

UI/UX and Design Standardization

– Typographical Considerations –

Element Type	Typography	Sample	Default Size	Min Size
Logo	PP Editorial New	Timeline.	50pt	45pt
Navigation Buttons	PP Editorial New	week <u>month</u> year	40pt	30pt
Tagline / Promo Material	Helvetica Neue	All your memories. Just one line.	40pt	30pt
Body / General Text	Helvetica	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore	13pt	10pt

Typographical Notes:

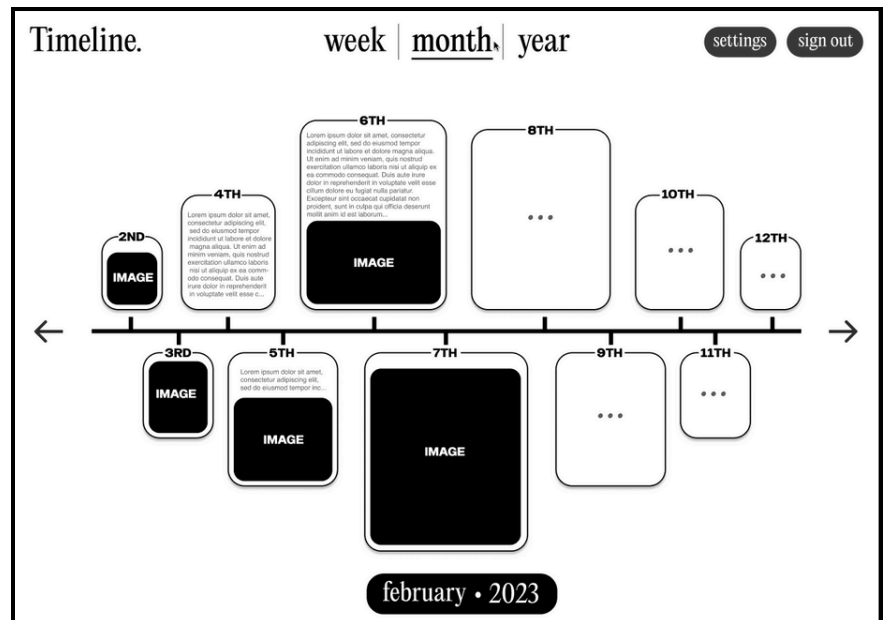
- The aim is to be sleek, modern, and distinguished. The elegant serif of PP Editorial New will highlight an air of seriousness and importance, and is meant to be reminiscent of newspaper stylings, emphasizing our focus on chronology.
- Navigation buttons must all be in lowercase
- Thumbnail date headings must be all caps - specifically the suffixes
- Default line **spacings** will be used for the kerning of the fonts
- **Considerations based on Apple's Human Interface Guidelines on Typography:**
 - Avoid light font weights
 - Ensure that font size, weights, and colors are adjusted to convey hierarchy visually. Logo must be bigger than almost everything.
 - Kept the number of typefaces to a minimum of 3 to maintain internal consistency and to not hinder readability
 - Prefer left- and right-aligned text over fully justified text. Always.

– Color Schemes –

The website will be **high contrast** and **monochromatic**, really only boasting three shades at a time. We will consider a light mode and a dark mode first before offering the users additional color themes to choose from.

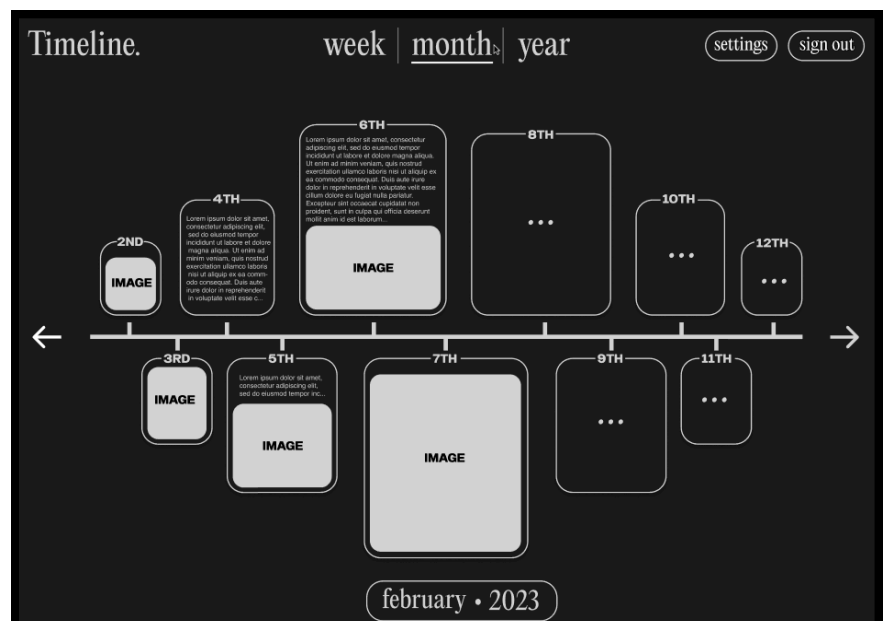
Light Mode:

- Background Color: #FFFFFF
- Accent Colors: #000000
- Settings / Sign Out: #3B3B3B



Dark Mode:

- Background Color: #1E1E1E
- Accent Colors: #D4D4D4
- Settings / Sign Out:
 - Border: #D4D4D4
 - Text: #D4D4D4
 - Fill: #1E1E1E



– Layout Principles –

Design Philosophy: Minimalist layout with strong symmetrical and balanced visuals.

Guidelines:

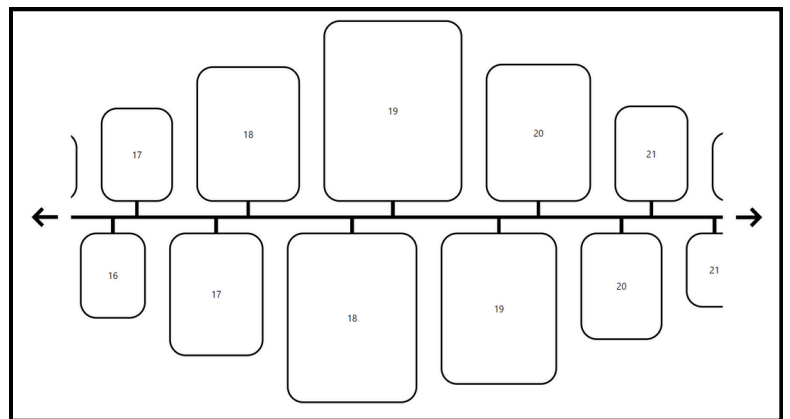
- **Whenever possible, ensure the page is balanced with respect to the vertical center.** For example, in the above page shown in the *color schemes* section, the navigation bar is balanced, with a centered element in the middle (“week | month | year”) and the logo and settings/sign out to the right and left of the page, equally spaced from the edge.
- **No two elements should be positioned next to each other edge-to-edge.** Always ensure there is a uniform gap between elements that are to be placed next to each other. There must be no touching edges.

- **Round corners whenever possible. No sharp edges.** Keeping in line with modern design trends, try to avoid sharp corners as much as you can.
 - **Thumbnails Specifically:** “rounded-[28px]”
 - **Buttons:** “rounded-full”

– Component Behavior –

Timeline Scrolling Animation:

- Vertical scrolling is translated into horizontal movement of thumbnail cards
- Smooth scrolling with smooth acceleration and deceleration intervals
- Cards must grow in size the closer they get to the center of the screen, and decrease in size the further away they are from it
- When either arrow is pressed, it will scroll half the screen's distance to the specified direction. Not instantly, but within a given time interval, accelerating and decelerating.



Hover Effects:

- **Scroll Arrows:** Increase in size slightly upon hover.
- **Timeline Views (Week | Month | Year):** Underline appears under each option upon hover, growing from the center outwards.
- **Navigation Buttons / Options:** Change the button's fill color to a slightly lighter color upon hover.

Transitions: Ensure that, for the hover effects, the transitions occur within 0.15s to 0.40s. Long enough to be noticeable to the user, short enough to not feel too sluggish.

– Accessibility Standards –

Aria Labels: Interactive elements must have aria-labels. They provide accessible names for elements, especially when their default names (based on visible text or HTML structure) are insufficient or absent, making it crucial for users of assistive technologies like screen readers.

WCAG Success Criterion: 1.1.1 Non-text Content (Level A)

Color Contrast: All text must be highly contrasted to their background color to ensure readability. Additionally, all non-text elements must be visually distinct from its surroundings.

This should not be a problem as the color scheme of this website already makes use of high contrast colors. Compliant with **WCAG Success Criterion: 1.4.3 Color Contrast (Level AA)** and **1.4.11 Non-text Contrast (Level AA)**

Tooltips: Add tooltips to elements whose purpose is defined symbolically rather than textually (like with arrows). Compliant with **WCAG Success Criterion: 1.4.1 Use of Color (Level A)**

Concision and Clarity: Buttons and navigational elements must be clear and concise in their purpose. Keep them brief but understandable. Compliant with **WCAG Success Criterion: 2.4.6 Headings and Labels (Level AA)**.

Accessibility Settings: Provide settings to change font size and font weight. Consistent with **Apple's Human Interface Guidelines on Accessibility**.

– Responsive Design Considerations –

Layout: Use flex wherever possible to keep spacing and alignment as consistent as possible among different viewport sizes. Avoid using strictly pixels as units (unless specifying a minimum size for an element) and use **rem**, **percentages**, and **viewport** units whenever possible.

Mobile Screen: Switch to mobile view when detected.