

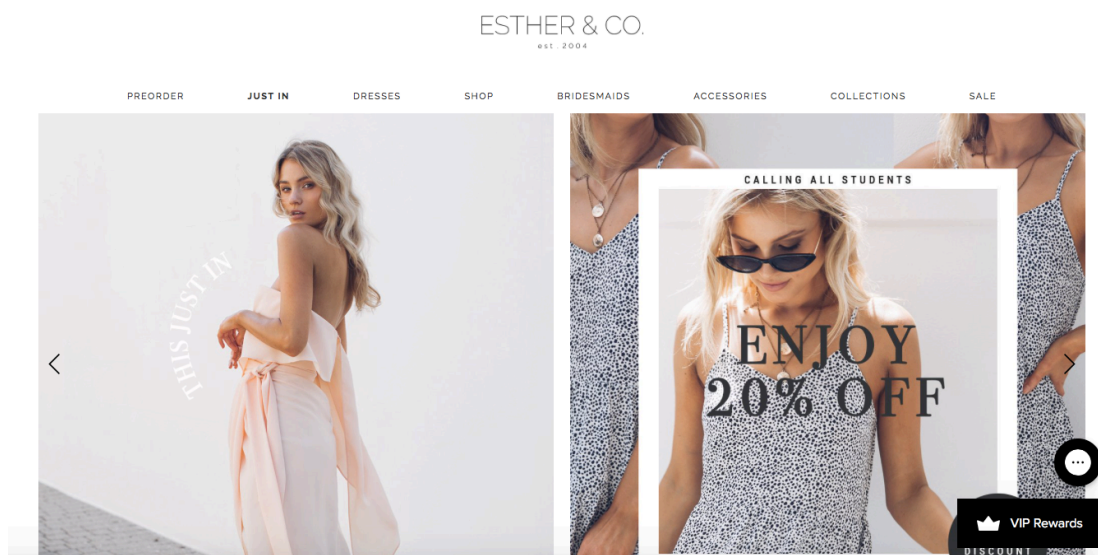
Front end web design – CSS rationale

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From the skills learnt and developed in the first module of front end web design, I have created a simple one-page website using the content provided. The skills learnt in class have allowed me to present a website with semantic HTML5 and CSS. I developed my cascading style sheet design by working off the Tocumwal images. They are all black and white, so instead of going with a colourful theme, I decided to use basis black and white colouring, mostly grey to reflect the image feel across the design of the website. When researching I found that using a colour which portrays your image and what your website is about is best, as too many colours can make websites look very amateur (UltraLinx, 2013). I decided to use one font, which I downloaded from Google fonts, instead of using a standard font as it gives my website design something new and fresh. I decided this as I researched typography and found that using more than three different fonts can make a website look unstructured and unprofessional (Babich, 2019).

In regards to a good reading experience, I researched what the best character limit per line is and it should be around 60 characters. I then reduced this even further to ensure my site was also going to be viewable on a mobile device. This ensures that users will access my site from devices with different screen sizes and resolutions. I then decided to have sections of text (and images) to make it easier to scroll through and read the content. I personally like websites that have sections that make in easier to go through, whether that be with images or with wording, along with basic colouring. I researched and found that if you have a lot of content on your site, you should make sure there is white space between certain parts. This makes the website look cleaner and more organised (UltraLinx, 2013).

I like the following websites, Esther & Co and Visit Canberra, as they both have sections and are simple designs with basis fonts and colours.



(ESTHER & CO., 2019)

03

A playground for all abilities

Canberra's first all abilities playground, *Boundless*– The Centenary of Canberra National Playground, is located on the shore of Lake Burley Griffin at Kings Park. The playground caters to different levels of ability and was initiated as a project to celebrate Canberra's centenary. It is a place where children, young people and their families can play, socialise, be challenged and have lots of fun.

04

A driving tour of the Yarralumla Diplomatic Estate

Did you know that the Embassy of the United States was the first embassy built in Canberra, built with bricks made at the Canberra Brickworks, and the first to introduce the notion of design characteristics representative of the culture of each mission's home country? And that the Embassy of Finland is designed to look like *Ilmarinen*, an armoured Finnish navy vessel? Discover the embassies and consulates that call Canberra home and what influenced their design with a driving tour through Yarralumla.

(VisitCanberra, 2019)

I also ensured I set a sufficient line height, which increases the vertical space between lines of text, generally improving readability. I also then played around with the line spacing to make it more readable. I tested the different padding and margin options to make it visually pleasing. I kept all content centred to remain consistent across the website. I ensured when user clicks or hovers on link it changes colour so they know what selection they are making/have made.

References:

Babich, N. (2019). 10 Tips On Typography in Web Design. [online] Available at: <http://babich.biz/typography-for-web/> [Accessed 15 Mar. 2019].

ESTHER & CO. (2019). ESTHER & CO. | Shop Dresses & Women's Clothing Online. [online] Available at: <https://www.esther.com.au> [Accessed 15 Mar. 2019].

UltraLinx. (2013). 5 Quick Methods To Make Your Website Look Better. [online] Available at: <https://theultralinx.com/2013/04/5-quick-methods-website/> [Accessed 15 Mar. 2019].

VisitCanberra. (2019). 5 hidden Canberra gems that even the locals might have missed. [online] Available at: <https://visitcanberra.com.au/articles/281/5-hidden-canberra-gems-that-even-the-locals-might-have-missed> [Accessed 15 Mar. 2019].