Steven

Frontend UI designer: Lynn

Frontend designer: Jacky

Frontend developer: Steven

The Client of Website

Design and build **Puppedia** website.

The target customer is:

Dog lovers

Our slogan:

Your dog decision guide

The Style

Our website is inspired by Wikipedia but is designed specifically for dog enthusiasts. As our slogan states, we aim to assist people considering getting a dog by providing information about various dog breeds. Users can also find breed-specific advice on our site.

We chose colors that closely resemble the fur colors of dogs as the theme for our site. Contrast are created with different colors applied between sections.

1. Typography - Header

Font: “Bree Serif”

Font size: 34px (<h1> tag)

Font weight: bold

Color:

■ #13348E (nav text)

■ #000000 (section header)

1. Typography - Content

Font: “PT Sans”

Font size: 16px (<p> tag)

Font weight: regular

Color:  #000000

2. Logotypes

Size: (1200 x 1200 px)



3. Color palette



R:239
G:226
B:210
#efe2d2

R:243
G:238
B:232
#f3eee8

R:113
G:99
B:88
#716358

R:196
G:147
B:104
#c49368

3. Color palette (main theme)

#6c584c

- Pagination hover status
- Pagination active status

#efe2d2

- Dog advice container background color

#f3eee8

- Body background color

#f1f2be

- Dog cards' background color

#f6f6f2

- Section div background color

#8a817c

- Dog card text
- Pagination static status



3. Color palette (Individual elements)

#3273F6

- Form slider and buttons color

#ffd700

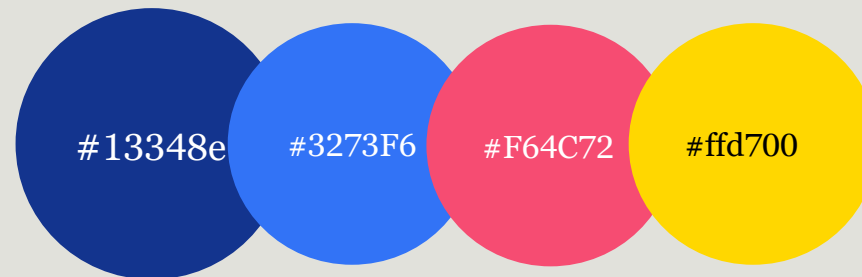
- Dog parameter stars colors

#13348e

- Nav items color

#F64C72

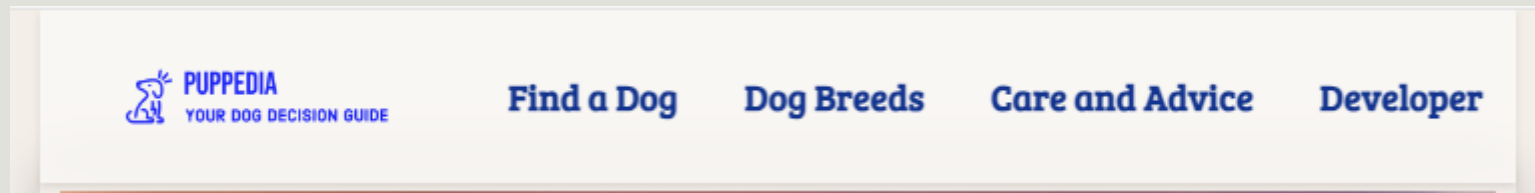
- Nav items and dog cards' hover status color



4. Platform - Responsive layout

Responsive layout rules

Fixed Nav in large monitors (50px)



4. Platform - Responsive layout

Responsive layout rules

Form from two column in large monitors

Find Your Dog

Tailor your search and discover the ideal furry companion that matches your lifestyle, preferences, and heart's desires. Let the journey to finding your new best friend begin!

The form is displayed in a two-column layout. Each column contains five sliders, each with a blue dot at the 0 position. The sliders are labeled as follows:

Left Column	Right Column
Friendly with children 0	Protectiveness 0
Shedding 0	Trainability 0
Grooming 0	Energy 0
Playfulness 0	Barking 0

At the bottom right of the form are two buttons: **Submit** and **Reset**.

Form in one column in mobile devices (max-width: 610px)

Find Your Dog

Tailor your search and discover the ideal furry companion that matches your lifestyle, preferences, and heart's desires. Let the journey to finding your new best friend begin!

The form is displayed in a single-column layout. It contains ten sliders, each with a blue dot at the 0 position, stacked vertically. The sliders are labeled as follows:

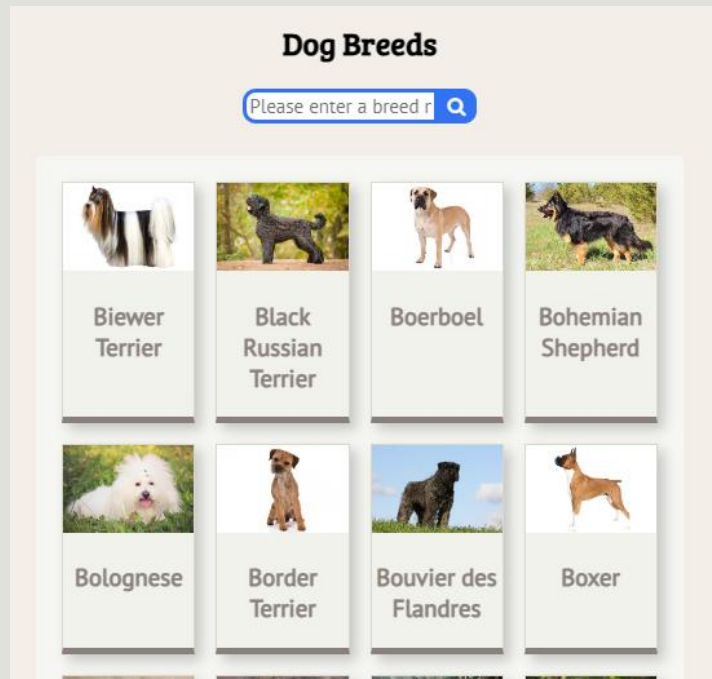
- Friendly with children
0
- Shedding
0
- Grooming
0
- Playfulness
0
- Protectiveness
0
- Trainability
0
- Energy
0
- Barking
0

At the bottom of the form are two buttons: **Submit** and **Reset**.

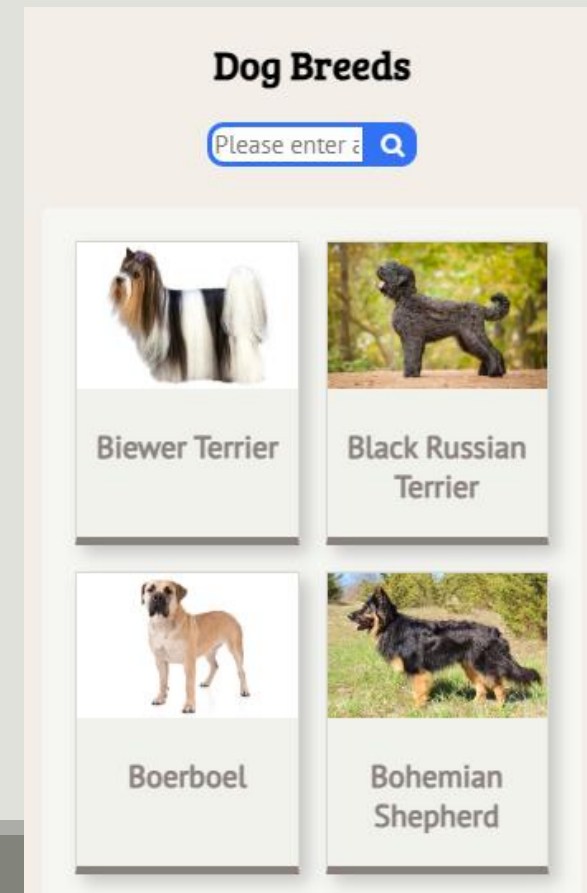
4. Platform - Responsive layout

Responsive layout rules

Dog Breeds session with 4 to 4 grid in large monitors



Dog Breeds session with 2 to 8 grid in small mobile




4. Platform - Responsive layout

Responsive layout rules


Developer session with grid (3, 1fr) in large monitors

Developers


Meet the code crafters behind Puppepia!



Team Leader and Front End Developer:
Liu Zhongrui, Steven



Front End UI Designer:
Pak Nin Poon, Lynn




Front End Designer:
Ka Kei Cheung, Jacky


Developer session with grid (1fr) in large monitors

Developers

Meet the code crafters behind Puppepia!



Team Leader and Front End Developer:
Liu Zhongrui, Steven



5. Semantic design guide

Index page – signature div design guide

- div signature background color sequence

Background div:



Section div:



Advice section div
(a different color for
this dynamic section):



- div signature font color sequence

Text (static status):



Text (hover status):



5. Semantic design guide

Header and Nav

The navigation bar utilizes a white background to highlight the blue logo. Nav items incorporate a different shade of blue for consistency.

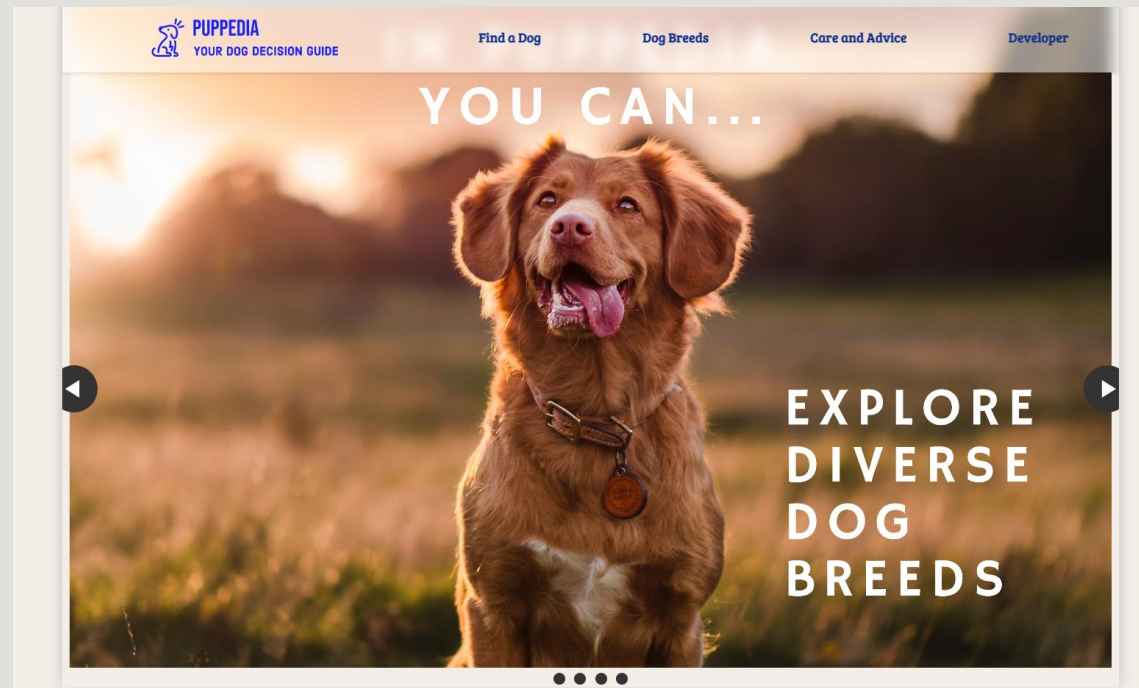
A darker blue, in contrast to the light blue of the logo, is used for the navigation text to avoid it resembling a hyperlink too closely.



5. Semantic design guide

Photo Slideshow

A slideshow on the main page designed to capture the attention of visitors with photos of dogs. Text has been added to the images to make them informative.



5. Semantic design guide

Intro Div

Puppedia's intro section is positioned as the second div on the page. It provides users with all the information they need before exploring the rest of the page. Each section is distinguished by a different color from the background, serving as an indicator of where the div begins and ends.



5. Semantic design guide

Main section

Each div has a brief description of its content.

1. Find the Dogs

We chose a slider over a drop-down menu for its intuitiveness. Users can customize their parameters when selecting dog breeds.

Find Your Dog

Tailor your search and discover the ideal furry companion that matches your lifestyle, preferences, and heart's desires. Let the journey to finding your new best friend begin!

Friendly with children
0

Shedding
0

Grooming
0

Playfulness
0

Protectiveness
0

Trainability
0

Energy
0

Barking
0

Submit

Reset

5. Semantic design guide

Main section

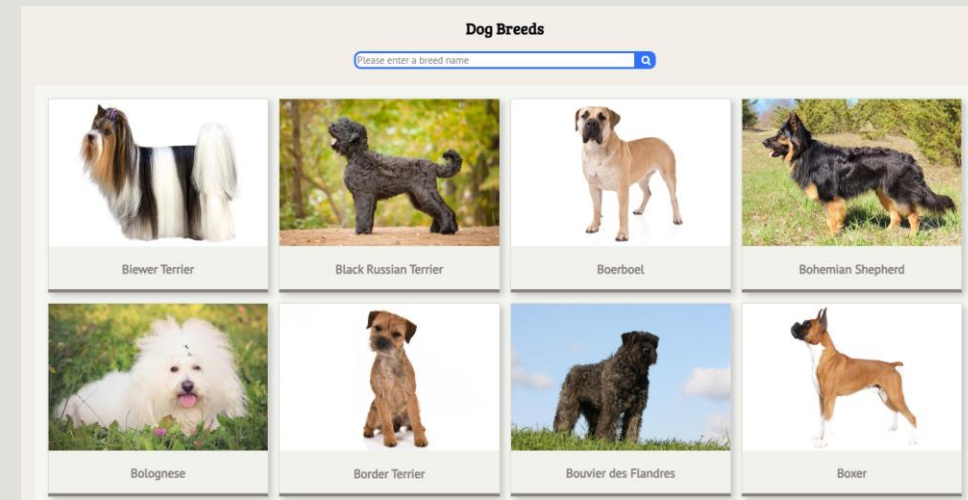
2. Dog Breeds

Users can also type in the name of a specific breed in the search bar and directly look for the introduction of that breed if they already have a breed in mind. The results will be dynamically displayed below.

The breeds are displayed in a card style.

When clicked, a 'Care & Advice' div will be shown below.

Detailed information, such as characteristics and keeping advice, can be found in this div.



5. Semantic design guide


Main section

3. Developers


An overview of the role of each developers

Developers


Meet the code crafters behind Puppepia!



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Front End UI Designer:
Pak Nin Poon, Lynn



Front End Designer:
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6. Website Map

