DIG22 WEB DESIGN 1

ASSIGNMENT 1 – WEB DESIGN INVESTIGATION

Introduction

This first assignment introduces the basics of HTML and CSS based web design. By completing a series of preliminary technical exercises and a minor case study investigation, you will become familiar with fundamental technical skills required to construct a web page. Additionally, the case study component will allow you the opportunity to gain valuable insight into the current state of the web design field, understand layout construction and analyse websites through the lens of design principles that aid user experience.

Deliverables

Following the weekly slides and class activities **during weeks 1-5**, students will be expected to complete and submit the following exercises:

1. **3 Technical Exercises**
2. **3 Deconstruction Case Studies**

Technical Exercises
Pick 3 different layout patterns from the options in _Appendix 1: Layout Patterns for A1_ (page 4) and build them with HTML & CSS.

The content <u>topic is open and entirely up to you</u>. **You are not being assessed on website content in Assignment 1**, only on layout and code techniques. As such you may take images and text from a 3rd party source as long as they are referenced in code comments. You may use the same images and text for each layout. Each layout should contain:

1. **HTML that demonstrates**
   - Basic page setup tags
   - A page title that appears in both the browser tab and the website
   - Page Content - one logo and two navigation links (links do not need to function in this first assignment e.g. can be left href="#") Minimum of one image and one paragraph.
2. **CSS that demonstrates**
   - External style sheet linked correctly to the HTML
   - Colour using hex or rgb - colour names are permitted but at least one use of hex or rgb colours must be demonstrated
   - The @font-face rule used at least once to load in a custom font
   - Appropriate use of ids or class selectors
   - Appropriate semantic/content specific tags
   - At least one layout makes use of Block layout (block vs inline-block) to position elements.

- At least one layout makes use of Flex-box to position elements.
  - Additional layout styles like floats, grids, margin auto/text-align are permitted and encouraged to experiment with, but are not necessary for this assignment.
- Each layout is responsive - making use of flexible containers/widths and media queries. Use the following break points for your media queries:
  - Desktop 1366 x 768 pixels
  - Mobile 360 x 640 pixels

3. **General Code:**
   - Is appropriately indented with line spacing for readability
   - Contains Code comments demonstrating your understanding
   - HTML and CSS Validates without errors
     - https://validator.w3.org/#validate_by_upload
     - https://jigsaw.w3.org/css-validator/#validate_by_upload

   - You are **not permitted** to use code generating software. All code must be your own work.

Deconstruction Case Studies

1. **Visually deconstruct 3 existing website homepages.**
   This activity gives you a thorough understanding of The Box Model. Mastering layout early on will make your future projects much easier.

   - Select 3 website homepages that exist online that you are familiar with. Take a screenshot each homepage. Draw over the top of each with colored boxes to indicate parent and child elements and annotate to identify major HTML elements: header, main sections, and footer.

   - Speculate on potential HTML tags and CSS layout techniques used, such as flexbox, grid systems, margins, etc.

   - This can be done digitally or printed out and drawn over with coloured pen/pencil, so long as your annotations are legible and deconstruction lines are clear.
     The aim here is NOT to state the exact code techniques the site has used specifically, but to demonstrate your understanding of how the elements *could* be created.

2. **Analyse the same 3 websites with 3 Gestalt Principles.**
   Gestalt Principles help to organise and present content so that it is aesthetically pleasing and easy for the user to understand. This improves user experience (UX), making users' goals more easily achieved.
   List of Gestalt Principles: Closure, Common Fate, Continuity, Enclosure (Common Region), Figure-Ground Relationship, Proximity, Similarity, Symmetry, Uniform Connectedness
   For each website address the following:

   - Website name
   - Website theme/topic

- Identify 2-3 user goals
- Identify where the site design uses Gestalt Principles:
    - Include an annotated screenshot illustrating the example
    - List the 3 Gestalt Principles present and explain how the each helps users achieve their goals, discussing user cognitive load and mental models.
    - If a site has ineffectively used Gestalt Principles, comment on why and how it could be improved.

Word limit: roughly 750 words in total | 250 per site case study.

- **Reference** all external sources e.g. screenshots of the websites you analyse. Chicago Referencing Style: Chicago 17th format

File Format & Naming: Submit a zip folder called "A1-YourFullName." Your zip folder should contain:

1. Your 3 Technical Exercises contained in a folder named "A1-Technical-Exercises" or similar.
2. Your Case Study Document saved in **PDF file format.**

Where to Submit: Assessments section of Blackboard for the unit > Assessment 1 > upload your zip folder to the A1 Dropbox by the due date.
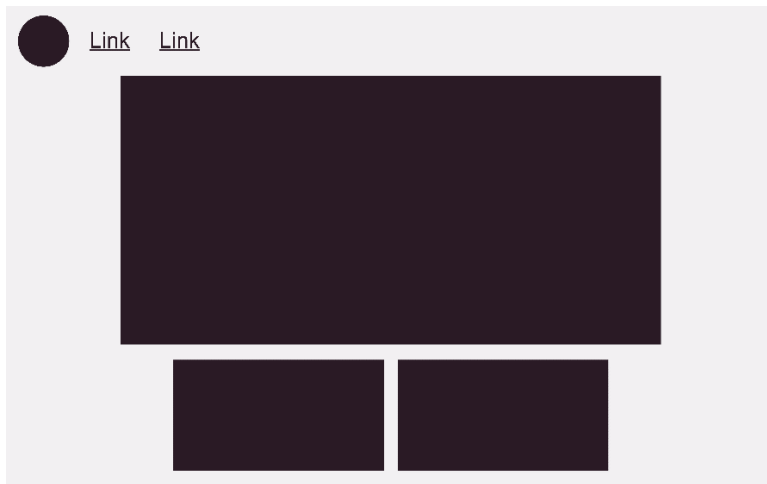
Due date: Refer to Unit Outline and assessment dropbox description for specifics.

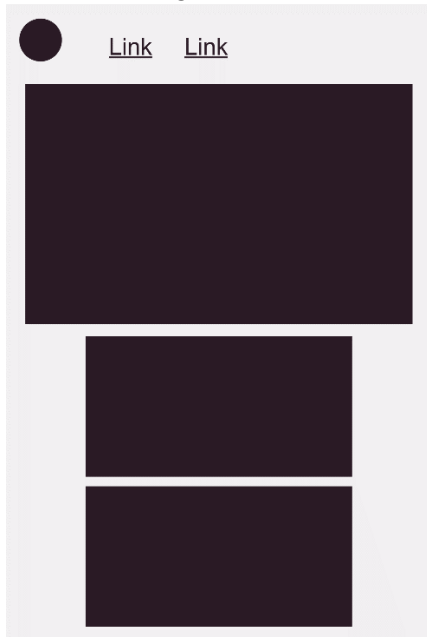## *Appendix 1: Layout Patterns for A1*

Choose 3 different Layout Patterns from the list below for your **3 Technical Exercises** component of A1. You may alter the order of the content e.g. on what side of the screen an image, video or piece of text appears, so long as the general box pattern remains the same.

1. Three Boxes

Desktop: 1 large box above and 2 little boxes below. One little box must be an image and one must be text. Content blocks should be centered.
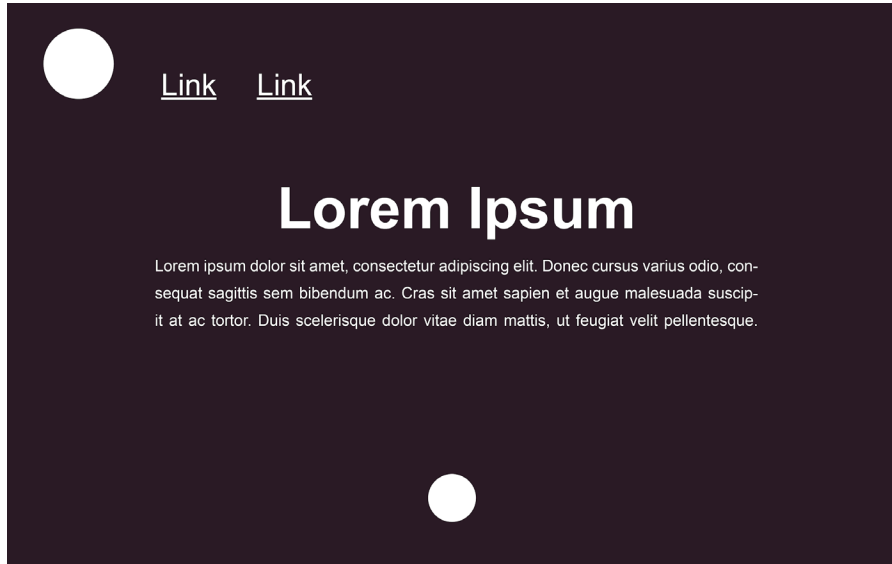
Link   Link

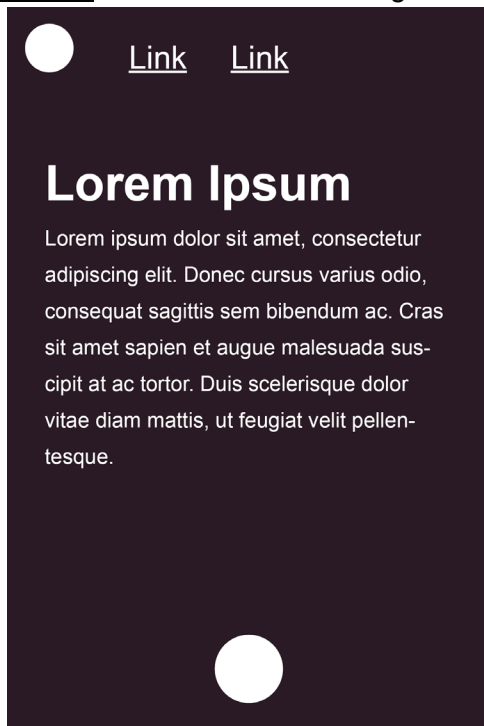Mobile: A single column with the large box above. Content blocks should be centered.

Link   Link

2. Full Screen Overlay

Desktop: 1 large box that fills the entire screen width - this should be a background-image, a centered title, short description and indication for the user to scroll down: this can be an image or an icon.

Mobile: The text, icon and image resize appropriately for readability/accessibility.

3. Feature Graphic

<u>Desktop:</u> A title and a paragraph taking up most of the screen width, with a feature graphic next to them.

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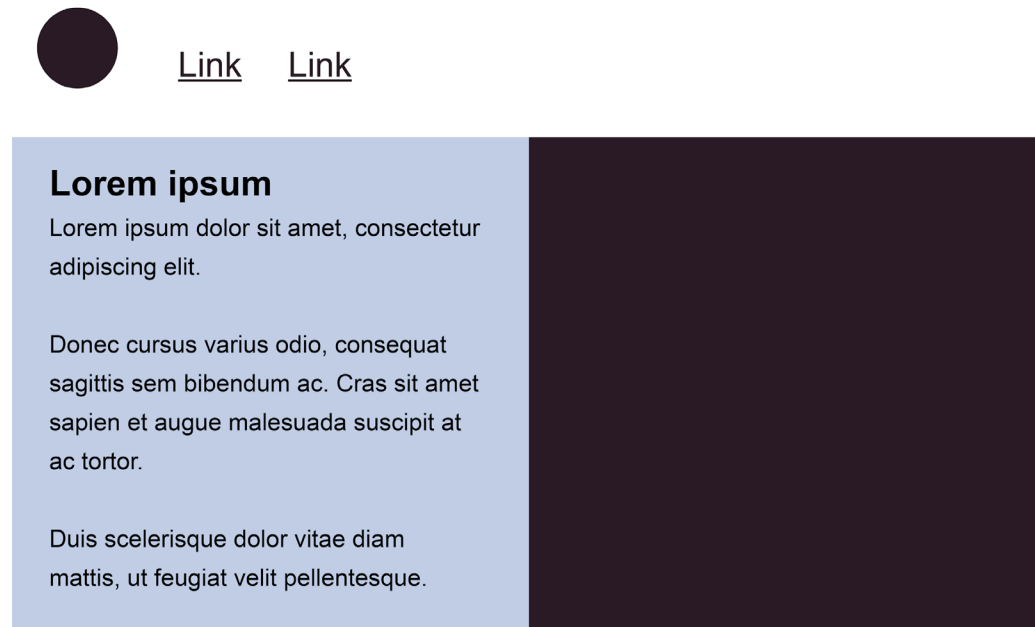
<u>Mobile:</u> A single column with the text on top and the image below. Main content should be centered rather than sitting on the left hand side of the screen by default (with the exception of the logo and links)

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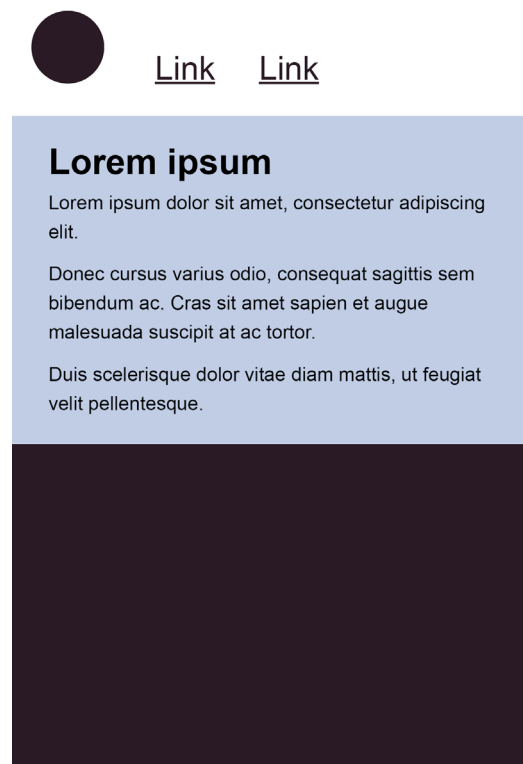Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec cursus varius odio, consequat sagittis sem bibendum ac. Cras sit amet sapien et augue malesuada suscipit at ac tortor. Duis scelerisque dolor vitae diam mattis, ut feugiat velit pellentesque.

4. Split Screen

Two <u>different</u> pieces of content that take up exactly half of the screen width each.

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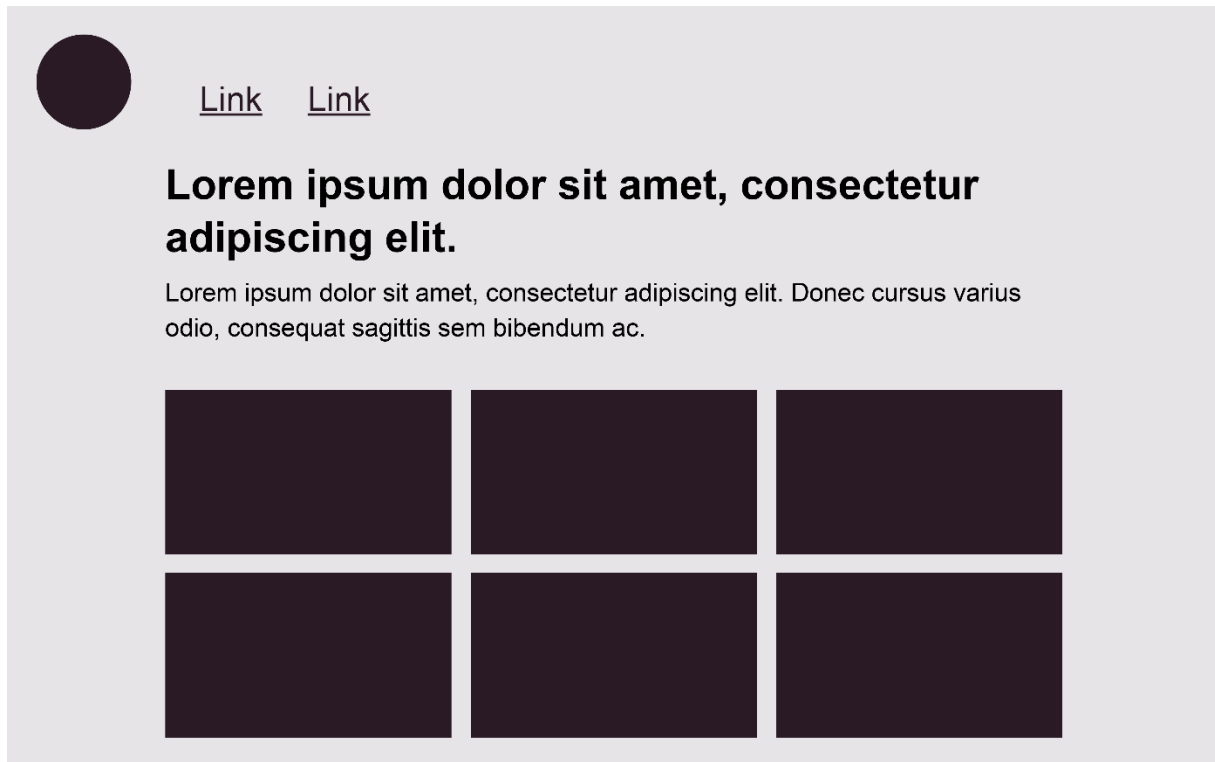
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<u>Mobile:</u> The two different pieces of content now each take up 100% of the screen width and drop to 1 column.

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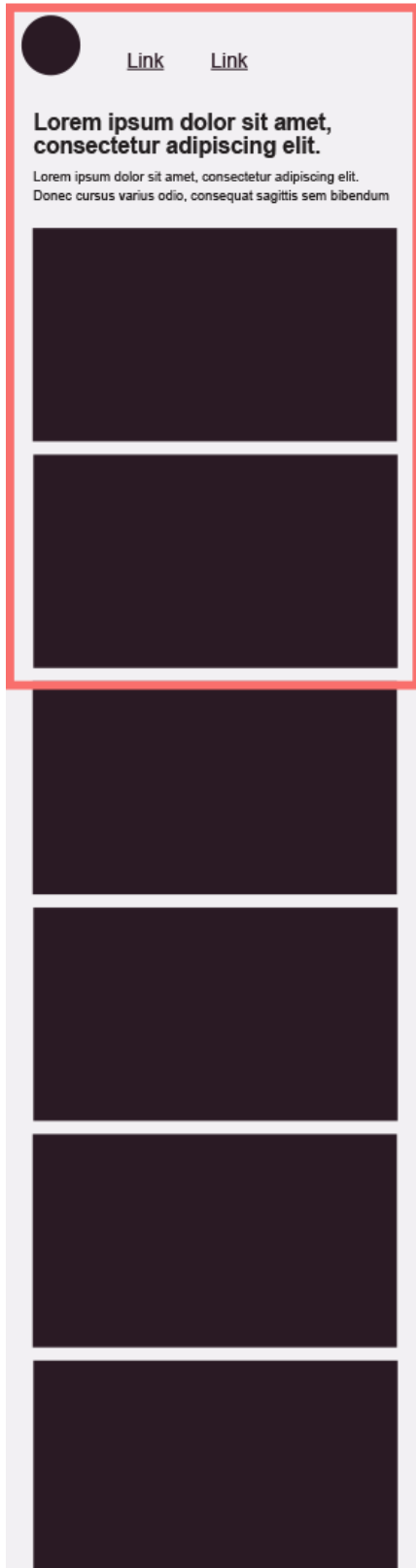Duis scelerisque dolor vitae diam mattis, ut feugiat velit pellentesque.

5. Gallery Introduction

<u>Desktop:</u> A title and a small paragraph above 6 boxes (2 rows of 3) below. The 6 boxes should be centered.

See next page for mobile version

Mobile: Title and paragraph remain above. 6 boxes drop to 1 column of content. The 6 boxes should remain centered. Content will fall below the "fold" making it vertically longer.
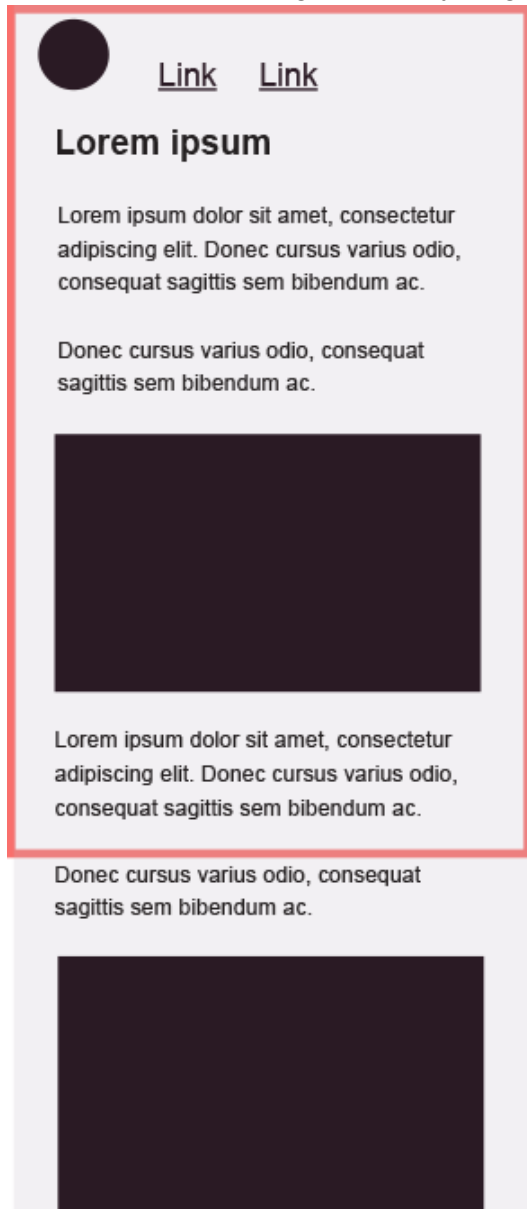
6. Zig Zag

Two by Two columns or alternating content so that each side of the screen contains different content. The content should be centered.

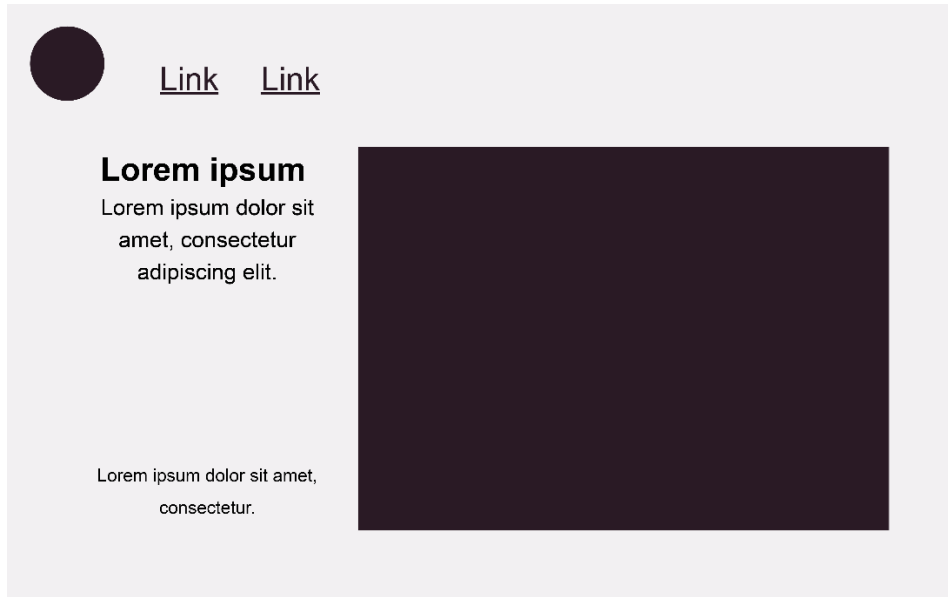*See next page for mobile version*

Mobile: 1 column of 1 piece of content. The content should be centered. Challenge! - Order the boxes correctly (text, image, text, image instead of text, image, image, text.) Content will fall below the "fold" making it vertically longer.

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7. Big Feature

<u>Desktop:</u> A title, two sentences and one large box which takes up most of the screen width. One sentence should be situated at the top of the box, the other at the bottom.
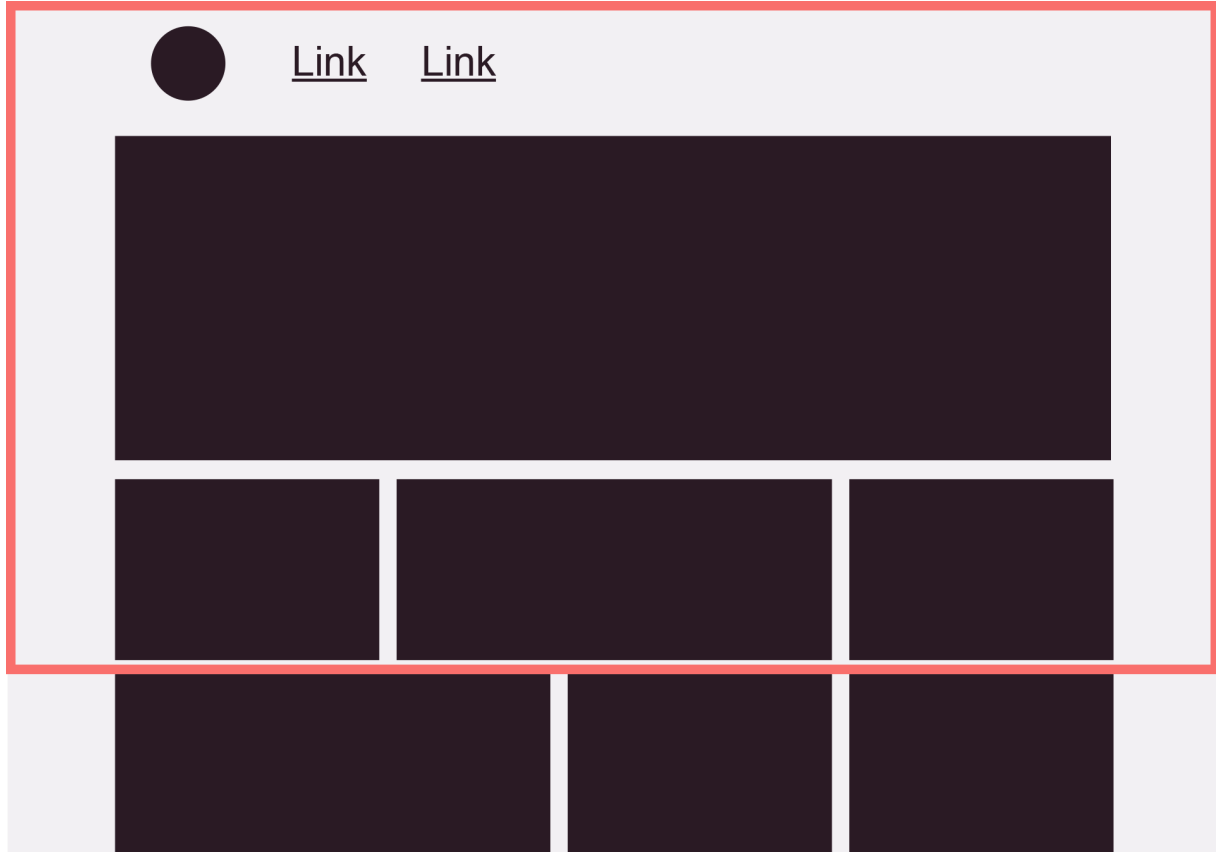
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<u>Mobile:</u> *Reverse!* Large box on top, two sentences below with much less vertical space between them. Content should be centered.

Link   Link

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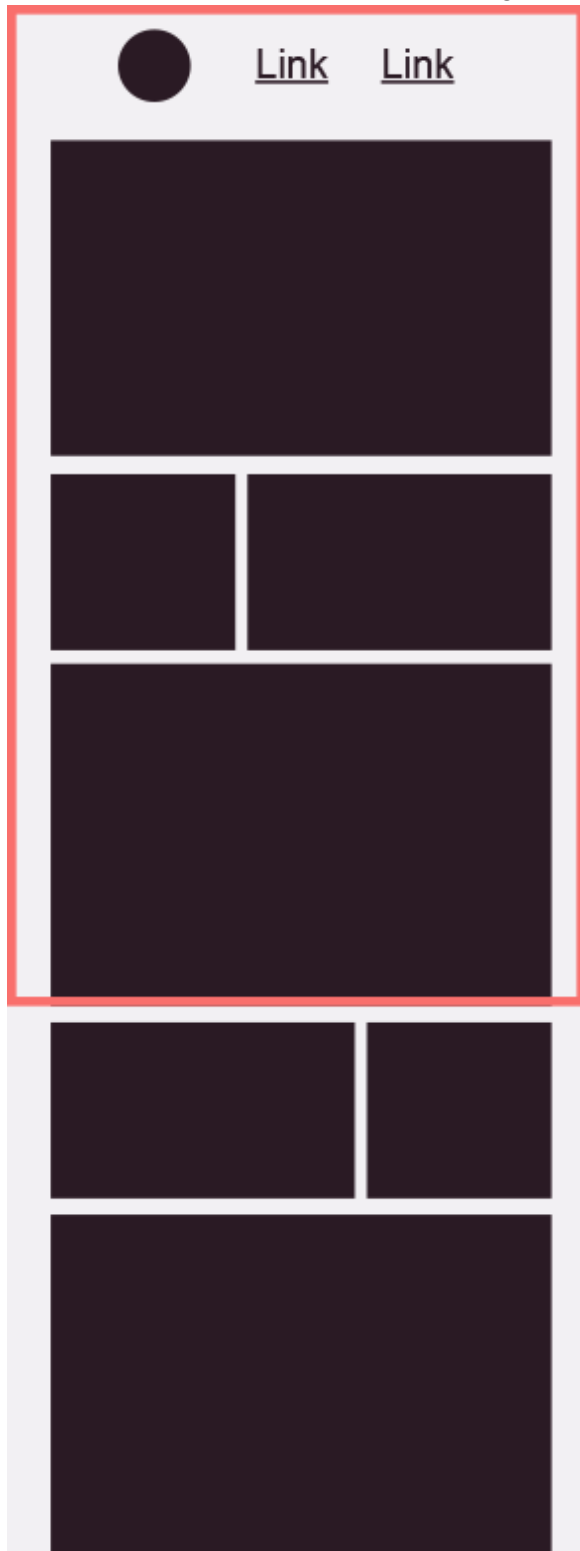Lorem ipsum dolor sit amet, consectetur.

8. Grid

<u>Desktop:</u> A wide box above and 6 smaller boxes below. Each row should have some boxes with different widths/proportions. Content should vary between text and images or videos. Content should be centered/ fit evenly into the full screen width. Content will fall below the "fold" making it vertically longer.
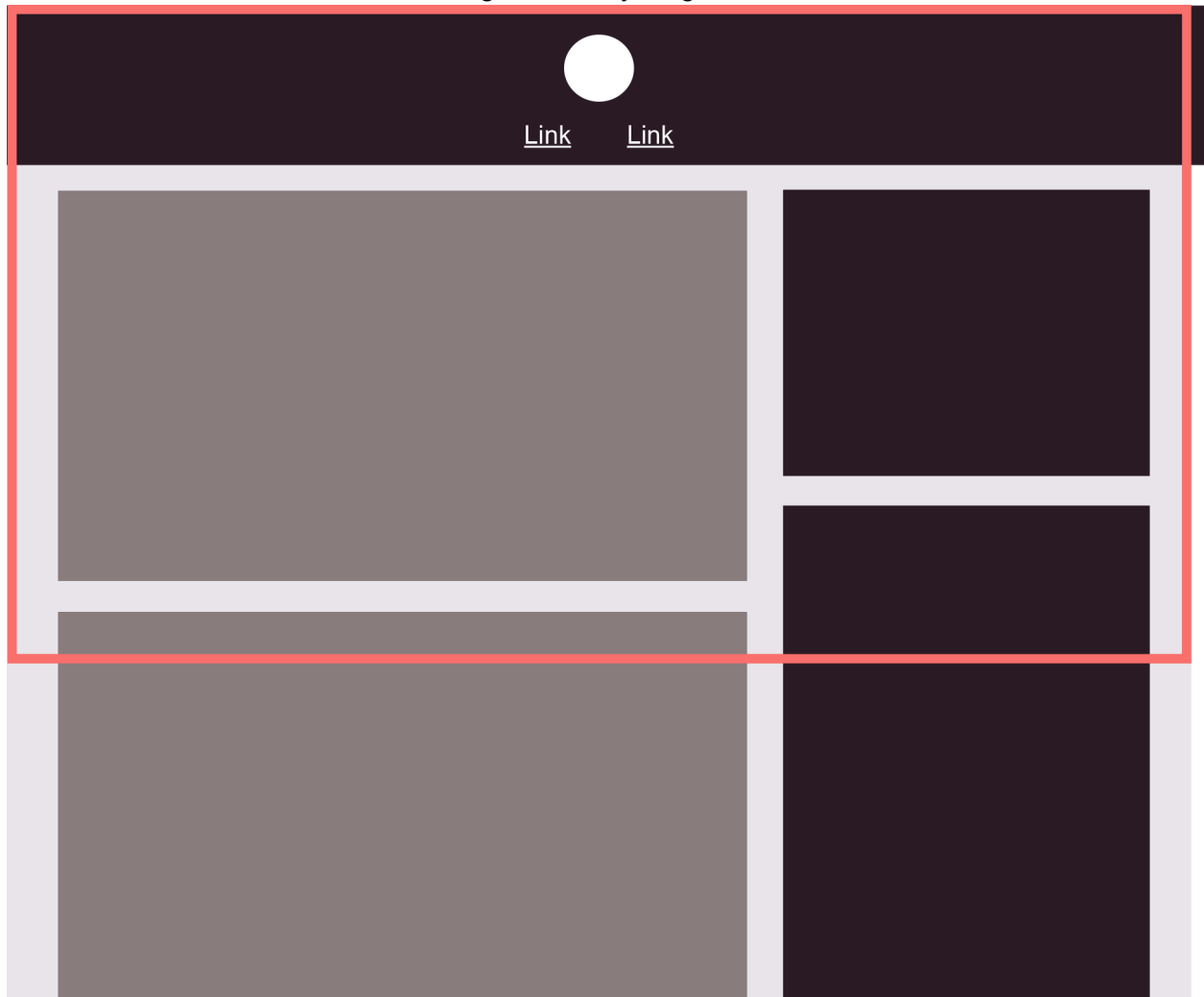

See next page for mobile version

Mobile: Top wide box should become taller to accommodate more horizontal space, 6 varying boxes stack in 1 column of 2 by 2. Content remains to fit evenly into the full screen width. Content will fall below the "fold" making it vertically longer.

Link   Link

9. Blog

<u>Desktop:</u> A wide box above with centered logo and links. Left hand side boxes must be the same size - like a blog post, while the right hand side must have a small box and a long box. Content will fall below the "fold" making it vertically longer.

See next page for mobile version

Mobile: Stack all boxes in 1 column of 1, hide the long box so that it is no longer visible in the layout. Logo and links resize and switch to the left hand side. Content will fall below the "fold" making it vertically longer.

Link   **Link**