

Semester Project

Fram X

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INTRODUCTION

The goal for the project exam was to show creative, technical knowledge and skills based on the first semester curriculum. This includes design principles, project management, communication technology, and developing with HTML/CSS.

My interpretation of the brief was to focus on rebranding Fram Xs website. One of the main criteria for new website was it has to be fairly simple. Therefore, I chose to focus on creating simple and attractive website where the result is to reach potential customers.

From the brief I decided to focus on the following:

- Simplicity
- One-color design with several bright colour variations
- Positive, optimistic feel creating a happy mood
- Minimalist, functionality-driven design

RESEARCH AND ANALYSIS

Planning

I started my semester project by mapping out all the necessary tasks that needed to be done, creating a detailed work schedule in a Gantt Chart. My work schedule included four milestones, design, coding, testing and report. Since I did not know how much time I would need on testing the website, I decided to give it a week to be sure, and if it turned out that I needed

more time on design or coding I could take it from testing.

Project Name		Fram X																						
Resources		Farida Alin																						
Project dates		Start date: 18/11/2019								End Date 13/12/2019														
TASK NAME	TEAM MEMBER	START DATE	DAY OF MONTH*	END DATE	DURATION* (WORK DAYS)	DAYS COMPLETE*	DAYS REMAINING*	PERCENT COMPLETE	WEEK 1				WEEK 2				WEEK 3				WEEK 4			
									M	T	W	Th	F	M	T	W	Th	F	M	T	W	Th	F	M
Project Initiation & Planning																								
Project planning	FA	11/18	18	11/18	0	0	0	100%																
Design																								
Research and competitor overview	FA	11/19	19	11/19	0	0	0	100%																
Logo Design	FA	11/19	19	11/19	0	0	0	70%																
Color palette	FA	11/19	19	11/19	0	0	0	100%																
Website Layout Sketching	FA	11/20	20	11/20	0	0	0	50%																
Mock Up Website in XD	FA	11/21	21	11/22	1	0	1	0%																
Site Development																								
Coding	FA	11/25	25	11/29	4	0	4	0%																
Testing																								
Device and Browser Testing	FA	12/2	2	12/6	4	0	4	0%																
Bug Fixes	FA	12/2	2	12/6	4	0	4	0%																
Report																								
Write report	FA	12/9	9	12/10	1	0	1	0%																
Check for spelling and grammar mistakes	FA	12/10	10	12/10	0	0	0	0%																
Presentation																								
Create presentation	FA	12/11	11	12/12	1	0	1	0%																
Present final product	FA	12/13	13	12/13	0	0	0	0%																

Inspiration

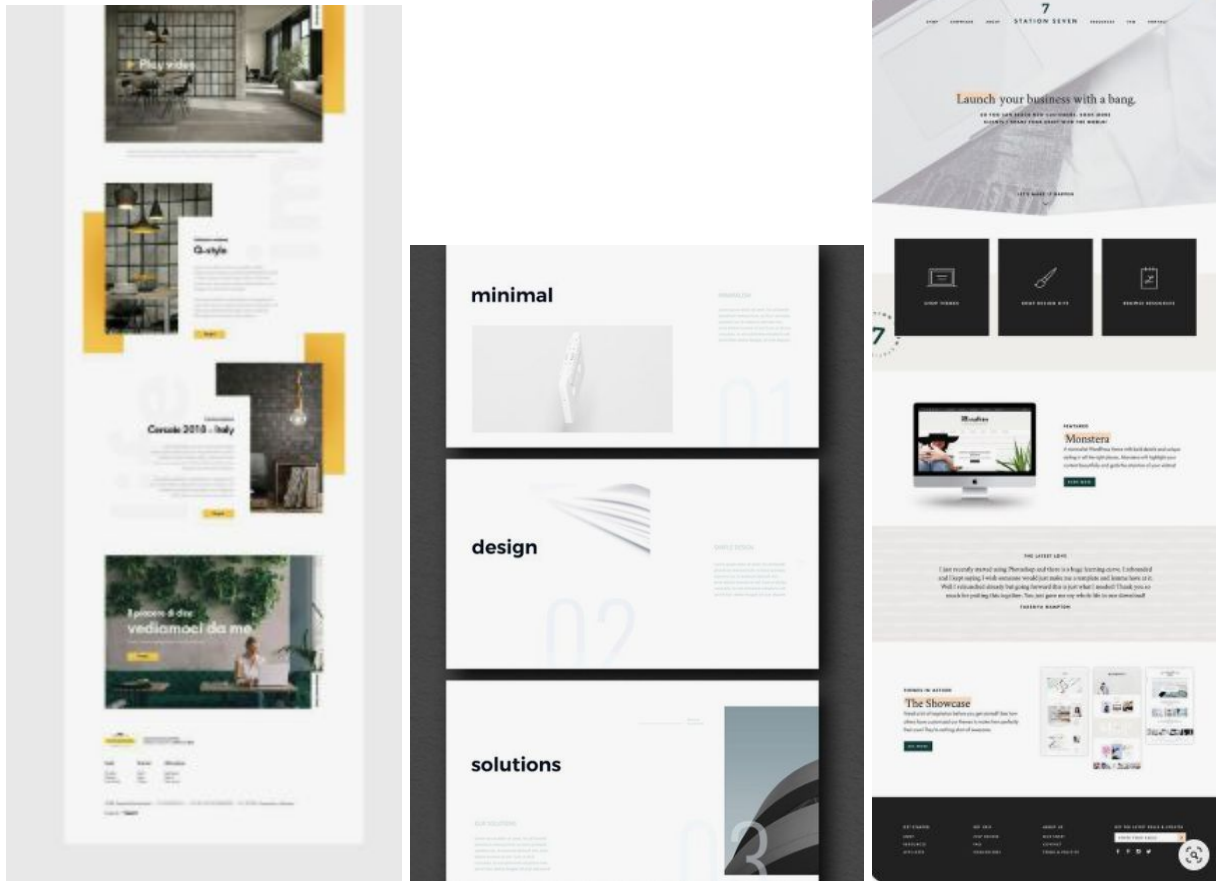
I started to look for inspiration on the following websites:

<https://no.pinterest.com/>

<https://dribbble.com/>

<https://google.com/>

On Pinterest, I found 3 website layouts and design that I liked and tried to do something similar, with the criteria from Fram X. One of the main reasons I liked these layouts is because of the simplicity, they are classic and it is easy to give identity with color and visual elements.



Analysis

I viewed how competitors such as [Shortcut](#), [agens](#) had designed their websites, what they emphasized and which areas they gave less focus to. My takeaways from each website were the following:

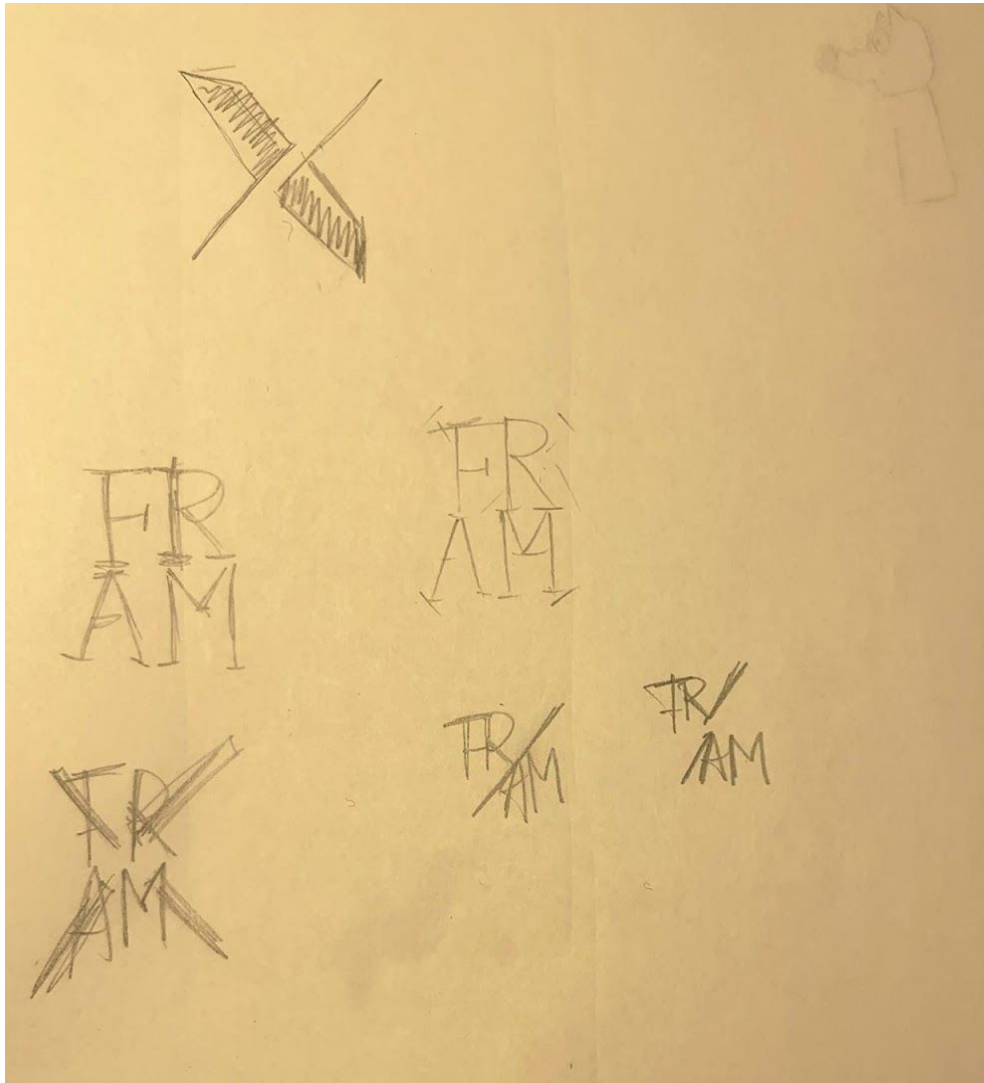
- Good amount of content for each page.
- They had visual elements, such as images, blobs etc.

- Good at showcasing client cases.

WORK PROCESS

The logo was the first task I started with. I did few sketches on paper, before I moved on to illustrator and tried to recreate my sketches. This task was definitely the hardest one for me, generally the design part has been a major struggle for me. I was never satisfied with any of the sketches and mock-ups and found myself constantly changing the design. When I thought I was satisfied with it, I later found out that it did not look good when the design was live and coded.

Even then, I found myself doing small changes.



I might have tried to make it too complicated regards to the logo, so I decided to take feedback from the guidance into consideration and focus on readability and visibility and ended creating a simple logo where the font and typeface creates most of the identity.

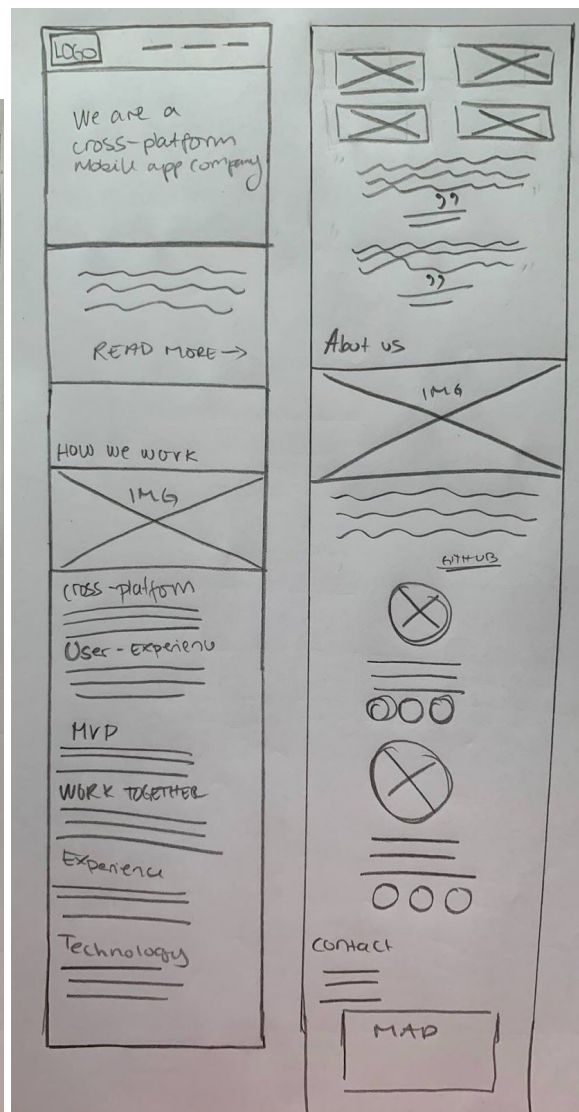
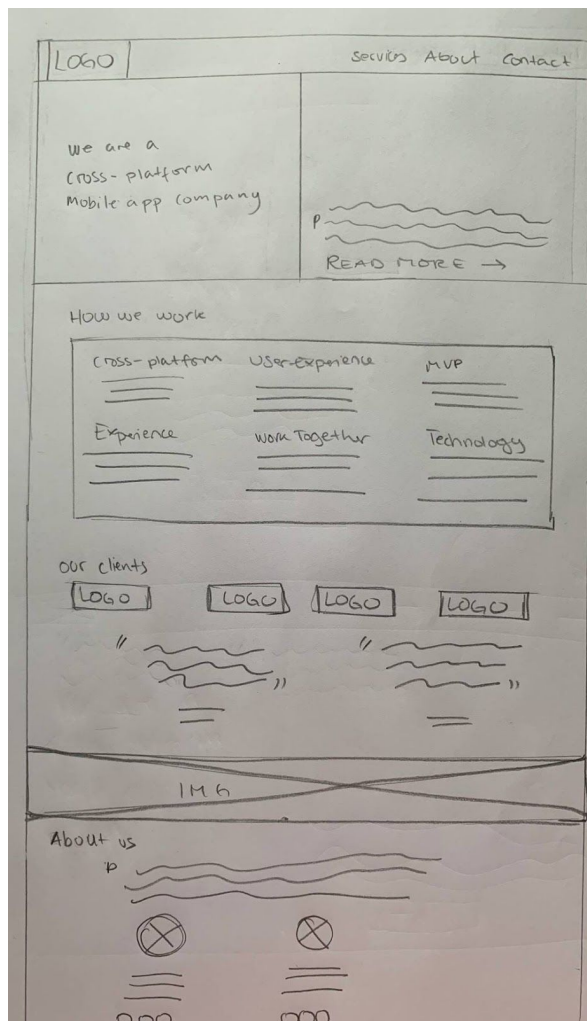
My process started with research about the industry, looked at few more competitor website such as [Making Waves](#) and trying to get a sense of how I should layout the website. It turned out that I spent more time than planned on research and design, due to my indecisiveness, lack of enough knowledge about design and best practises. The research and design process lasted up to midway of week two.

When I started testing the website on different browsers I discovered that certain CSS properties was not supported by all browsers. For instance, CSS variables. Luckily, this was a quickfix. I decided to focus on the following browsers: Firefox Mozilla, Chrome, Safari, Opera and Microsoft Edge. I did not test on Internet Explorer because I could not figure out how to download or an alternative test tool for mac users. I also used CSS property Flexbox, which I know is partially supported on IE 10 with prefix -ms-, however, IE 9 is not, while IE 11 partial support due to large amount of bugs.

While testing I also discovered the hamburger menu I created did not work on one page website, since I used input and label to create the menu and it only works if the website has external pages that loads. I therefore had to remove the hamburger navigation and create a horizontal navigation.

I wanted to add animated transition between states, on the first section, different content sections to enhance user's experience and to add smooth transitions. But, I was too afraid to experiment

with it in case it got too much. So I found out I could use CSS property: scroll-behavior so smooth between each section. However, this property is only supported by a handful of browsers.



Style/Genre

The website has a flat design. I wanted to keep all elements simple and let color and typography create identity. I also added a good amount of whitespace between each section to give the website a simple, clean and minimalist look. According to [impactbnd](#) whitespace allows content to be more digestible and accessible to the user. Since Fram X in the first place did not have much content either, this design elements became a natural part of the layout.

There are two images chosen for the design. I wanted to add some relevant visual elements without overshadowing the rest of the design. My intention is for the two images to give a hint of what kind of business the website does.

Logo

For the logo I decided to go for a sans-serif typeface, Ubuntu. Funded by Canonical Ltd on behalf of the wider Free Software community and the Ubuntu project, and developed by Dalton Maag.¹ This typeface is good on clarity both on desktop and mobile screens, which was important since Fram X is a startup and the logo must be visible and readable.

I wanted the logo to have a memorable element and naturally this became the “X”. I therefore, added square brackets to the X not only to give a hint of programming environment, but also so

¹Fontsquirrel, Ubuntu. <https://www.fontsquirrel.com/fonts/ubuntu>

the X could be used separately on different devices or prints. Below are images of the logo process. The blue logo became the final logo.



Typography

Regards to typography I wanted to combine two typefaces, one for headings and one for paragraphs. Since the web design was simple and airy I wanted to use typography and color to add pop of personality.

IBM Plex Mono

The typeface I chose for the headings is an open source typeface called IBM Plex Mono. The reason I liked this font was because it reminded me of programming and I thought it would be suitable for the navigation as well.

IBM Plex is a monospaced typeface based on IBM Plex Sans². Monospaced fonts were widely used in early computers and computer terminals, which often had extremely limited graphical capabilities. Monospaced fonts are used in technical manuals and resources for programming languages, a monospaced font is often used to distinguish code from natural-language text³.

Montserrat

The typeface I chose to pair with IBM Plex Mono is a sans-serif typeface, Montserrat. Designed by Julieta Ulanovsky⁴. Montserrat has a rounded and friendly feel, and since the website will not contain too much content it suits well. In addition, Montserrat has several different weights.

Colours

To start with I created a color palette with different shades of grey and with a distinct green color. I tried it out on the design, but got immediately a feeling a clinical vibe. Although the design was simple, I still wanted to emphasize a feeling of ease, creativity and a general good vibe. I therefore stepped away from the green and went on coolers.co. There I found a color palette that was to some extent what I was looking for, but not quite. So, I used the palette as a starting point and changed different shades of each variant, as well as adjusted the hue, saturation and brightness to either warmer or colder shade.

² IBM Plex. https://en.wikipedia.org/wiki/IBM_Plex

³ Monospaced font. https://en.wikipedia.org/wiki/Monospaced_font

⁴ Montserrat. <https://www.kickstarter.com/projects/julietaulanovsky/the-montserrat-typeface>

Resulting in these colors.



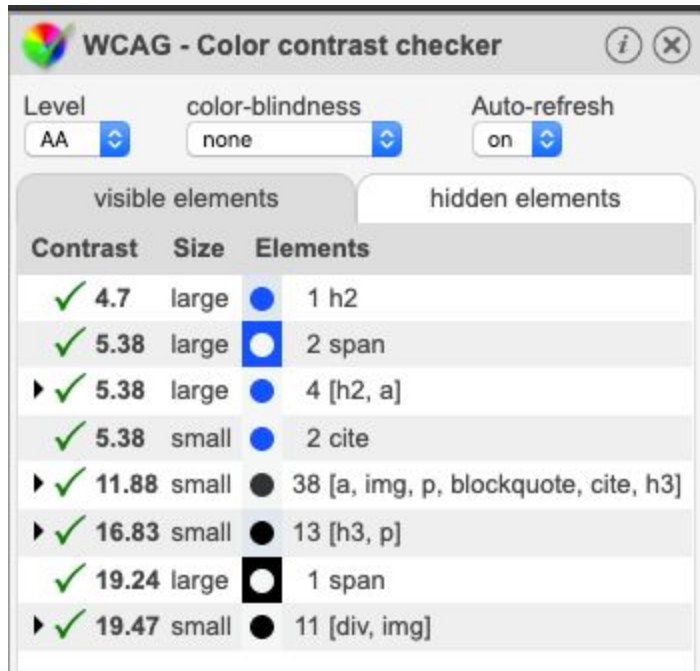
These shades of blue gives a pop of energy to the website, they are not too bright or too dark for the eyes. The two lightest shades are meant as background colors, the darkest blue as a primary color for logo, CTA, heading and to some extend background that needs extra attention. The black color naturally for fonts. The balance of light blue shades creates brightness on the site and serenity.

I decided to use blue in a big way in some areas. It is the first colors you see when you enter the website, and hopefully sets the tone of the site. I have used bold text on the first heading, since the shade of blue is vibrant enough and with not too lengthy text it works. Using bold text with the blue will hopefully catch users attention, and since this text/sentence is a significant part of the website it gets a message across without really straining the eyes.

WCAG

I have checked all color combinations and contrast for both AA and AAA. Also got pass on color-blindness such as protanopia, protanomaly, deuteranopia, deuteranomaly (got minus on one element on AAA), tritanopia (got minus on four elements on AAA), tritanomaly (got minus

on four elements on AAA), achromatopsia, achromatomaly.



The image shows a screenshot of the 'WCAG - Color contrast checker' application. At the top, there are three dropdown menus: 'Level' set to 'AA', 'color-blindness' set to 'none', and 'Auto-refresh' set to 'on'. Below these are two tabs: 'visible elements' (selected) and 'hidden elements'. The main content is a table with three columns: 'Contrast', 'Size', and 'Elements'. The table lists various elements with their respective contrast ratios and sizes, all marked with a green checkmark indicating they pass the WCAG criteria.

Contrast	Size	Elements
✓ 4.7	large	1 h2
✓ 5.38	large	2 span
▶ ✓ 5.38	large	4 [h2, a]
✓ 5.38	small	2 cite
▶ ✓ 11.88	small	38 [a, img, p, blockquote, cite, h3]
▶ ✓ 16.83	small	13 [h3, p]
✓ 19.24	large	1 span
▶ ✓ 19.47	small	11 [div, img]

SUMMARY

All in all, I am happy with the final project. The process that took the most time was the logo and creating a design that appeals to the target audience, but also conveys the correct message about Fram X core business. Images and style were also a part that was challenging, this resulted in many hours of trial and error. Adding animation could also have given a better result to the final product.

Sources and References

Images

NordWood Themes

Retrieved from <https://unsplash.com/photos/q8U1YgBaRQk>

Grohs, Fabian

Retrieved from <https://unsplash.com/photos/dC6Pb2JdAqs>

Typefaces:

<https://www.ibm.com/plex/concept/>

Inspiration:

<https://lawsofux.com/>

Icons:

Github - Retrieved from <https://www.flaticon.com>

Linkedin - Retrieved from <https://www.flaticon.com>

Twitter - Retrieved from <https://www.flaticon.com>

Mail - Retrieved from <https://www.flaticon.com>