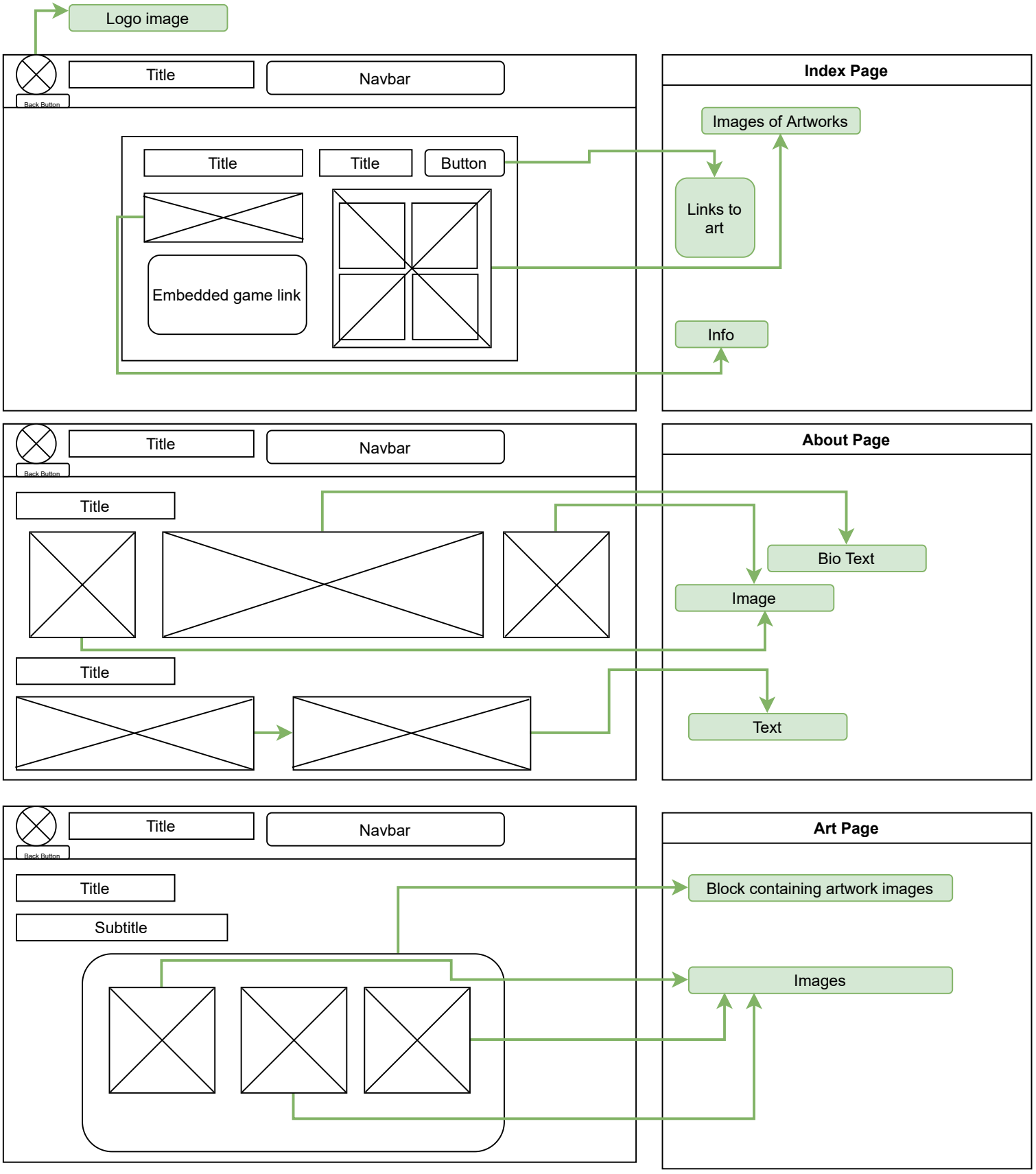
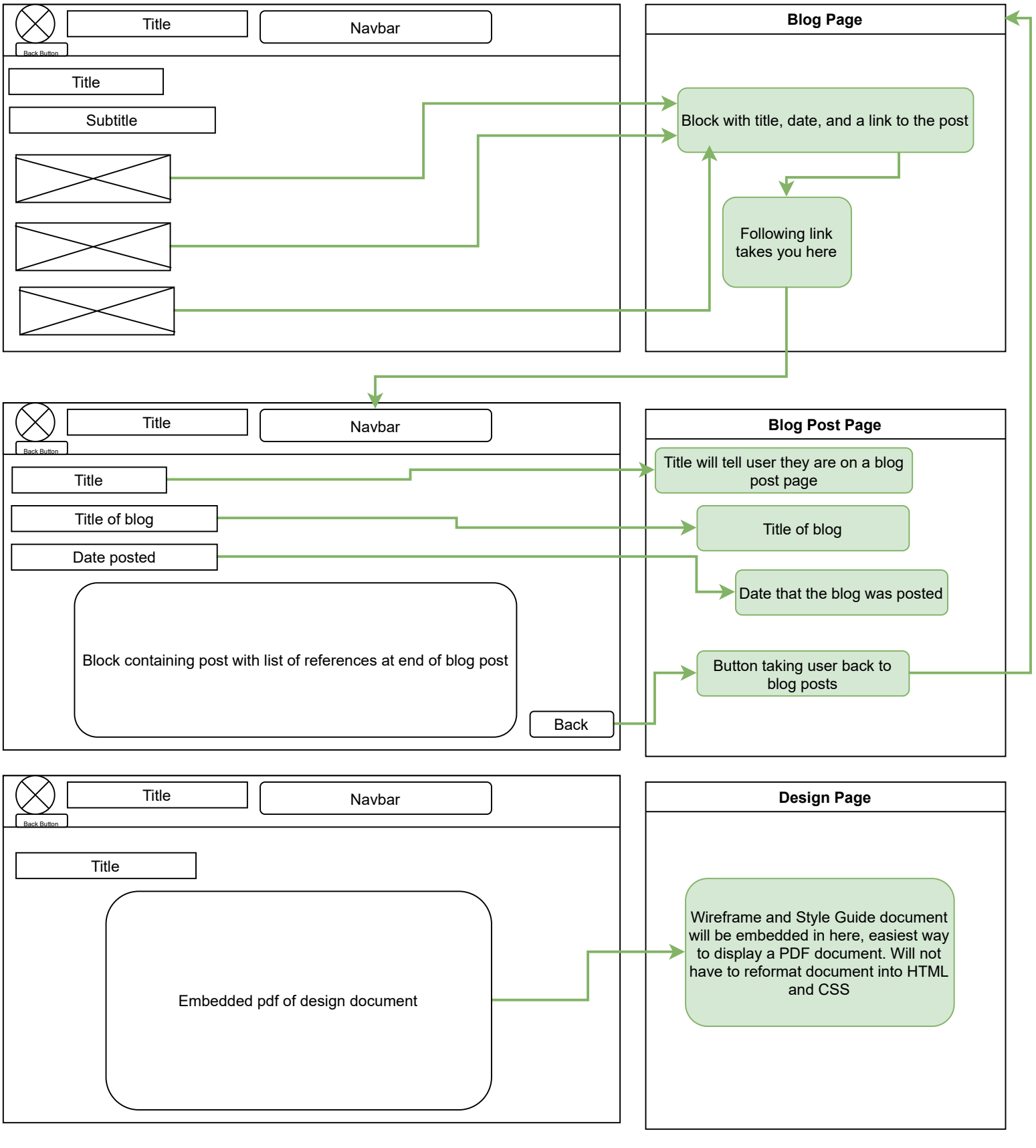
WIREFRAMES


Logo image
Back Button
Title
Navbar
Title
Title
Button
Embedded game link
Index Page
Images of Artworks
Links to art
Info
Back Button
Title
Navbar
Title
Title
About Page
Bio Text
Image
Text
Back Button
Title
Navbar
Title
Subtitle
Art Page
Block containing artwork images
Images



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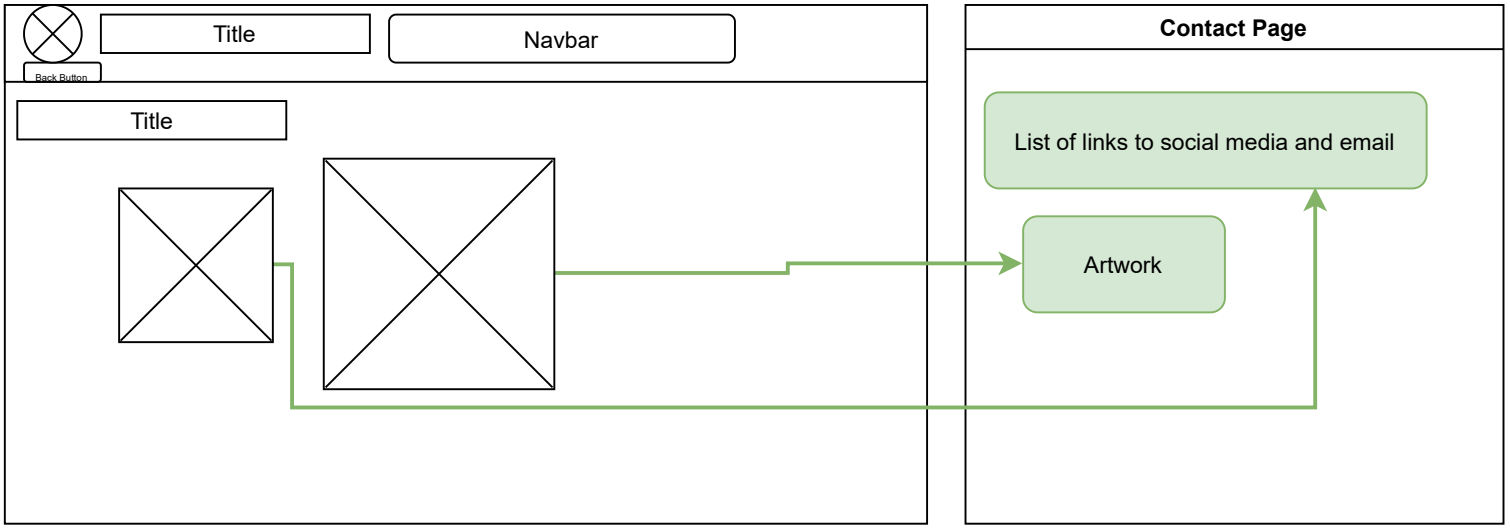

Table of Design and Style Choices

Design Choice	Reasoning
Header	
Logo	Circular, to match soft edges and look of design. Pink border to blend in with other pink elements
Header colour	A dark pink, to contrast the lighter pink elements in header
Title font size	50px, did not want the title to be too big to distract from other text elements
Title colour	White, most text on website is black, I wanted to use white to differentiate title from other content on website.
Nav bar colour	A light pink, to contrast the dark pink header, and also to show pink as a main colour on the website
Nav bar text colour	Black, because it stands out nicely against the light pink.
Nav bar hover behaviour	Nav links highlighted black to stand out against light pink nav bar, text becomes white to contrast with the black. Done to show a link is hovered over.
Size of header	Header is large, takes up a lot of space at top of screen so it is easy for users to see how to navigate through website.
Fixed header position	Header's position is fixed so that on a page with a lot of content, the nav bar is always visible for users to be able to navigate without needing to scroll up.
Footer	
Footer fixed position	Footer is fixed at bottom so copyright is always visible to user.
Footer size and style	Footer is small so that it does not distract from other elements on page. Footer is pink to fit with other pink elements on website.
Footer opacity	Footer has a light opacity to not interfere with webpage content too much
Copyright	Copyright is used to attempt to protect artwork on website.
Home Page	
Table-style layout	Elements are arranged in the center of the page, in blocks of content, like a table, similar to buzzfeeds home page, shows users where to direct attention.
White space on each edge	The white space on the sides of the page frames the content in the middle.
Background colour	Background colour is white, contrasts best with other elements on page
About me section	In top left, first place user will look, describes self.

About me section font sizes & colour	Text colour is black for best contrast, large font for title and smaller font for description.
Recent blog post link	There is a way for the user to navigate to a recent blog post if they choose to.
Recent blog post box colour	The display colour of the recent blog post box is pink, fits with website colour palette.
Recent blog post font size	Title of section and title of blog post are large to draw interest.
Game by me embed	Game by me text is black to contrast background, and large, there is embedded link to itch.io for users to experience sample of game design
Artwork section	On right side of page, there are some artwork arranged in a grid, to show users a preview of art portfolio
Button to go to artworks	There is a button for users to see more artworks, which goes to the artworks page.
About me Page	
About title font-size, layout	Size 70px, to show user what page is about, in far left corner so user can view elelemts from left to right underneath.
Images	Two images are used to add colour variety to page, and again, to preview artworks for users
Page layout	Elements are separated in rows, title, about section, and interests section, easy for user to navigate
About me text block style & font style	Display block is pink, to keep consistent with rest of site's colours, text is black to contrast the pink and large for easy readability.
Interests and Inspirations font size	70px, to show users that this is also an important part of the web page.
Interests and inspirations colour	Colour is black, to contrast against white background.
Interests and inspirations layout and styles	Dark pink used for interests text, to contrast against white background but to differentiate from title, different styles are used for different interests to add variety to style.
Background colour	White, to contrast against other elements on the page.
Art Page	
Background colour	White, to contrast other elements on the page.
Artworks title color and size	70px, black to contrast against white, keeping consistency with previous page.
Artworks subtitle style and size	A smaller size, just to describe purpose of page, right underneath title.
Artwork display block colour	Pink, to be consistent with website colour palette
Artwork display block style	The display block frames art, is rounded to keep soft edge look of website
Artwork image layout	Artwork displayed in a grid, to mimic an art gallery, for user to peruse through artworks.
Blog Posts Page	
Blog Posts title style	70px, bold, in top left corner, being consistent with previous pages, large to show user purpose of page
Blog Posts subtitle style	Right underneath title, explaining content of page to users.
Blog posts display blocks	Pink, to be consistent with other display blocks, rounded to show soft look
Blog post boxes title style	Large and bold, to show user title first as most important informtion
Blog posts date title	Smaller than title, but still large to give user extra information about the post.
Read blog post buttons	Change colour when hovered over, to show users can navigate to post
Single Blog Post Page	
Blog Post Title style	70px, bold, consistent with previous pages, shows user purpose of page
Name of blog post style	Large, bold text to show user what blog is about
Date posted style	Smaller, but still large to show user date of post.
Blog post display block	Pink with rounded edges, to be consistent with restof site.

Blog post text style	Text is smaller than headings text, but still large for readability. Text is black to contrast with pink background.
Back to blogs button	Back to blogs button for users to easily be able to navigate to previous page, behaves the same as other buttons on site for consistency.
Background Colour	White, contrasts the best with elements on page.
Reference list layout	References are listed in order with a reference style to indicate these are references.
References hover behaviour	Access links to sources allow users to access sources easily, behave like navigation links for consistency. Open on new pages to not take user away from web page.
Design Page	
Design Title style	70px, black to contrast, consistent with previous pages, shows user purpose of web page, to show design.
Embedded PDF	Wireframes and design document was created as a pdf, embedded PDF format is easiest way to display this document on a web page.In middle to show important.
Background Colour	White, to contrast with other elements on web page.
Contact Page	
Get in touch title style	70px, black and bold to be consistent with previous pages, indicates to user purpose of this page.
Contact details display block	Display block is pink and rounded, consistent with other display blocks on webpage.
Contact details hover behaviour	Details are hoverable, behave like other links on website, to show that users can access them.
Contact details style	Large text size and black, to contrast with pink display block.
Image	Image is there for aesthetic purposes, to prevent page from looking too empty.
Page layout	Page has a very simple layout with only three elements: title, links and image, for user to navigate to important element easily.
General Design and Layout Choices	
Font choice	Franklin Gothic Medium, large, readable font, does not distract from content on page, it is very clean and straightforward, meaning it does not look complicated.
Background colour choice	White, easiest to contrast against other colours, many websites utilize white website backgrounds to keep sites clean and easy to navigate through elements.
Consistency in layout choice	Title text is in top left hand corner, in 70px size and bold, to be consistent and to show first what the different pages are for.
Colour palette choice	Only 4 colours are used in design of website, discussed more in next section.
Difference in homepage layout	The homepage differs from other webpages because it is there to display what else you can find on the website, it is not the main place for content. Content is centered.
Choices made for user experience	Simple and small colour palette, to not overwhelm user with different colours, easy to find and access navbar, small amount of elements on each page for simplicity.
Choices made for user interface	Many ways for users to navigate to different pages, nav bar, previous page button, various links on each page. Design is simple for users to know where to find elements.
Choices made for interaction	Users can decide which pages to navigate to, they can choose to scroll through blog posts or images, users can follow links to different sites. User can interact with linking content.

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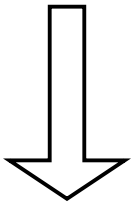

DESIGN CHOICES DISCUSSIONS

The website colour palette:

Because this is a portfolio website for myself, I decided to choose a base colour that I believe expresses myself, that being a light pink. I also wanted a secondary pink that was a bit darker, to add contrast to some areas.The only other colour elements on the site are black and white. I decided on this because I did not want to overwhelm myself with a large amount of colours without the appropriate knowledge on making them presentable. This is also because a lot of the websites that I find to be aesthetically pleasing and seem designed well tend to only have about 3 or 4 different colours in the design.

The background of the of the website is white. This is because I wanted the website to look simple and clean for the most part and white is the easiest to contrast with black, which is what most of my text colour is. This is also because, most websites which I use on a daily basis have a white background colour, it just makes websites look clear and easy to navigate through elements on a page.

Display blocks on the website are a light pink, this is because of the black text colour used, the black contrasts the light pink the best.

Most text on the website is black, because it contrasts the best with light colours. However, in regards to links and buttons on the site, when hovered over the background of these elements become black and so the text becomes white to contrast the change to black.

The nav bar on the website is a light pink, this is because when the navigation links are hovered over they become black, and the black contrasts the light pink the best.

The header of the website is a dark pink, because I wanted the header to contrast the light pink of the nav bar.

THE WEBSITE FONT

I decided to use the "Franklin Gothic Medium" font for my website. I chose this font because it is a large, legible font. It is simple and easy to read, I wanted to keep a minimalist aesthetic for my website and so I did not want to choose a font that stood out too much.

When trying out different font families on the website, this font just stood out as the best one to suit the design that I had in mind.

GENERAL DESIGN AND LAYOUT CHOICES

In general, I tried not to put any elements on a page that I did not think were absolutely necessary, I tried to optimize empty space and lay out elements in a structured way so that it was clear which elements are important for the user to notice.

I provided a lot of ease of navigation, links to all the main pages are in the navigation bar, at the end of the blogs there are buttons that return the user to the blog page. There is also a button on every page that returns the user to the previous page.

On the index page there are two ways to navigate to the artwork page, because this is a portfolio website for my art, there is the art link in the nav bar, and also a 'see more' button on top of the preview artworks I put on the index page.

I included a footer, with the opacity turned down so that it is not too noticeable and does not detract from the user's experience too much, the footer simply claims copyright of the images on the website.

The header of the website is fixed in place so that even if the user scrolls to the bottom of a page, they can still access the nav bar.

Where scrolling is not needed on certain pages, the scrollbars were disabled.

REFLECTION

Discussions in class about interactions helped the thought process of allowing users to navigate with their own choices through the website. There also links to other sites, such in the reference lists, allowing users to go to different sites to enhance experience of this site.

Discussions on user interface and experience helped with designing how users should experience and navigate through the site. Variety of buttons to navigate through pages on the site are used for the user to easily experience different parts of the site. The interface is consistent and stays with the user through different pages.

It was a good exercise to use CSS and HTML to enhance various aspects of the website, and being able to see the website update in real time helped inform design decisions on the website.

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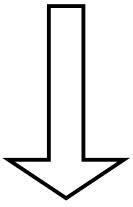
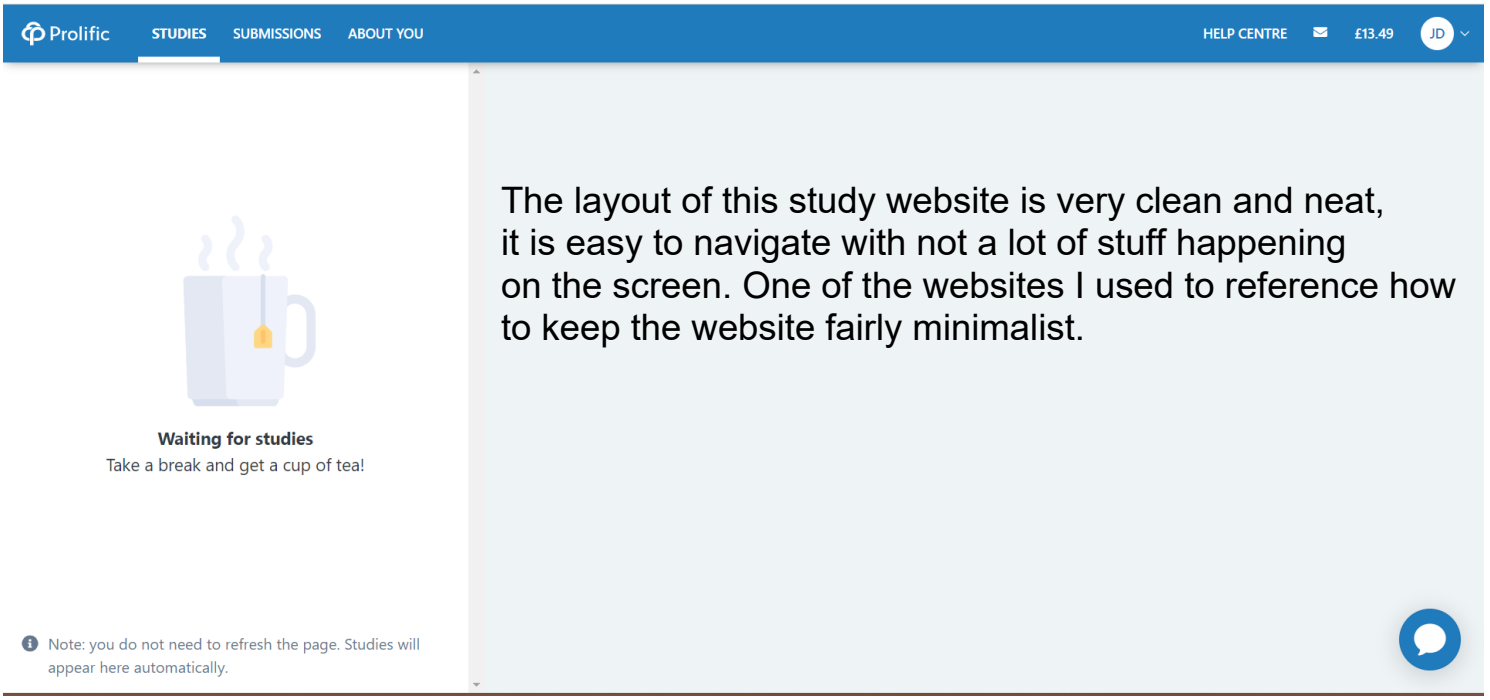
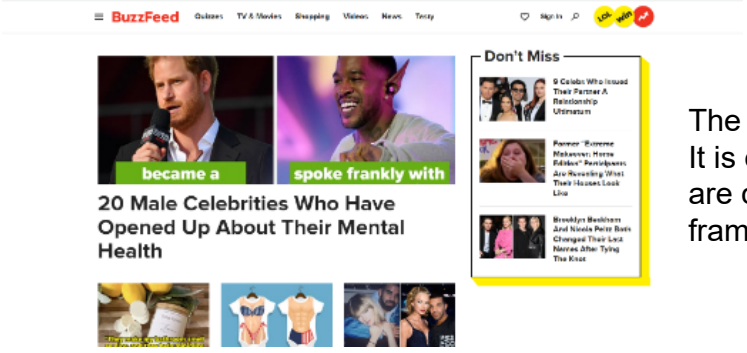


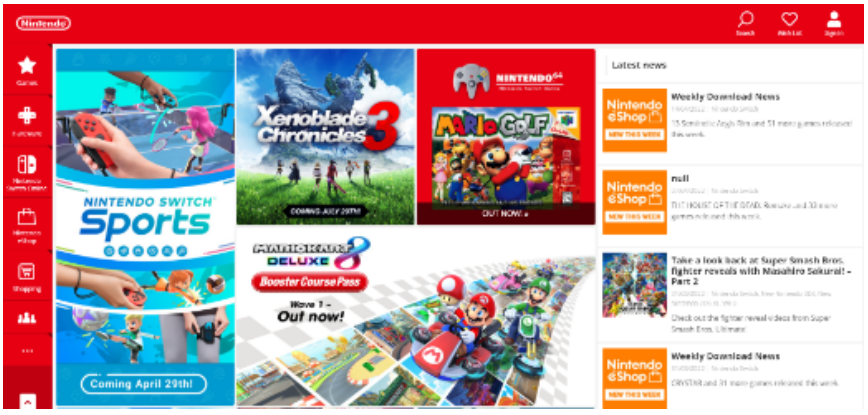
REFERENCES



The layout of this study website is very clean and neat, it is easy to navigate with not a lot of stuff happening on the screen. One of the websites I used to reference how to keep the website fairly minimalist.



The layout of Buzzfeed's website is also very simple and neat. It is easy to navigate, I also like how the elements are centralized on the page. The white space on the edges frames the content well.



Nintendo has a much busier, more gamified looking website, this is likely because the company wants the user to be presented with a wealth of content to look at and choose from. The layout is very much similar to how the layout is on their switch console. Even with all the bussiness, Nintendo mainly sticks to their signature red and white color palette, adding consistency to the design.