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## Design Elements

For creating this website, the font of the majority of the paragraph text will be Calibri. Moreover, the font of headings can be Arial. The general background colour I will use is #81D2C7 (light green). This colour can be put in the left side and right side of the webpage, while the middle part of webpage which includes the paragraph text should be white. The font size of paragraph text in the home page can be slightly larger than that in the article page. Because the homepage should be more attractive to the users.

Providing enough basic elements can be effective. The basic elements that always show up on the top of the webpage are site logo, search bar, navigation bar, breadcrumbs and so on. Therefore, the website can always show its consistency and it is highly friendly for the users. Therefore, when users go into the page that they actually do not want, they can always go back to the top and find the ways to go back. For example, when users run into the page called “life”, they find that it is mainly talking about the daily life in the campus and residence. However, the information what they want to get is actually about entertainment. Therefore, they can just scroll up to the top and click the option called “entertainment” and find the information they want. Moreover, if they just want to go back to the home page, they can click the site logo on the top, which links back to the homepage. At the same time, the website should include alert message to prevent errors.

To increase the efficiency, the good white spaces are able to well-organize the contents. There will be some enough-sized white space between each two contents. The font size of search bar and navigation bar should be large enough, in order to be highly visible for the users. The font size of search bar and navigation bar can be other one, I will use Helvetica. The background colour of the navigation bar I used will be #F4E8C1 (light yellow). At the same time, the content color of the navigation bar will be white.

In order to engage more users, this website is not only viewed by desktop, but also can be viewed by tablets and smartphones. In the smartphone version, the options on the navigation bar cannot fully show up because there is no enough space there. In this case, I should create a drop-down menu bar which includes all the options from the navigation bar. Therefore, it can be simple enough for the smartphone version. In the tablet version, I have slightly more space for navigation bar. However, the size might be too small if I put all the options. In this case, I can create a drop-down menu called “more” to store the rest of the options.

For the home page of the website, the most frequently-browsed blog posts should be highly visible. Those blog posts in the home page should provide the title of the blog post, the date, the editor, part of content and a representative image. Due to the fact that I can only put part of content in the home page, so I should also create a link called “read more”, which is able to link to the whole blog post. The blog posts in the home page can also be diverse. There is not only the top blog post for the whole tiger talk in the home page, but also some top posts for each topic. For example, I can put the most frequently-browsed blog post for the topic of “students” in a box which is “the top blog post for students”. For user easily learn the website, ““frequently-asked questions” is necessary.