

St. Catharines Stargazing Guide. Rationale

I created a website containing information on Stargazing to educate St. Catharines residents on sky-events happening this month and beyond. Special consideration was given to color principals in the creation of this website. I used black-based colors as the night sky is dark, mainly relating to black. Sky and stars background was used to make the user feel attached to the topic. Lighter shades of black were used for the background instead of absolute black to make the webpage more modern-looking. Analogous colors to black, such as grey, were heavily used throughout the webpage. Different shades of grey were used in the status bar, navigation bar, and footer. Also, lighter grey colors were used to denote the borders of the status bar and footer. It adds excellent aesthetics to pages and creates a contrast between elements that contain other analogous colors. Midnight Blue, another analogous color to black, was also used in color choices, as the background has blue color. Midnight Blue was used in the places where blue meets black, aka the margin between the black wrapper (contains text) and blue-ish stars background. White, the complementary color to black, was used in texts. It gave contrast such that the texts became easily readable in black/grey backgrounds. A much lighter shade of grey was used for the background of submit buttons, and in those instances, black text was used. Lower opacities were used when hovering over functions, such that user is aware of which option they are about to click.

Multiple CSS and Javascript effects were used to enhance the user experience. Time, outside temperature, and cloud status are significant in Stargazing; thus, those functions were added using APIs. Contact forms, newsletter forms were added to increase user interaction with the site. Scroll up button was added such that users are able to navigate quickly within the pages. Social media buttons were also added to allow a better connection between me (site owner/writer) and the user. These added effects generate much more functionality to the website and interactivity to the webpage while making it user-friendly.

C.R.A.P Principle was also highly considered when designing this website. The contrast was generated mainly through the use of analogs and complementary colors to black. Each element had its own analogous shade, thus creating enough contrast between each component. The contrast was generated from fonts as well. Three types of fonts were used; Times New Roman was used in the Status bar to create contrast from Helvetica font, which was used for the header and navigation bar. Helvetica was also used for headers and titles. Trebuchet MS was used for body texts. The use of two different font types for body text and titles created contrast, which made the paragraphs easier to read. The exact page format (locations of the status bar, navigation bar, footer) was maintained to generate repetition, making sure that the user doesn't have to learn how to navigate every time a new page is opened. Fonts used for headers/titles and body texts were kept the same on all pages. Also, photos were always presented in the center on every page to maintain repetition. Alignment was also maintained with photos, as they were properly aligned to one another (except in the sky map image, which has to be large). I kept the content in the center of the page using wrappers to keep the alignment with respect to other elements to give a sophisticated look for the webpage.

Proximity was also highly maintained in the webpage, where like items were kept together. Temperatures and cloud status were kept close to each other, while time, a somewhat nonrelated yet related element, was held in the opposite direction of the same status bar. Navigation items were kept together at the top, while all means of contact/information were kept close to each other at the footer. While I kept relevant information at proximity, I ensured that they were well spaced apart using padding and line-heights. All these changes contributed to a solid website that is useful for anyone who wants to enhance their Stargazing knowledge.