

# Design Justification Document

Project: iGEM Website Design Entry Test

Designer: Sukhman Kaur

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Tools: VSCode for scripting - languages used: HTML & CSS. Canva for planning and image editing.

## Introduction

This document accompanies the sample web page designed by Sukhman Kaur for the iGEM web design team interview. It aims to elucidate the design principles employed in crafting the web page, shedding light on the rationale behind each choice. Key principles such as space, colour, alignment, hierarchy, and contrast are central to our discussion. Through this exploration, we seek to provide insights into how these elements collectively contribute to the page's aesthetic appeal and functionality, reflecting a thoughtful and intentional design approach tailored to the objectives of the iGEM project.

## Design Overview

This sample web page further adheres to the requirements outlined by the test document. The requirements met and how they were met:

- **Add a background:** completed as there is a white background following the webpage throughout. As well as the background for the text on the top of the webpage.
- **Add a navigation bar:** A navigation bar has been added to the top of the page and it follows the user throughout their journey through the page making it a lot more modern and efficient.
- **Include a title:** The title is included on the main section of the page. The title is “iGEM Task 2024”
- **Incorporate bodies of text:** a body of text has been added underneath the “about” header
- **Include at least one photo:** a photo has been added next to the “about” section
- **Have text in bold, italics, and normal:** the “about” header is boldened. The “get in touch” button is italicized. The body of the text is normal.
- **Include at least one clickable button:** a clickable button has been added at the bottom of the “contact” section, once clicked it should send info, but for the purpose of the demo, it simply displays a received message.
- **Have text justified in at least two different ways (left, centre, or right justification):** the “about” section text is justified right. The main section’s title and caption are justified centre.

## Design Features and Justifications

### Background

- **Description:** The background I have chosen is a plain white background which follows the user throughout their experience on my sample webpage.
- **Justification:** This colour was chosen to meet the design principle of contrast, this helps the rest of our darker-coloured content to be easily seen.

### Navigation Bar

- **Description:** the navigation bar contains our “home,” “contact,” “goals,” and, “research” page links. These links are not yet activated on my webpage as this is simply a sample page. Furthermore, the navigation bar contains a clickable logo of iGEM, upon clicking this image the user is taken to iGEM’s official website! The chosen colours of the nav bar are navy and the text is white. Finally, the nav bar follows the user as they scroll through the webpage making navigation easier. This was achieved by setting a “z-index” in the CSS file.
- **Justification:** the colour of the navbar, navy, was chosen to complement the main background image, this follows the design principle of colour and rhythm. The colour of the text was chosen so it is easily read by the user and it follows the design principle of contrast, making reading much easier.

### Title Page

- **Description:** The title page was meant to illustrate an earthy and bluish tone, chosen simply for aesthetic purposes. The title page features the title of the website and its purpose, the background image is also huge. Furthermore, the background image has space around it.
- **Justification:** the large size of the background image was chosen to illustrate hierarchy, this lets users know that everything below it belongs to the title page. The reason for space is to make it look more simplistic and less overwhelming to the viewers.

### Images

- **Description:** The images throughout my webpage follow the same colour scheme: blue, navy, and brown tones. The images were chosen for aesthetic purposes and are supposed to be related to biological aspects of life.
- **Justification:** The reason they follow the same colour scheme is to adhere to the design principle of colour and unity. This helps users to understand that the entire website is a single webpage dedicated to one single purpose. I chose bio-related images for aesthetic purposes and because I am applying to support biological purposes by creating designs :).

### Contact Section

- **Description:** I wanted to add a contact section so users can reach out to possibly be a part of the research or even ask questions about it. This is an optional choice and was simply added for aesthetics and to follow “standard” website patterns.

## Footer

- **Description:** I added a footer to conclude the webpage and let users know that they have successfully navigated through the webpage. The footer contains sample credits and in a real website, would create more information that users can reach. I believe the footer helps to create a sense of unity.

## Conclusion

The design of the iGEM sample web page reflects a deliberate application of key design principles to enhance both aesthetics and functionality. This approach ensures that every element, from the clean background to the intuitive navigation bar, contributes positively to the user's experience. By prioritizing space, colour, alignment, hierarchy, and contrast, the page not only meets the task's requirements but also elevates its appeal and usability.

The colour scheme and the use of images underscore the website's thematic consistency, reinforcing iGEM's commitment to innovation in the field of synthetic biology. The inclusion of interactive elements like a contact section and clickable buttons, though demonstrative, anticipates user engagement, emphasizing the site's role as a bridge between iGEM and its audience.

This project serves as a testament to the importance of intentional design in crafting meaningful digital experiences. Through this endeavour, I have sought to mirror iGEM's innovative spirit, creating a webpage that is not only informative but also welcoming and accessible to all visitors.