Web Development Project: Design Guide

Various components make up the design choices present in the Duquesne Incline web development website. The website design is intended as an easy-access and simple tool for visitors navigating the website for the first time, and is created taking into account an ideal 1920 by 1080 laptop screen and other conventional laptop screen sizes. However, considering that many users may want to have mobile usage for convenient access, basic features are also functional on a smaller, mobile device. However, it is still recommended to navigate the website on bigger screens rather than using common phone and tablets sizes.
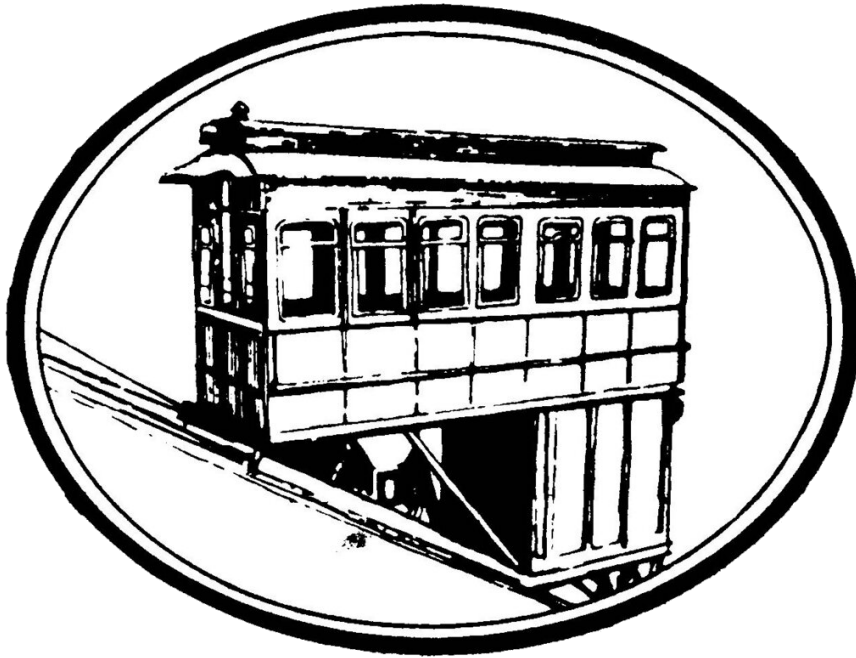
As with many designs, the primary elements taken into consideration were a logo, color palette, and font typeface and look. These are featured below on the next pages. The logo, reused from the current website, is a realistic, black and white rendering of an incline car, representing the essence of the Duquesne Incline ride service. Choosing to stay with the original logo is purposeful; although brands often revamp their logos to look modern, this black and white logo remains in line with the historical significance of the incline and its old-style look emphasizes the Duquesne Incline's long-standing legacy.

Meanwhile, the color palette consists primarily of dark red and gold, taking inspiration from the two colors found on Duquesne Incline cars. Shades of white and black allow for easy reading and sufficient whitespace, and creates harmony across the branding of the website by being consistent with the black and white logo. The light blue shade is very minimal in the design, but adds the sense of a blue sky on a sunny day. No overly bright colors were used in the interest of readability. Similarly, fonts used on the website are exclusively sans-serif fonts and create a modern look that is easily readable on screen. Headings and paragraphs alike use the Helvetica Neue typeface, and fall back on Helvetica and Arial if the former is not installed. Devoid of distracting features, these typeface designs maximize functionality of the website.

The information architecture of the website involves a simple, consistent approach to website content and navigation. The website pages are organized in a navigation bar at the top of the page, and with the exception of the homepage, all pages follow the same layout with a main body text and a sidebar for convenient presentation. Visitors navigating the website are greeted with a photo gallery on the homepage welcoming them, and can choose to navigate to other pages either through the navigation bar or through photo links below. A site map illustrating the pages and the content of each page appear below. Additionally, there is a footer on all pages, which feature social media links, copyright information, and a link to a Citations page.

Furthermore, the website includes some design discrepancies from the original suggestions in the letter. Although the appendix recommends adding photos to a table, I decided to exclude pictures from the required table at hand. This decision was a combination of wanting to sustain the table as a place for relevant contact information as well as to have only linked text in the table for consistency purposes. As photos of location views are different in subject and content from the other information in the table that note down ways to find and contact Duquesne Incline, pictures and photos are included elsewhere on pages of the website instead of in the contact information table, and are relevant to each page.

Logo

Color Palette

74251B AD935E FEFDF2 80A1C1 0D0C08

Duquesne Incline Color Palette

Typography

Fonts

Helvetica Neue

Arial

Title

Subtitle

Heading 1

Heading 2

Heading 3

Heading 4

Body Text

Paragraph Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla et nibh non felis tempor porttitor. Sed elementum porttitor neque, eu sagittis ex rhoncus a. Aenean nec velit tincidunt, accumsan dolor quis, posuere dui. Aenean pulvinar arcu fringilla nisl ultricies, id faucibus tortor cursus. Vivamus ex mi, imperdiet id est in, rutrum tincidunt sapien. Curabitur auctor libero a velit laoreet dictum. Donec egestas hendrerit faucibus. Vestibulum faucibus mollis semper.

Site Map

Duquesne Incline Homepage

1. Visit Page
- Fares and Rates
- Google Maps
- Field Trips
- Hours of Operation
- City Tours
- Patch Program

2. Contact Page
- Contact Information Table
- Useful Links
- Frequently Asked Questions
- Google Maps
- Contact Form

3. About Page
- Early History
- Historical Photos
- Society for the Preservation of Duquesne Incline
- Fast Facts
- Useful Links
- Support Links

4. Homepage (Linkback)
- Gallery
- Linked Image Tabs
- Video

5. Citations (located in footer of all pages)
- Image Citations
- Description Citations
- Icon Citations