Design Specification

Graded unit

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## Colour Psychology

Colours can affect our mood, state of mind, grab our attention or disgust us, this means they can have a large influence how we react to a piece of design.

Broadly the colour spectrum can be split into two categories - colours in the red area are known as warm colours (red, orange and yellow) and colours in the blue area known as cool colours (blue, purple and green). The warm colours evoke emotions ranging from feelings of warmth, comfort and cosiness (the fire burning in the rainy cold evening) to anger and aggression. Cool colours are as a rule described as calm and tranquil but can also be associated with sadness (being in blues) or indifference.

The background colour, the colour of the header, the colour of the text, headlines and sub-headlines etc. can all have a psychological impact on users.

Some of the common colours and what type of psychological emotion they invoke:

* RED is associated with love, passion, danger, warning, excitement, food, impulse, action, adventure.
* BLUE is associated with trustworthiness, success, seriousness, calmness, power, professionalism.
* GREEN is associated with money, nature, animals, health, healing, life, harmony.
* ORANGE is associated with comfort, creativity, celebration, fun, youth, and affordability.
* PURPLE is associated with royalty, justice, ambiguity, uncertainty, luxury, fantasy, dreams.
* WHITE is associated with innocence, purity, cleanliness, simplicity.
* YELLOW is associated with curiosity, playfulness, cheerfulness, amusement.
* PINK is associated with softness, sweetness, innocence, youthfulness, tenderness.
* BROWN is associated with earth, nature, tribal, primitive, simplicity.
* GREY is associated with neutrality, indifference, reserved.
* BLACK is associated with seriousness, darkness, mystery, secrecy.

## Lidiflu Website Colour Scheme

The colour scheme will be monochoromatic using one main hue of light blue to create a fresh and vibrant feel to the site, which also reflects the product on offer by the client. The main colour scheme will use blue and white, as these colours have a fresh and clean feel, whilst also reflecting the ideas of sky, wind and the outdoors. Different shades and analogous colours will be employed to soften the overall feel of the site and neutrals such as grey to define different sections. Important areas such as navigation, headers and instructional text will be of a light blue as reflected in Lidiflu Logo.

## Lidiflu Mobile App Colour Scheme

The mobile app will use the default colour scheme as provided by Microsoft Standard Templates

## Lidiflu Website Typography

Hierarchy will be achieved by the use of colour, weighting and size. H1 will be 2.3em of the body text, bold and Futura Light. The weighting, size and use of blue colour will highlight and emphasise these main headings. H2 will be smaller at 1.6em of body text, bold and a light blue or grey. Size will give it emphasis, but it will be slightly attenuated by the use of an analogous colour to the overall colour scheme. The paragraph text will be dark grey at 11px, and will give simple and clear readability for the page content.

The website will use one main font-family for the body text and the headings of the website. The site will use the Verdana, Helvetica, sans serif family of fonts. This has a clean contemporary feel to it, with will give the page content high readability.

## Lidiflu Mobile App Typography

The mobile app will use the default typeface scheme as provided by Microsoft Standard Templates

## Lidiflu Website Screen Resolution

Screen resolution will be designed at 1024x768 as this will give 99% coverage of all users (Table1).

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Date** | [**Higher**](http://www.w3schools.com/browsers/browsers_resolution_higher.asp) | **1024x768** | **800x600** | **640x480** | **Other** |
| January 2013 | 90% | 9% | 0.5% | 0% | 0.5% |
| January 2012 | 85% | 13% | 1% | 0% | 1% |
| January 2011 | 85% | 14% | 0% | 0% | 1% |
| January 2010 | 76% | 20% | 1% | 0% | 3% |

Table1: Table showing % of users using certain screen resolution. W3Schools

## Lidiflu Website Accessibility (DDA)

The website should conform to WAI (web accessibility initiative). The website will employ the use of *alt text* and meaningfully named links to allow text-to-speech software for blind users. Proper sectioning using the new HTML5 sectioning elements, and use of header hierarchy will be implemented to give structure to the web page, this will give the page content meaningful structure helping screen readers. Enlargeable text and images will help visually impaired users, and links that are differentiated by colour will be more noticeable for users with colour blindness. The site will contain large clickable link areas to help people who cannot control the mouse with precision.

## Authoring Tools

1. Microsoft Visual Studio 2010
2. Microsoft Expression Blend 4
3. Adobe Photoshop
4. SQL Server
5. Adobe Illustrator
6. Microsoft Word

These tools will be used to develop the Lidiflu website and Phone app as they are part of my skill set and can be used to deliver the project as per the client brief.