

## **Design Rationale**

### **Website Layout**

OUTSIDER MAGAZINE is a journalism collective I began in December 2015 to promote the spread of third party news analysis, journalism and protection for citizens living in countries without freedom of press. The website was constructed using [squarespace.com](https://www.squarespace.com), an online website maker. Though squarespace has a variety of fixed templates, it is not ideal for creating a magazine with diverse design elements and is extremely limited in flexibility. For the current project, I tried to recreate OUTSIDER the way I had originally, albeit roughly, envisioned.

The header for OUTSIDER is comprised of the magazine name, the slogan “Let Us Explain” and social media links. To the right hand side of the header is the drop-down navigation menu. Though traditionally on the left hand side, I placed the navigation bar on the right so as to not disrupt the body of the website. The dropdown menu offers clickable categories which jump within the website to the designated section. The header itself is sticky and remains fixed on the screen as individuals scroll through the website. This offers readers constant access to navigation to jump back and forth between categories, and encourages readers to visit and follow social media links.

The content body of OUTSIDER consists of large, crisp, high resolution images which serve as article blocks and are hyperlinked to the articles they advertise. My inspiration was derived from online magazines such as Vice, and Vox, which both use sharp, vivid photographs as the main content of their design, akin to a gallery or portfolio page.

Each article category is designated with hashtags for politics, international news, and opinion pieces. As OUTSIDER is envisioned as a contemporary news-analysis website, the

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articles posted should reflect current and relevant news. The hashtags help to accomplish this as they allude to topics which are “trending” in each category.

The second drop down menu incorporated into OUTSIDER is Further Reading, located on each article page of the website. The menu drops down to reveal several sources used in the articles themselves, as well as contemporary news stories which can provide more context on the subject being discussed. The menu serves to replace a traditional bibliography-style section, such as seen in Wiki pages and original research articles. By providing a dropdown menu, people have the option to choose sources they trust from a variety of news websites.

The footer includes a subscription box where readers may enter an email should they wish to be notified of upcoming articles, as well as a ‘clock’ that reads the current time in hours, minutes and seconds.

### **C.R.A.P. Theory Implementation**

I aimed to implement the C.R.A.P. theory wherever possible in the design of the website.

For contrast, I assembled buttons with colours distant from one another on the colour wheel. The dropdown menu button for Latest News is in the shade #FAB25C, a vibrant orange, while the links that dropdown from the button itself are in a contrasting shade of bright blue. I paired the colours together in order to implement vibrancy and energy into the webpage. The category headers are a bright yellow, with contrasting black text to bring attention to each subsection. The more mechanical buttons for returning to the homepage and time are black and white so as to maintain a regular colour scheme without too many different and vibrant elements. The text overlay on the images is white, contrasting with the darker background under each letter to bring attention to the title without getting lost in the photograph.

Repetition is evident in each page of the website as the footer and header remain in fixed positions throughout. The navigation bar for Further Reading remains fixed and is positioned identically on each article page. The main photographs remain large on the article pages with similarly large text to introduce the article to the reader in identical positions and spacing.

The Alignment of the website is uniform on each page, with social media links, navigation bars and home-buttons in identical locations. The images which stretch across the entire screen are replaced by text on the article pages; photographs are still presented in large sizes throughout the articles in very similar sizes. The right-side alignment of the navigation bars remains identical.

The title of the webpage, OUTSIDER MAG, is proximal to the accompanying logo. Social media links, located in the middle of the header, are equidistant from one another in spacing. The dropdown menu options, when displayed, are equidistant as well. The content body of the webpage is equally spaced, with every section heading an equal distant from the image, and the image equidistant to the subsequent subheading.

### Codes Used

[1] The HTML and CSS codes for the hover-dropdown menu were taken and modified originally from [w3schools.com](http://www.w3schools.com) in their article for “How To-Hoverable Dropdown”.

- lines 59-67 in FWD1.html
- lines 134-154 in webpage1.html
- lines 120-140 in webpage2.html
- lines 58-113 in FWD1.CSS
- lines 65-175 in webpage1.CSS

[http://www.w3schools.com/howto/howto\\_css\\_dropdown.asp](http://www.w3schools.com/howto/howto_css_dropdown.asp)

[2] The HTML and CSS codes to create the text over images on the homepage as well as the subsequent article pages was retrieved from [css-tricks.com](http://css-tricks.com) : “Text Blocks Over Image”.

- lines 16-44 in FWD1.html
- line 16-18 in webpage1.html
- line 16-18 in webpage2.html
- lines 244-258 in webpage1.css
- lines 171-222 in FWD1.css

<https://css-tricks.com/text-blocks-over-image/>

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[3] The javascript code used to create the “clock” in the footer of each page was obtained from [w3schools.com](http://www.w3schools.com) : “Display a Clock”.

- lines 12-26 in FWD1.js

[http://www.w3schools.com/js/tryit.asp?filename=tryjs\\_timing\\_clock](http://www.w3schools.com/js/tryit.asp?filename=tryjs_timing_clock)

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