

# Project 1 Stylesheet

## Grid



**Column Width**  
1370

**Dimensions**  
70   325   0   225

## Typography

**Heading**  
PT Sans Narrow Bold 112

**Subheading**  
Euphemia UCAS Regular 60

**Body Copy**  
Helvetica Neue Regular 34

**Caption**  
PT Sans Regular 30

The Quick  
The Quick

The Quick Brown Fox Jumps

The Quick Brown Fox Jumps Over

## Interaction

**Defining Words**  
Because the text is very dense and can be difficult to understand, demarcating keywords and including a popover with their definition would decrease the barrier of understanding for an individual.

**Content Selection**  
On one page, the user is prompted to choose who they are, this requires them to think about the skill level they have going into this reading. This allows them to choose the level they want to read about. The reader can also navigate back to this page and choose another level.

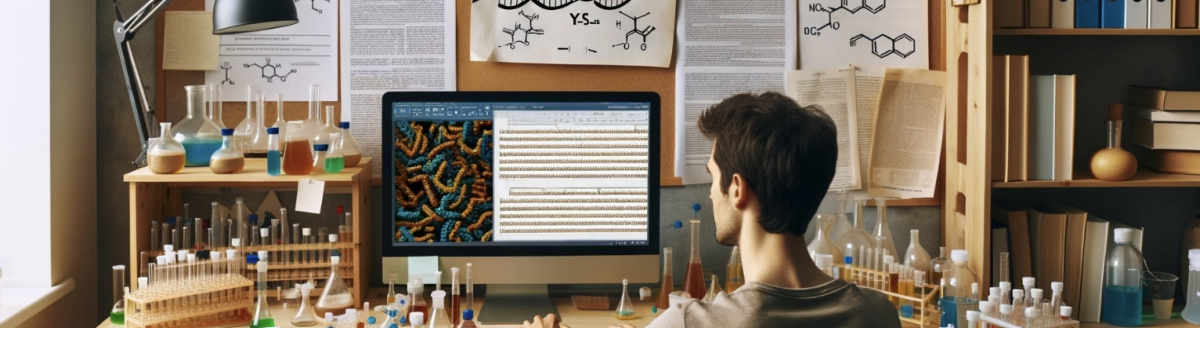
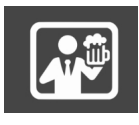
**Scrolling**  
On the more dense pages ("Beer Maker" and "Biochem Whiz"), the text is split into two sections to give the user some time to reflect on what they read. There is an image the breaks up the text as well.

## Breaking the Grid

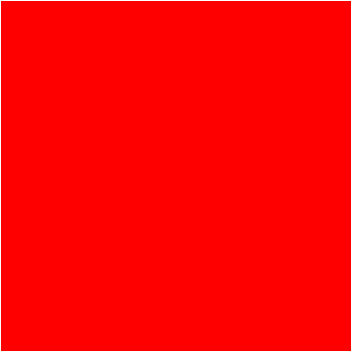
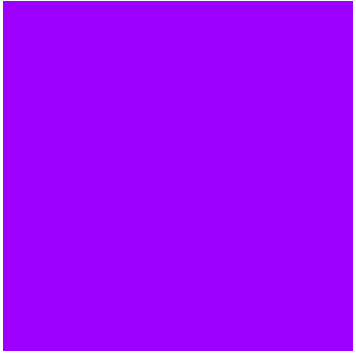
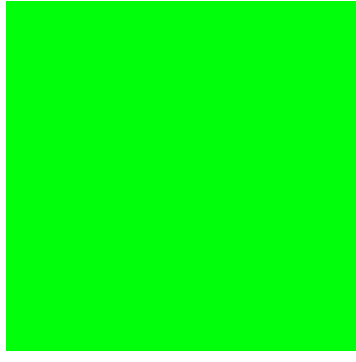
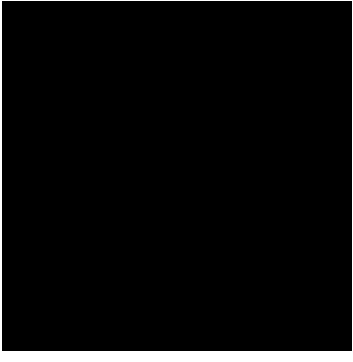
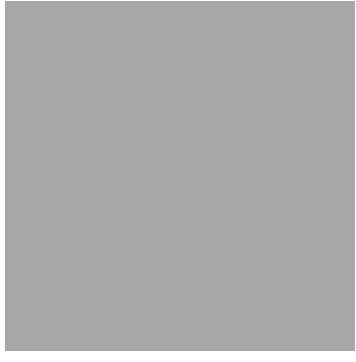
I believe the only instance of breaking the grid occur on the three pages that have the main content: "Beer Enjoyer", "Beer Maker", and "Biochem Whiz". It occurs with the words "insights for the". It draws the readers attention here before the actual header, so they know what the title signifies and what lies ahead.

## Images

I believe it would be good to add images that make it easier to connect the text to a real-world context. I used images generated by DALL-E 3 on every page. The first two images create a bit of obht mystery and imagery in regards to the yeasts; the mystery helps to draw the reader in. The other images relate to the level of content, like people enjoying beer, people making beer, and people interested in the pure science behind it. There are also icons that differentiate the different levels.



## Colors



#FFBB00   #A7A7A7   #000000   #00FF0A   #9D00FF   #FF0000

All of the colors seen above were used to accent the different pages and help the reader differentiate them from one another. Black was used as the primary color for text.