

Assignment 5 - Web HTML and CSS Prototypes

Fluff Stuff Reflection

Challenges and Bugs

Constructing my own website using vanilla HTML + CSS proved to be more difficult than expected. First challenge I encountered was making the CSS file link to the HTML document. No matter how hard I tried, I just couldn't get the CSS to work.

It turns out, if you copy the HTML code straight from the Canvas PDF preview, it adds some weird formatting to the code and it doesn't render correctly in the browser.

Another major difficulty was making the navbar, with centered logo and right-aligned menus. When I set everything as `position: relative` in the CSS file, the logo wouldn't center because it would "center" with consideration of the menu items to its right.

I had to dig around the internet, and settle on making it `position: absolute`, and have the menu items not invade the logo space when the browser window is shrunken. This was achieved by including another invisible `<div>` that would make the menu items overflow when the browser window is shrunken.

Another big difficulty was making the 2x2 grid view for the product list page. The four `<div>` wouldn't just align in the 2x2 formation. The trick was to include them in a container that restricts their width, and have the left-side `float:left`, right-side `float:right`, and include `display: inline-block`. Turns out this little line of code would be very useful for future usage, like the gallery thumbnail view.

Design Choices

Fluff Stuff is a pillow company that specializes in throw pillows that are designed to turn any room cozy. Fluff Stuff's customer base is heavily focused on female college students, and therefore I focused the design language on that particular market segment.

The main page makes use of striking pink typography with pink cloud effect, which goes along very nicely with the name "Fluff Stuff". It's a soft and sweet looking cloud that people would love to jump and lie down on.

I chose the primary and secondary colors to be different shades of pink, because I wanted to focus the market for female students, which is the largest customer segment of Fluff Stuff.

Sans-serif font was used as opposed to a serif font to appeal its modernist design pillows, and I made sure that all pages include images in order to attract customer's appeal.