

FESC DESIGN PLAN

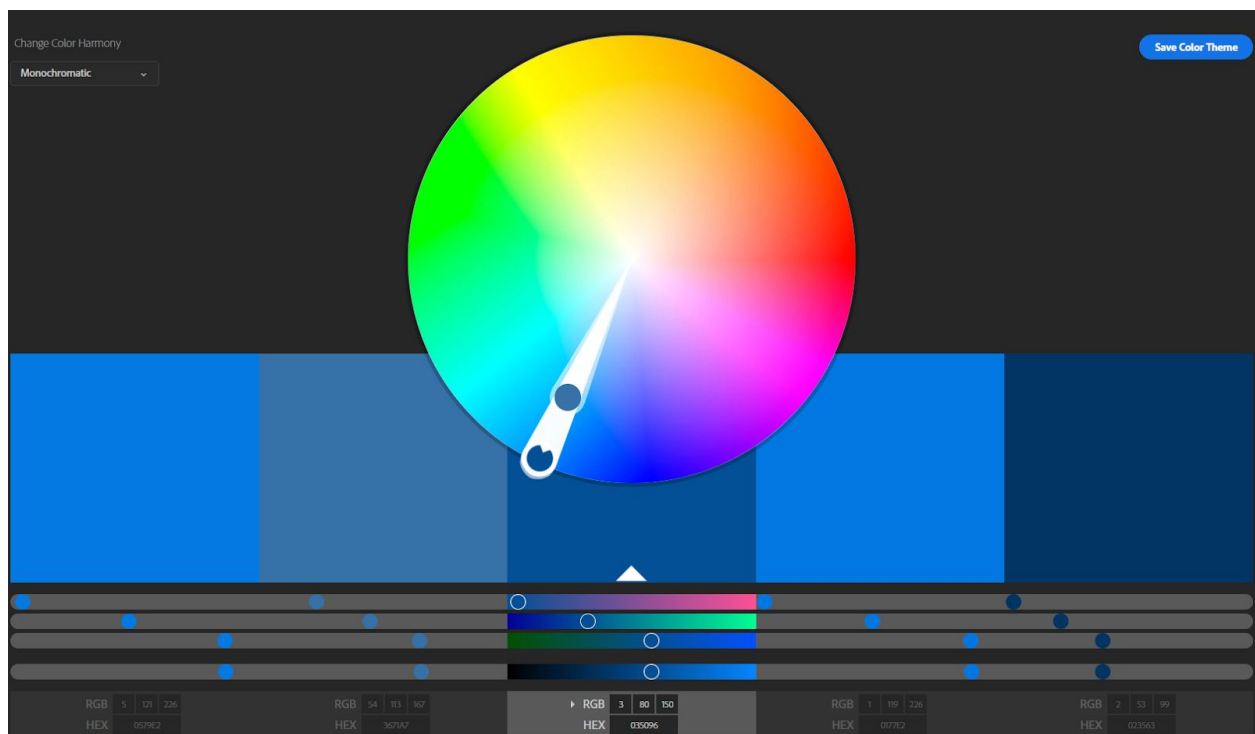
Colors

For FESC's color palette, I decided to use a monochromatic palette for the color electric blue as the main swatch. The electric blue is used to represent energy/electricity while the monochromatic palette is used to represent a professional setting.

Adobe Color Wheel:

Hex Codes

#0579E2	#3671A7	#035096	#0177E2	#023563
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The electric blue (middle swatch) will be the primary color, while the other shades (swatch #1, 2, 4 and 5) will be used for accents in different modules of the website.

Typography

The font I'll be using for the website is Cormorant Garamond. Cormorant's thinner styles will add to the minimalist design that I'm aiming for with this website while it's thicker fonts can still portray an academic aspect to the bigger modules.

Cormorant Garamond

Glyph

Cc

Characters

ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽabcčćdď
 efghijklmnopqrsštuvwxyzžАБВГГДЂЕЁЄЖЗСИІЇЈК
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Styles

Type here to preview text

26px 

Light

Light Italic

Regular

Regular Italic

Medium

Medium Italic

Semi-Bold

Semi-Bold Italic

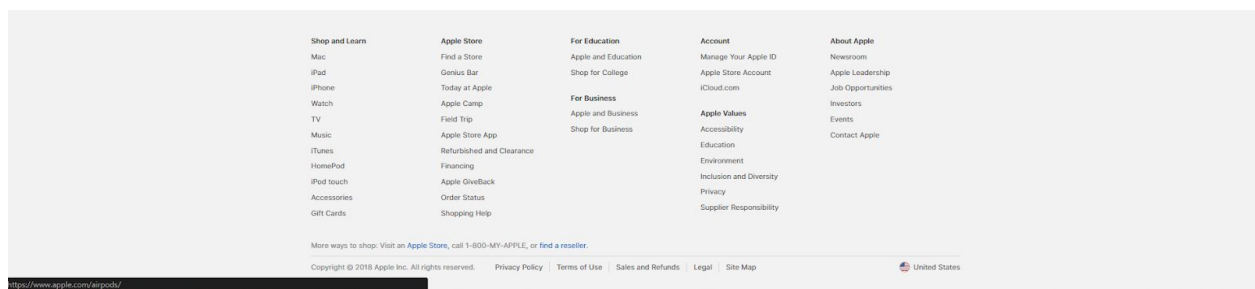
Bold

Bold Italic

Layout & Modules

Since the FESC website is academic and professional, I'm going with a very standard, header, content, and footer layout for familiarity. On each page, there's a side nav that clashes with the top nav so I'm planning adding the links to the footer as a column section site map.

Example: Apple



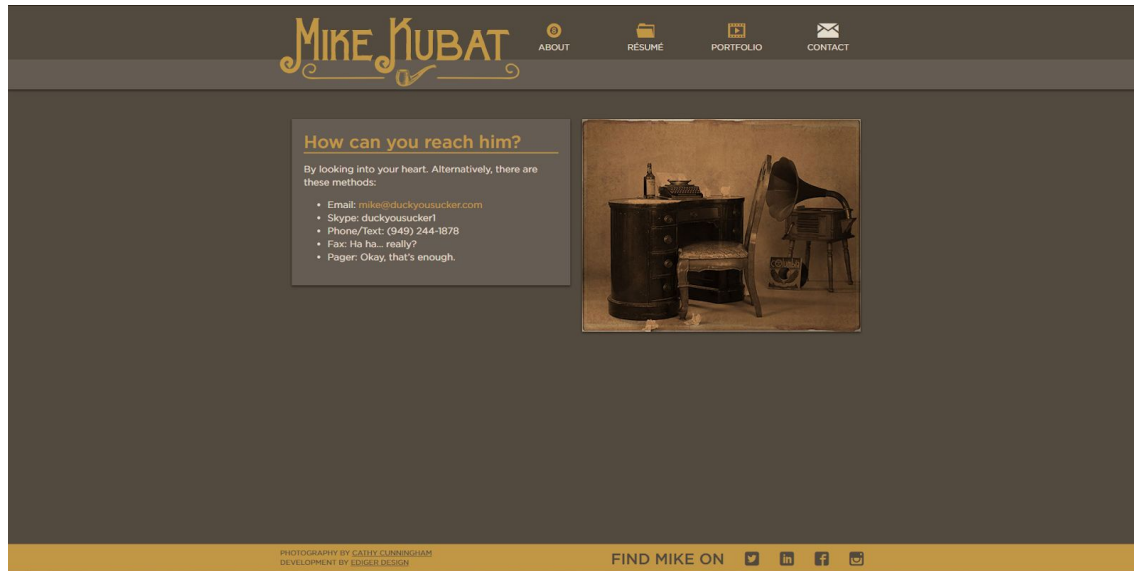
The website is also very text content heavy, thus I'm choosing to make the header nav bar as minimal as possible so that users can focus on the main body content of each page. The search function, logo, and header links will all be in one seamless navbar module that will be consistent among each page.

Example W3 Schools



Going into further detail with color, this example shows how I would use different shades of one color to represent different modules on the page, creating a simple and seamless experience, while still adding definite division between sections.

Example: Mike Kubat Portfolio



Overall, I think NPR's website provides a similar experience that I'd like to provide with FESU's website. FESU pages run long with content so the static navbar is something I'd like to implement on each page as well as simple presentation of content, providing the user a non-distracting environment on each page, module and color wise.

Example: NPR

