

FESC Redesign Plan

Typography:

I've chosen Google's Noto Sans as the main typography for the redesign project for the following reasons

- Conveys information easily without styling getting in the way
- Has both a modern and classic feel, so should fit with the themes of progress/research and institutions/industry.
- Scales well. Looks good in both heading and paragraph sizes.

Components:

Each page will have:

- A header and footer.
 - The header will contain a nav bar, site logo, search bar
 - The footer will contain relevant contact / link / social media information
- A hero image that relates to the page content
- A main article
- An aside box with links to relevant content elsewhere on the site (dummy links for now)
- A series of photos with descriptions and how they relate to the pages theme
- Possibly an embedded video

Design Inspiration:

I found the following sites to be helpful in conceiving my design:

<http://tec.ac.uk/>

Another energy consortium site, good for thematic ideas / site structure

<http://uthsc.edu/>

Another University site, great UX, good color use & design, conveys information well, everything is exactly where the user expects

<https://www.mozilla.org/en-US/firefox>

Simple, has bold colors, but used well.

<https://www.nationalgeographic.com/>

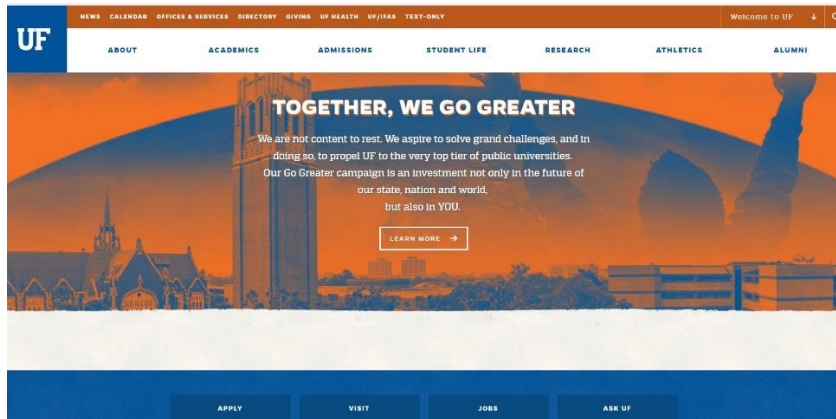
Great photos, great “teasers” of articles

Colors:

As both a non-designer and a colorblind person, this section was difficult for me, but I did use several online tools to help in selecting a color palette.

I found the from coolors.co to be the most helpful -- it allowed me to upload a picture to auto generate a palette based on the image.

Since the redesign is for the UFL system, I took a screenshot of part of the ufl.edu page and used it as the basis for the palette.



After a bit of tweaking shades, I came up with the following palette which I thought could be associated with energy (wind/marine/solar/nuclear).

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