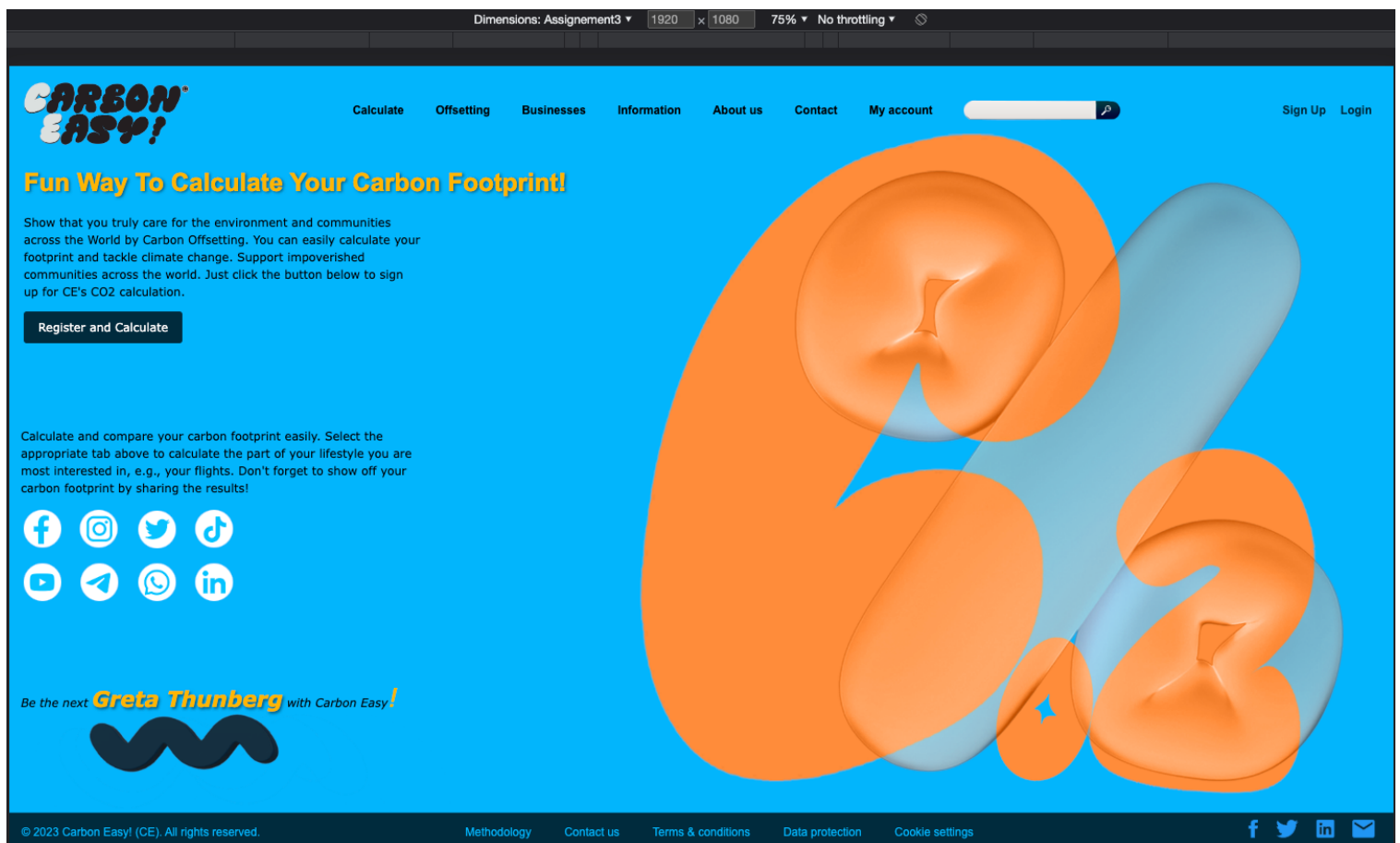


Introduction

This report aims to provide a comprehensive explanation for the visual design decisions implemented in the **Carbon Easy! (CE)** main page and registration form. These design choices were thoughtfully selected to enhance the user experience, maintain brand coherence, and ensure optimal readability and usability on screens with a resolution of 1920x1080. Serving as the central online hub, the **CE** homepage plays a pivotal role in promoting and disseminating valuable insights about the organisation's ground-breaking initiatives and services aimed at minimising carbon footprints and facilitating accurate calculations.

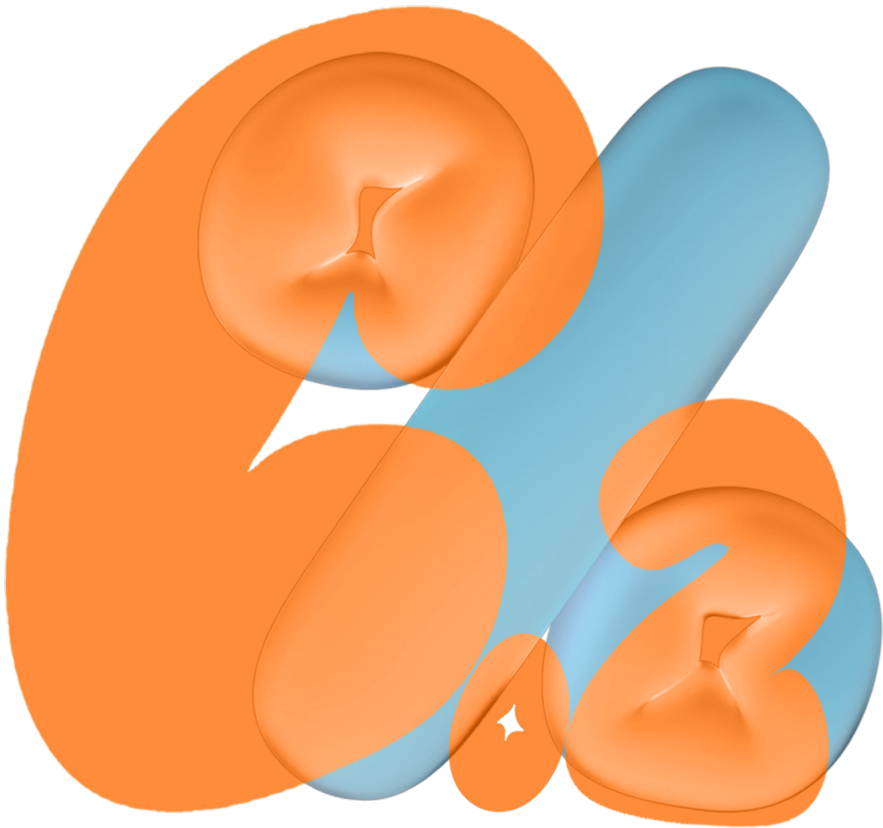


Carbon Easy (CE) homepage (above)

Overview

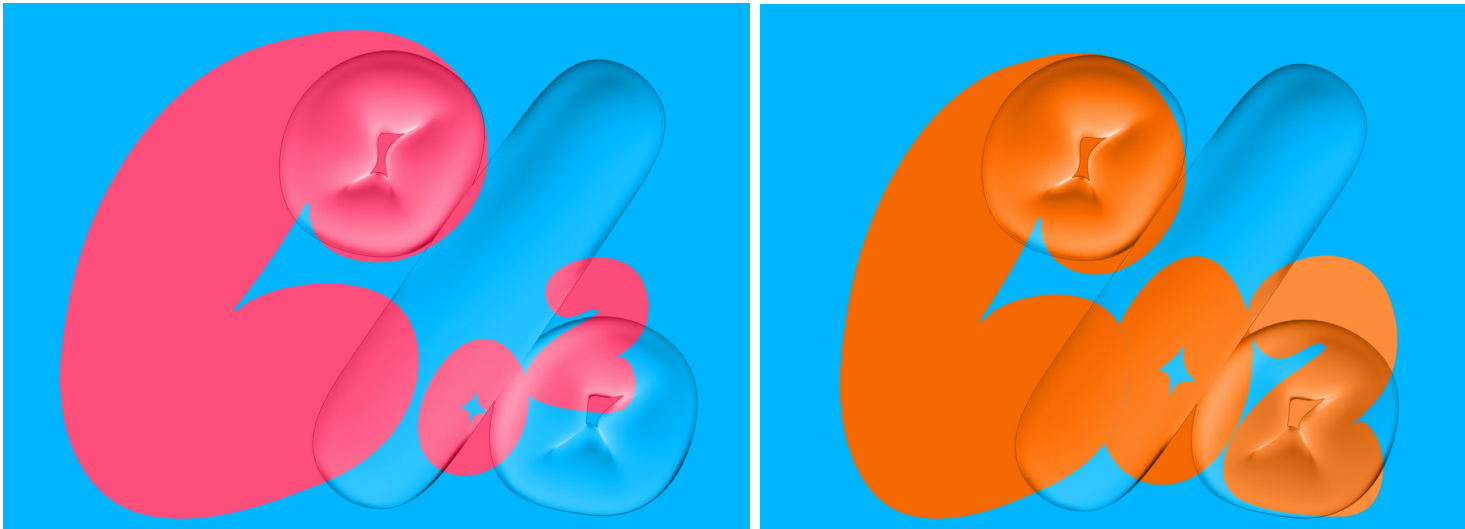
The **CE** homepage features a modern and visually appealing design that aligns with the ethos of the company. Contrary to a serious approach to the topic of CO₂, the website, true to its name "**Carbon Easy**", aims to encourage users to calculate CO₂ in a visually positive manner. It utilises a consistent and vibrant colour scheme and everyday typography to enhance the overall aesthetic appeal. The layout is well-organised, with content logically divided into sections, ensuring users can easily find the information they need.

Visuals



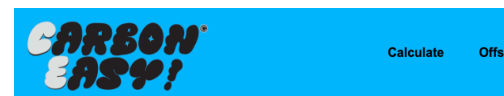
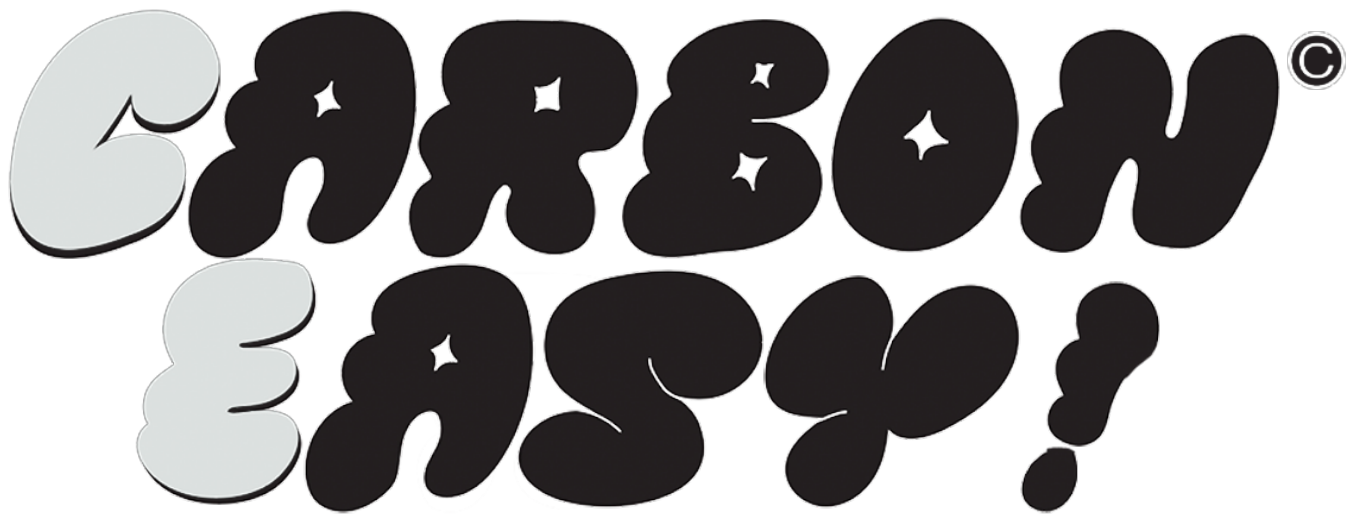
Main visual element: *backgroundimage.png*

The main background visual, represented by the png file, was designed with the intention of merging the concepts of carbon dioxide, which is a gas, and the act of trapping air into a balloon. This playful aspect was incorporated to create a visually engaging and energetic representation. By juxtaposing these two elements, a fun and abstract visual was created for the landing page, with a transparent balloon in the shape of a "%" symbol, indicating the presence of a CO2 calculator. The "%" symbol is commonly associated with CO2 calculation results.



Main visual element development

Logo



Carbon Easy! Logo (top), logo against brand colour (right)

The *Carbon Easy! (CE)* logo is prominently displayed at the top-left corner of the navigation bar. The logo size is set to 130px, with an additional 30px margin on both the left and top sides. This sizing choice ensures that the logo is visually prominent and easily identifiable while maintaining a balanced layout. The logo design incorporates the typography style from the backgroundimage.png, giving it a sense of branding. The carbon dioxide balloon shape and curves are mimicked in the logo design, with the "balloon hole" motif carried over to specific letters such as "A," "B," and "R," primarily emphasising the "o" in "CO₂." The use of similar fonts and design aesthetic helps establish brand identity.

Wiggly underline



Underline.png

To match the custom-background-colour #002B3D used for the Register and Calculate button on the main page, an additional visually related element was introduced. The text "**Greta Thunberg**" is highlighted with a 3D-shaped wiggly underline, which shares the same width and colour as the button. This quirky design choice adds contrast and visual interest.

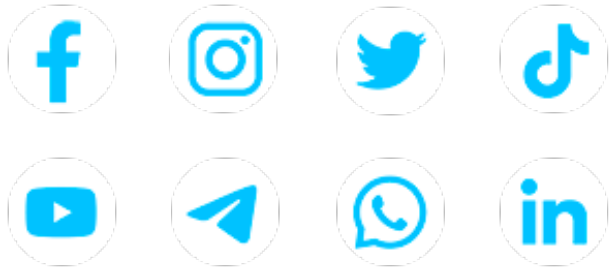
Search bar



Searchbar.png

The magnifying button on the search bar is styled with the custom-background-colour #002B3D to maintain visual consistency throughout the site.

Social media icons



The company's social icons on the footer (left) and social media share buttons (right) have been coloured with the CE's brand colour, custom-colour #00B5FC, to promote brand consistency.

Colour Scheme and Gestalt Laws

Foreground Color
#000000
Lightness

Background Color
#00B5FC
Lightness

Contrast Ratio
9.01:1

[permalink](#)

Normal Text

WCAG AA: **Pass**
WCAG AAA: **Pass**

The five boxing wizards jump quickly.

Large Text

WCAG AA: **Pass**
WCAG AAA: **Pass**

The five boxing wizards jump quickly.

Graphical Objects and User Interface Components

WCAG AA: **Pass**

Text Input

Foreground Color
#00B5FC
Lightness

Background Color
#002B3D
Lightness

Contrast Ratio
6.38:1

[permalink](#)

Normal Text

WCAG AA: **Pass**
WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Large Text

WCAG AA: **Pass**
WCAG AAA: **Pass**

The five boxing wizards jump quickly.

Graphical Objects and User Interface Components

WCAG AA: **Pass**

Text Input

WebAIM: Contrast Checker

The chosen colour scheme for the homepage reflects the brand identity of *Carbon Easy!* (CE). The background colour is set to #00b5fc (custom-colour), a vibrant blue shade that conveys trust, reliability, and eco-friendliness. This colour choice aligns with the organisation's focus on sustainability and carbon offsetting. The colour scheme also incorporates principles from Gestalt psychology, such as the Law of Similarity, by using consistent colours across related elements to create visual cohesion.

To ensure readability and visual contrast, the text colour on the homepage is set to white (#fff) against the blue background, maintaining a contrast ratio of **9.01:1**. Additionally, specific elements and texts are given custom colours such as #FFB600 (custom-colour) and #4488ED (custom-colour) to create visual emphasis and highlight important information.

Navigation Bar and Gestalt Laws



Navigation bar

The navigation bar is fixed at the top of the page to provide easy access to the main sections of the website. The transparent background colour of the navigation bar creates the illusion of the navigation items floating on the brand colour #00b5fc, resulting in a simplified and modern appearance. This design choice also incorporates the principle of the Law of Proximity by grouping the navigation buttons closely together, indicating their association and making them easily identifiable as a cohesive set.

Content and Sections

The content section of the homepage follows a clean and organised layout. The main heading, "*Fun Way To Calculate Your Carbon Footprint!*", is given a contrasting colour (#FFB600) with a black shadow (#000) to draw the user's attention. The supporting paragraphs are displayed in black text against the blue background for optimal readability. This design choice aligns with the principle of the Law of Continuity, as the left-aligned text provides a smooth and continuous reading flow.

The "*Register and Calculate*" button stands out with a custom-background-colour (#002B3D) to encourage user engagement. On hover, the button changes to neutral grey to provide visual feedback and indicate interactivity. This design choice incorporates the principles of the Law of Similarity and the Law of Closure, as the button maintains consistent styling and possesses a distinct shape, making it visually distinct and easily recognisable.

Modal Window and Gestalt Laws

The screenshot displays the Carbon Easy! website homepage with a registration modal window open. The website has a blue background with a large, stylized orange and blue graphic of a person's head and shoulders. The modal window is white with a blue border and contains the following fields:

- Given Name:
- Surname:
- Username:
- Password:
- Home Address:
- Work Address:
- Mobile Number:
- Email:

A "Submit" button is located at the bottom of the modal. The website header includes the Carbon Easy! logo, navigation links (Calculate, Offsetting, Businesses, Information, About us, Contact, My account), and a "Sign Up / Login" button. The footer contains copyright information, a list of links (Methodology, Contact us, Terms & conditions, Data protection, Cookie settings), and social media icons.

Registration form

The modal window is used to collect user information for registration and calculation purposes. The modal content background colour is set to the brand colour (#00b5fc) to maintain visual consistency throughout the website. The text colour for labels is black (#000), and input fields are set to white (#fff) to ensure readability against the blue background, following the principle of the Law of Closure and ensuring that users perceive complete objects or shapes.

Given Name:

Surname:

Username:

Password:

Home Address:

Work Address:

Mobile Number:

Email:

On hover, the "x" close button changes to the contrast colour (#FFB600) to provide visual feedback and indicate interactivity. The form sections are styled with appropriate spacing and borders to create visual separation and improve user comprehension.

The input fields have a consistent width of 30%, and the text areas have a vertical resize property to allow users to adjust the input area if needed.

The form submit button has a custom-background-colour (#002B3D) with white text to encourage users to complete the form. This design choice aligns with the principles of the Law of Proximity and the Law of Similarity, as the form elements are grouped together and share similar styling, indicating their relationship.

Footer

footer

footer, on hover with a cursor

The footer is designed to be fixed at the bottom of the page and displays copyright information and corporate details. It features a background colour of #002B3D and custom-colour text (#00b5fc) to maintain visual coherence throughout the website.

Conclusion

The visual design choices made for the *Carbon Easy! (CE)* homepage were based on considerations of brand identity, readability, usability, and visual aesthetics. The colour scheme, layout, and styling aim to create an engaging and visually cohesive user experience. By incorporating principles from Gestalt psychology, such as the Law of Proximity, Law of Similarity, and Law of Closure, the design choices help users perceive and organise visual elements in a meaningful way, thereby enhancing the overall user experience.

In conclusion, the visual design choices in the *Carbon Easy! (CE)* homepage were carefully made to align with the organisation's brand identity, promote usability and readability, and create a visually engaging experience for users.