"Web Design DeCal" Hands-On Session 5 (Design)
Landing Page & Branding

In this week's hands-on session, you will be creating a very simple landing page and branding guidelines for your Reddit redesign.

<u>I. Landing Page</u>

A landing page is usually the first page a user sees when he/she visits a website. This can be an application itself (which is how it's done in current Reddit), an about page in a one-page scroll layout (like what you created for Positioning hands-on session), or a simple login page (like Google login screen). You can choose whatever you feel is the most appropriate – you may omit landing page and lead the user directly to the application if you feel that's more effective.
Since you have already had practice with one-page scroll layout (if you need help, refer to our video tutorial!) we will create a simple login screen for this week.

A. First, we will place the container div on top of the background. We will also set a width 100% in order to properly center the element inside this div.
position: absolute; top: 240px; width: 100%; > #container

B. We will then set a maximum width on the login box and horizontally center it.
width: 400px; margin: 0px auto; > #login

C. Style the typography of #login-title.
color: white; font-size: 36px; font-weight: 300; margin-bottom: 10px; > #login-title

D. We want the login form to stand out from the rest of the page. Add a background color and some inner spacing to the login form.
background: rgb(91, 103, 122); padding: 15px; border-radius: 3px; > #login-content

E. Now, let's style the input boxes. We first want to get rid of the ugly default stylesheets applied to the input boxes.
margin: 0px; outline: none; border: none; background: white; > .login-input

F. We can now tweak the input boxes as if they were regular divs. We want the width of the input box to fit the box. Unfortunately, we need to set an explicit width for the input boxes because they are not block elements. By inspecting the login-content div, we see that its width is 400px. Thus, the width required for the input boxes is 400 – 60 (15 X 2 from padding of login-content and 15 X 2 from padding of login-input) = 340px.

padding: 15px; border-radius: 3px; width: 340px; > .login-input

G. For the first login-input, we need to set a margin bottom so that the two inputs look like different input boxes.
    margin-bottom: 10px; > .login-input:nth-child(1)

H. We now need to create a login button. To do this, add vertical inner spacing and add a background color, followed by horizontal center on text.
    margin-top: 10px; padding: 15px 0px; text-align: center; background: #1abc9c; > #login-button

I. Some final touches to typography of the login button.
    color: white; font-size: 13px; font-weight: 700; > #login-button

J. Now that we are all done, we can vertically center this login form. Notice that the height of the login box is 236px. As such, you need to push the div up by the half of its height, which is 118px.
    top: 50%; margin-top: -118px; > #login-button

II. Branding

Branding guidelines typically consist of four parts. Here, you will work through each of the components, but first start by identifying the target audience and the vision of Reddit. You will be creating the branding guideline based on these target audience & value that Reddit brings to the audience.

A. Tone & Personality: what kind of emotion do you want to convey with your design? Refer to branding.berkeley.edu if you want to see some examples.

B. Typography: Go to Typekit or Google Fonts. Pick 1 ~ 2 fonts that your group would think that best fits the tone & personality of your Reddit Redesign.

C. Color Pallette: Pick four colors that you would like to use for your project – 1. Primary 2. Secondary 3. Neutral Light 4. Neutral Dark. An example of this would be (Primary - #5a4fcf, Secondary - #1abc9c, Neutral Light - #f7f5f2, Neutral Dark - #4a4a4a). Then, add a lighter version and a darker version of each color, creating a full 12-color palette.
    Refer to colorhexa.com if you want to find a lighter or darker version of a color you have chosen.