UNIVERSITY OF CANBERRA
AUSTRALIA'S CAPITAL UNIVERSITY

Assignment Cover Sheet

SUBJECT

Every member of the group must keep a photocopy or electronic copy of the assignment.

Name of Tutor:	Dr Ben Ennis Butler		
Tutorial Time:	Wed 1030		
Case Study Name/Number:		-	
Assignment No.:	2	Number of pages: (including this cover sheet)	
Mark/Grade:			

We declare that this assignment is solely our own work, except where due acknowledgements are made. We acknowledge that the assessor of this assignment may provide a copy of this assignment to another member of the University, and/or to a plagiarism checking service whilst assessing this assignment. We have read and understood the University Policies in respect of Student Academic Honesty.

	Name	Student Id							Signature
	Andrew Anderson	3	1	0	0	2	9	7	

Rationale

Ben, please find a copy of assignment 1 in the main directory.

Colour and Typography Themes

I see the primary users of this website are people who conduct themselves in design related fields given the subject of Boyd's Oeuvre. I found a minimalist design approach appropriate for the target audience thus was the theme of the website with very few colours, mainly focusing on greys, black and white space. My opinion is that this accentuates the bright colours in the images, providing an aesthetically pleasing contrast. In addition, the off-white background and standard black text makes for easy reading of the text. To add a small focus to each element the mouse was active on (hover), blue was used for images and white for blocks of text.

Font family used for the text: Trebuchet MS, Lucida Grande, Lucida Sans Unicode, Lucida Sans, Tahoma, sans-serif; and for headings: Marker Felt, fantasy. I chose a highly used font in the hope of providing some regularity to the reader due to the large amount of text. I opted for a more casual font for the headings making use of line and letter spacing.

Comparison to sketches

I think the first two pages of the website are relatively similar to the original designs. For the first sketch, I altered the nav bar to align with some of the other websites in the original research to take a more prominent position for ease of navigation. Additionally, I opted to discard the bottom nav bar for a return to top button. This was primarily due to time constraints, but I did notice throughout the development process moving between pages that it would have had limited impact on navigation. This is primarily due to the low number of pages in the website. If there were perhaps, 10+ more pages then it could prove to be more useful. The gallery at the bottom of the main page was styled to align with the last image in assignment 1. This was because the images were quite large and could be utilised nicely. The 4x1 gallery was used on other pages.

The second sketch showed a split view of images and text. This appeared to be a reoccurring design trend throughout my research as it is a sleek way to display a large quantity of text. In future I would more away from this type of design as it is rather difficult to horizontally align images with text.

Social media icons were not utilised for this website. It was found that most websites did not have them present in the navigation bars. A neat solution perhaps could have been a hamburger style menu for social media links as a button in the primary navigation bar as a drop-down menu.