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NavBar Explanation

Layout 1

1. The static version of the Navigation bar is a simple, minimal, sleek design consisting of “About”, “Menu”, “Events”, “Jobs”, “Contacts”, and Social Media icons. I feel the design of the navigation bar has its advantages for being simple, and intuitive.
2. The active version of the Navigation bar represents the page by underlining the section of the navigation bar you’re in. The colors will be a simple monochromatic color scheme, which will show detailed contrast ensuring it will be apparent which section of the website you’re on.
3. The rollover version of the Navigation bar operates by having the link/text turn a brownish color as you hover over it. The intent behind this is to demonstrate the change of the rollover link while choosing a hue of brown to subconsciously get the user to think of coffee/our products.

Layout 2

1. Similar to the first one, except in a more minimalist/squarespace feel. No inherent advantages over the first one, but a disadvantage would be that users have difficulty reading light text on dark backgrounds, as I have learned with Chapter 4: Anatomy of Web Design.

Layout 3:

1. Purely experimental as I couldn’t decide on a decent design off the top of my head. It’s a nice unique feel not commonly used/seen, but that could be in part due to it not being a practical design. It’s much smarter, convenient to simply to a straight down rather than a slanted/diagonal but it could find its niche with a certain business/client.