

EthicaData – Report

A design report on an ethical data mining awareness website

Aim

To design and develop a clear, responsive website for *EthicaData* that explains ethical data mining principles and shows how responsible digital practice contributes to the UN Sustainable Development Goals (SDGs).

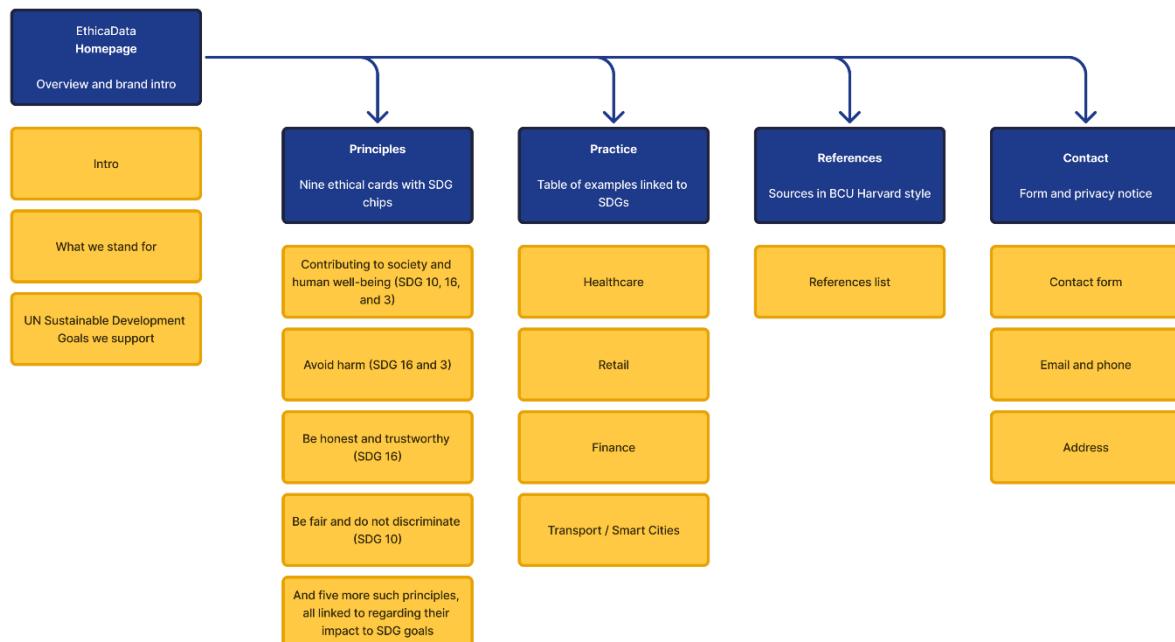
Objectives

1. Present nine key ethical principles in accessible language.
2. Connect each principle to relevant SDGs (16, 10, 9, 3).
3. Demonstrate structure, colour, typography, and imagery in a consistent brand style.
4. Use HTML, CSS, and JavaScript for interactivity (form check, theme toggle, SDG filter).
5. Maintain accessibility and validation standards throughout.

Target Audience

Students, professionals, and anyone interested in responsible technology. The content avoids jargon and focuses on clarity and visual order.

Sitemap



SDG Alignment

Primary: SDG 16 (peace and justice), SDG 10 (reduced inequalities). Secondary: SDG 9 (industry and infrastructure), SDG 3 (health and well-being). These are displayed through page tags and table indicators.

Design Notes

- **Brand Identity:**

The site represents *EthicaData*, a not-for-profit initiative for fair and transparent data use. The logo is a circular network forming a balance icon, symbolising fairness, designed personally in Figma. Colours and typography stay consistent across all pages for a coherent brand image.

- **Colour Scheme:**

Primary: blue #1E3A8A (trust); accent: gold #FBBF24 (optimism and highlight); neutral: white #FCFDFA (clarity); and text: charcoal #1F2937 (readability). All contrast ratios meet WCAG AA.

- **Fonts:**

Headings: Poppins Bold; and body: Open Sans Regular. Chosen for screen clarity and modern appearance.

- **Layout and Navigation:**

Responsive grid. Fixed nav bar, consistent footer with logo and SDG icons.

- **Graphics and Imagery:**

Flat icons for each principle. The logo appears in the header and footer. Used an AI-generated hero image on the home page.

- **Accessibility:**

Alt text, form labels, logical heading order, keyboard navigation, and high contrast. HTML and CSS validated through W3C tools.

- **Interactive Features:** Smooth scroll navigation, basic form validation, and SDG filter on the Practice page.

Conclusion

This design combines ethical awareness, visual identity, and SDG context to form a clear, standards-compliant, branded website that demonstrates structure, colour, imagery, and content to professional standards.