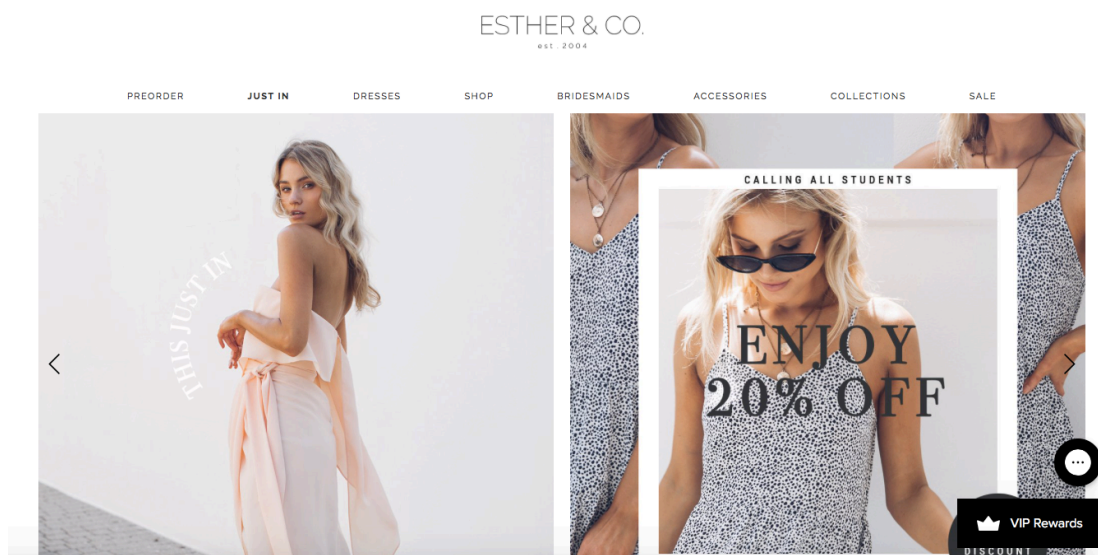# Front end web design – CSS rationale
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From the skills learnt and developed in the first module of front end web design, I have created a simple one-page website using the content provided. The skills learnt in class have allowed me to present a website 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)

(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].

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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].