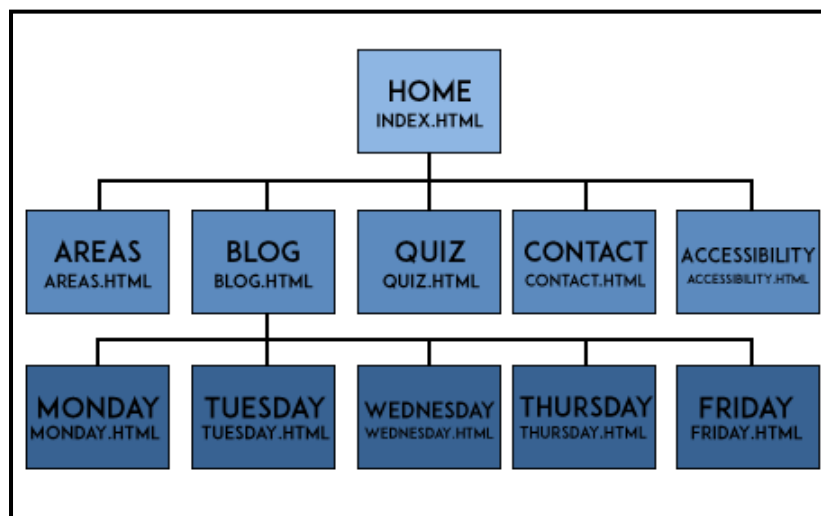


## General ethos

The website is targeted to reach first year Computer Science students, hence I aim to produce a website which is appealing and interesting to this specific group. In terms of design, I believe my website should be modern and simplistic. I was largely influenced by examples on Speckyboy.com – in the process of designing the website I focused on a minimalistic approach with large imagery and simple yet effective navigation systems (Andrew, P. 2019). I also plan to add some interesting features and details to catch the eye, such as a favicon and a custom logo. In terms of the contents, I aimed to create such stories and descriptions that grasp the visitor's attention and keep them engaged with the website but are not too over the top. Thus, all of the contents aim to be light, relevant and funny to the regular first year Computer Science student. In conclusion, my approach to designing this website was based on 3 guidelines:

- Modern – simple but detailed where needed to have its own character;
- Intuitive – easy to understand and navigate;
- Capturing – targeted to a specific group, hence relevant and engaging.

## Site Map



*Figure 1. Site Map*

When deciding on my website structure I followed my intuitiveness rule – it should be easy to navigate and to find everything you need on the website – I aimed to follow the three-click rule (Webopedia, 2019). There are not many elements on the page so complicating it unnecessarily would be illogical.

## Accessibility

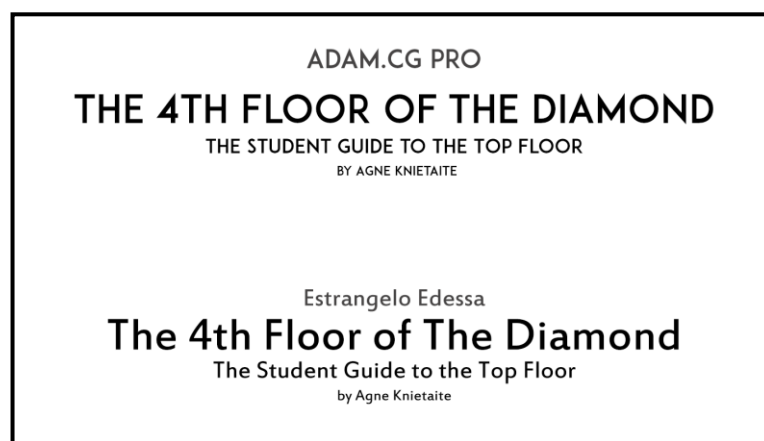
In terms of accessibility I will try to attempt to follow the guidelines of WCAG and meet the level AA or higher (W3C 2018). I will try to take in account these points:

- Colour blindness – will try to use a colour scheme which does not disadvantage colour blind users;
- Alternative text – will use alternative text where needed and will omit it where the image serves only a decorative purpose to minimise the “background noise” on screen readers;
- Style sheets – visual layout will be managed by style sheets, hence users will be able to add their own;

- Text sizes and legibility – will use reasonably clear fonts which are not heavily decorated and keep the font sizes reasonably big where possible;
- Accessibility page – will include an accessibility page which explains how the website accommodates individuals with disabilities.

## Legal issues

I decided to use two fonts on my website - Estrangelo Edessa and ADAM.CG PRO. Both of them can be used with no restrictions for personal use and require proper licensing if used commercially according to Fonts (2019) and Behance (2019). I will not be generating any revenue from the website as this is an assignment which is not going to be published publicly, hence I can use these fonts in this assignment. If the website will be published publicly and will be used for financial gain in the future this should be considered, revised and handled in respect of the font authors.



**Figure 2. Fonts that will be used on the website**

Pictures that will appear on the website are taken by me, stories are written by me as well and thus I can use them as I wish. The logo is my own design as well. The only exception to this is the 4<sup>th</sup> floor area map (The University of Sheffield 2015), which I will change to suit my needs. I will note that on the image on the website itself.

## Design mock-ups



**Figure 3. Homepage design for various device sizes**

A huge part of my planning process was spent on design – I wanted to have a full view of the website before I started making one. As mentioned in the introduction, I want to keep the website

outline generally simple but I also wish to catch the visitor's attention and “awake excitement” (Lennartz, S. 2007) from the start, hence I decided to style the homepage as a splash page and stick to a relatively simple, clean and intuitive design later on.

As you can see, an important element of the design is the logo – I based it on the design of The Diamond itself and its reoccurring diamond pattern (Twelve Architects 2015). It is simple but modern and is kept throughout the whole website as a detail which ties the overall page design together. An inverted colour version of the logo is also the favicon of the website.

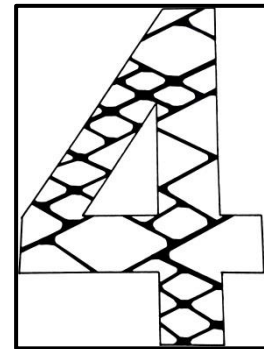


Figure 4. Website logo

As far as the other pages go, I decided to focus on the design of the banner, navigation and footer areas, because they are repetitive in each page and thus are the most important. For the contents and their alignment on specific pages I sketched rough designs on paper for my personal use as a guide.

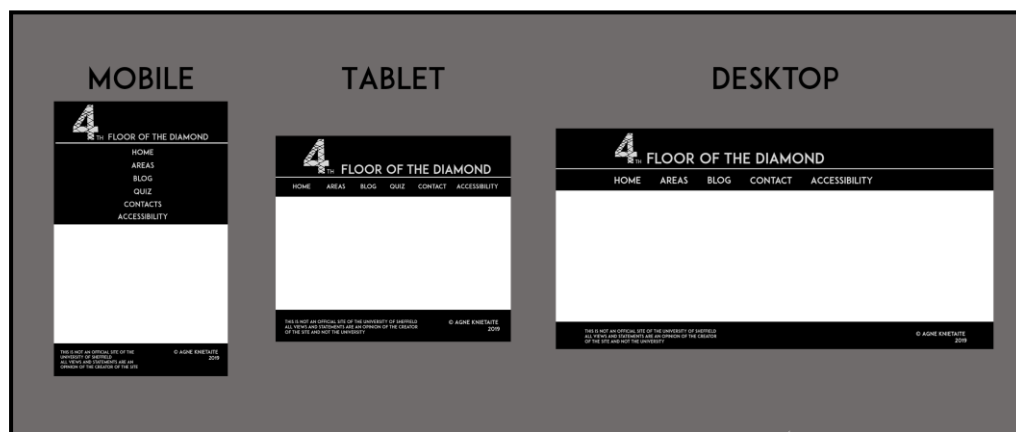


Figure 5. Banner, Navigation and Footer design for various device sizes

I decided to stick to 3 breakpoints in the design of my website – *below 768px, above 768px and below 1024px and above 1024px*. These categories cater to the most users (Statista 2019) – the website can be effectively and easily browsed on all mobile devices, tablets and desktops and the gaps in between these categories should be neatly covered by responsive design. By planning this I also used responsive mobile-first design (Bose, S. 2019) techniques as my guide.

## Menu System



Figure 6. Navigation changes based on device size

For the menu system I decided to keep it simple – there are few elements in the menu, thus making it overcomplicated would defeat the purpose of my website being intuitive and simple. I chose the top navigation approach described on Brad Frost's (2019) website. However, I felt it necessary to make some changes to it myself – instead of wrapping the elements I will display them vertically on mobile and horizontally on bigger devices. By doing this, I will avoid the largest problem with the top navigation design and reap the benefits – the menu will not be crammed together and will stay on top of the webpage, which is a preferred option for many users.

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