UNIVERSITY OF CANBERRA
AUSTRALIA'S CAPITAL UNIVERSITY

Assignment 1 Cover Sheet

Front End Web Design

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

Name of Tutor:	Ben Ennis Butler		
Tutorial Time:	Wednesday 1030		
Case Study Name/Number:			
Assignment No.:	1	Number of pages: (including this cover sheet)	
Mark/Grade:			

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	Name	Student Id							Signature
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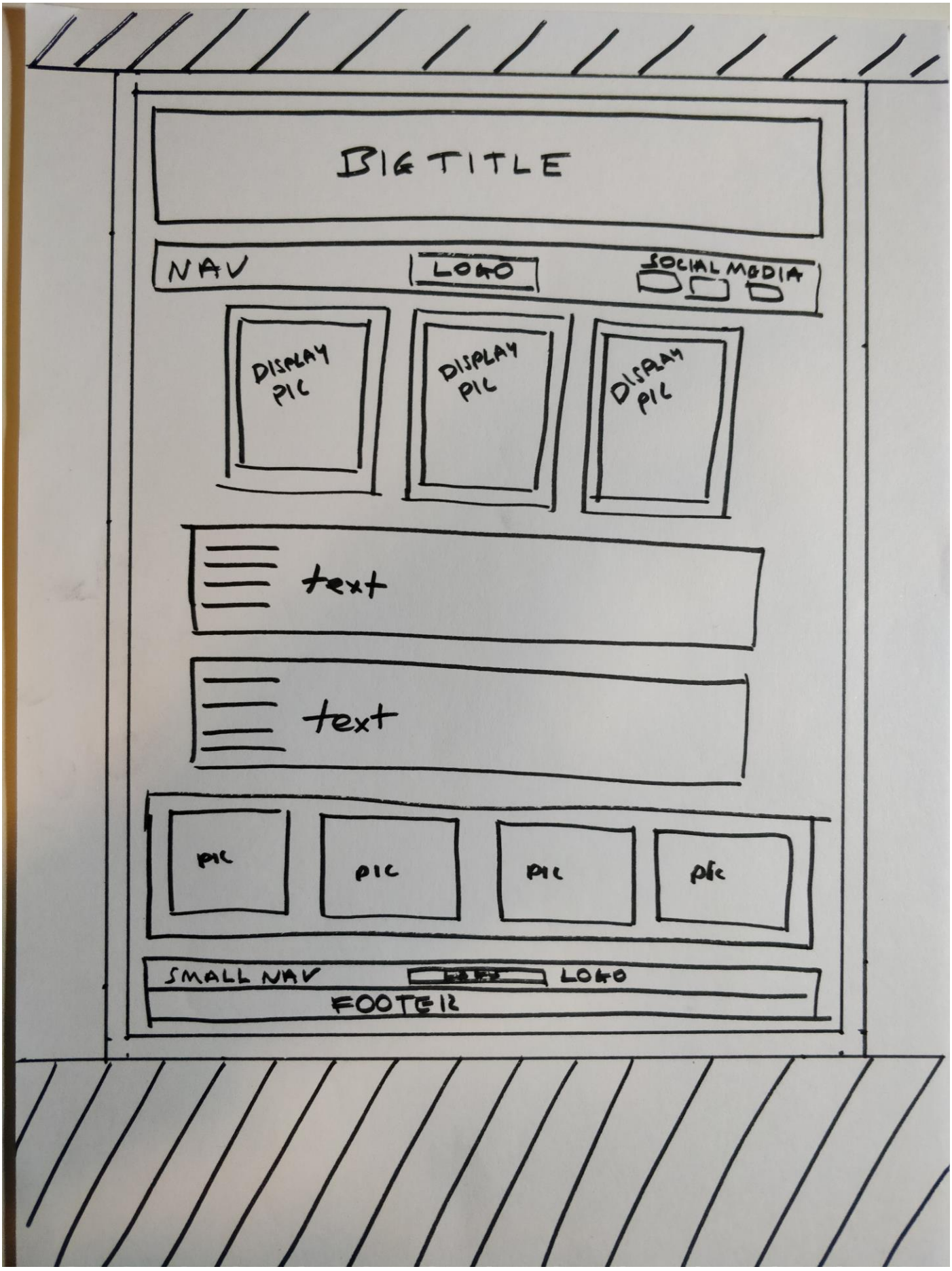
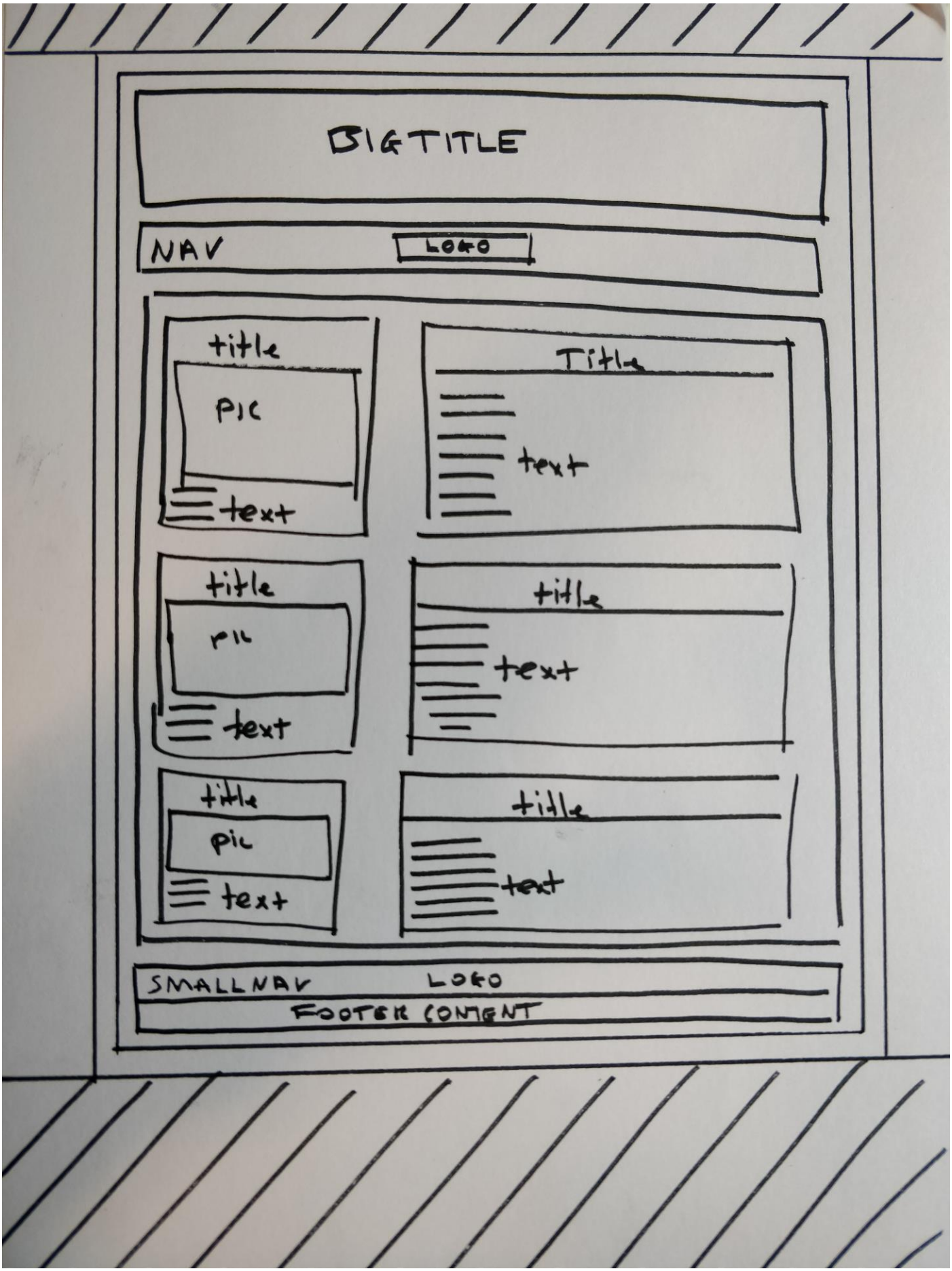
Wireframe Sketch 1

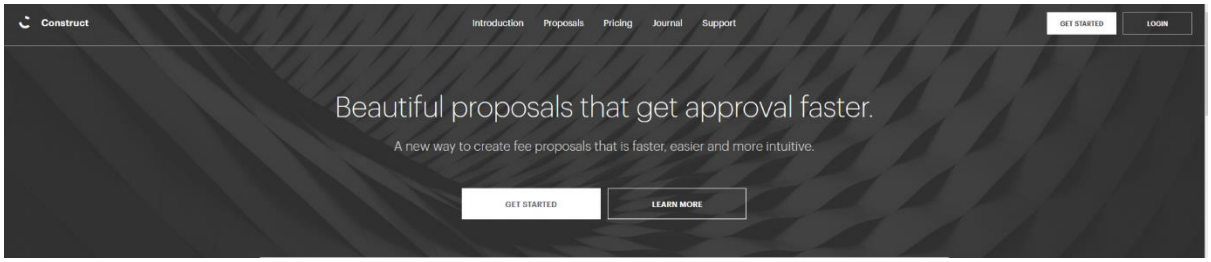


Wireframe Sketch 2

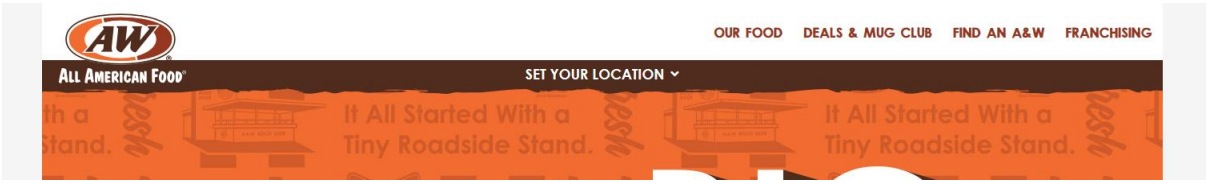


Inspiration Board

Header



Source: https://withconstruct.com/



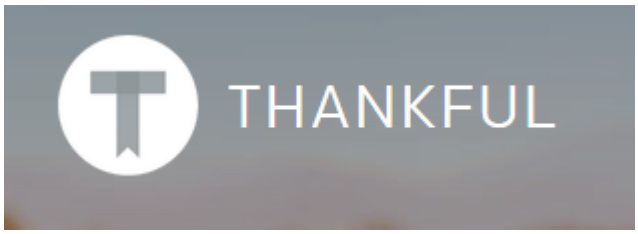
Source: http://www.awrestaurants.com/

I see two key parts of a header; to introduce the page, and to make navigation clear to the user. It is common to have a logo in the header, as seen in Awrestaurants. I like the use of white space in the header. It takes a minimalist approach and with the correct typography, the main title and navigation bar will stand out. A nice touch is to add a hover and perhaps a previously clicked underline for links such like both of these websites.

Logo

Source: https://goulburnregionalartgallery.com.au/events/

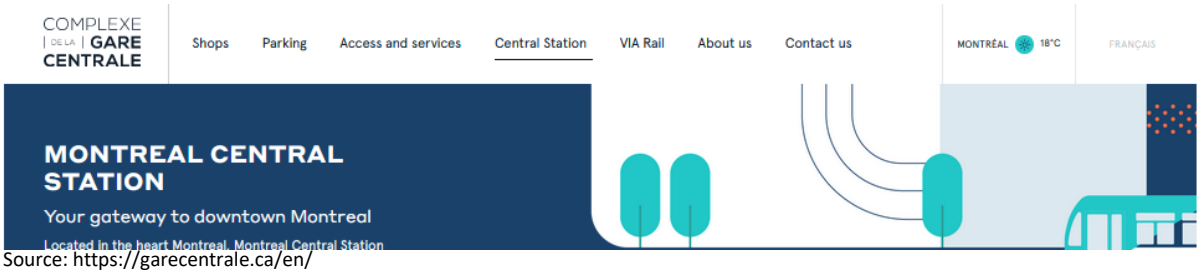
Source: https://www.wcs.org/96-elephants



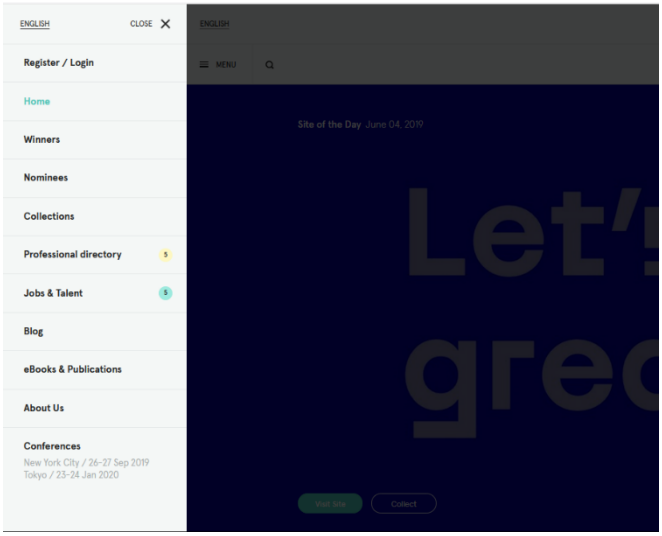
Source: https://thankfulregistry.com/

I particularly value a borderless logo design approach which allows the company logo to be placed in multiple places throughout a single page.

Navigation bar



Source: https://garecentrale.ca/en/

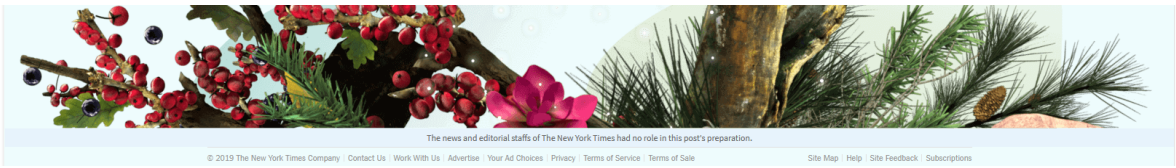


Source: https://www.awwwards.com/

The header bar from the Gare Centrale website. The focus of the header is navigation which reflects the purpose of the website, to provide information regarding the train system among other things. This is very clear for the viewer and the padding complements the text by providing separation and proportion to the page. The underlined page that the user is on also makes for a nice feature. What is somewhat unclear though, is that there is no home page button. Whilst this is quite clear among the technologically informed people, may be difficult for other users.

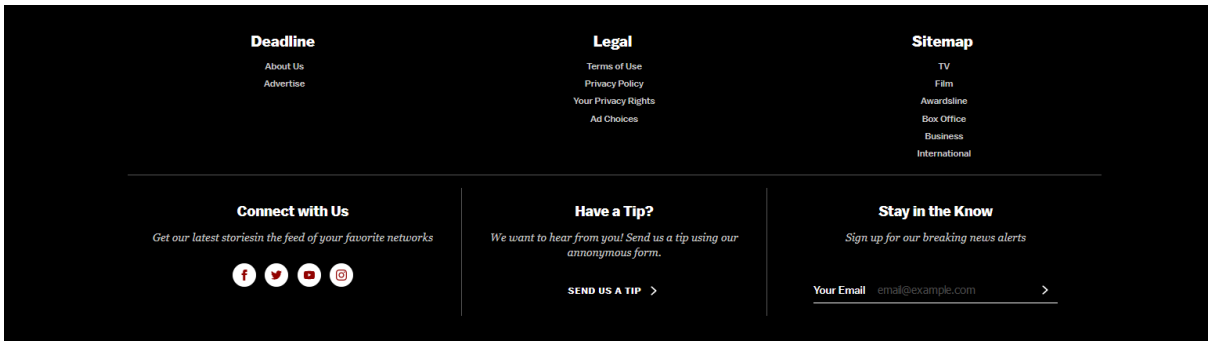
Side navigation bars and retractable menus is an aesthetically pleasing way of displaying a lot of menu content with use of sub bars when activated by a user interaction either by click or hover. They can take various forms, usually a retractable side bar as seen above, be activated from the corner, then span across the header with sub bars below, or full screen horizontal or vertical. Side navigation bars are really popular at the moment, in combination with java script they can be hidden and resized dynamically. Navigation bars are bulky and take up a lot of focus on the webpage, hiding them allows for more space for large feature content.

Footer

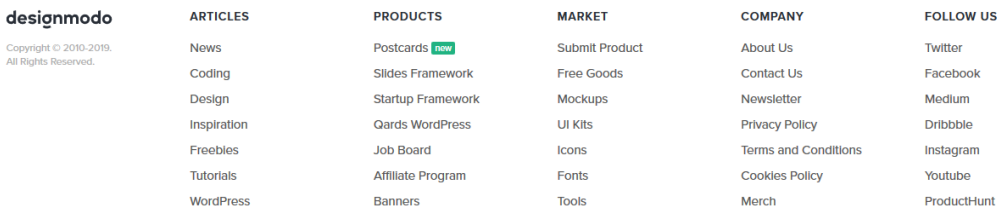


I really like the look of this footer from NY times *"allbirds"* website. I think the grey container looks really sleek and the 20px margin left and right of the page (its white, so it isn't in the screen shot) makes the content stand out. Black font is easy to read, this website has used light shaded complementing colours to ensure the words are easy to read.

Source: https://www.nytimes.com/paidpost/allbirds/the-view-from-above.html



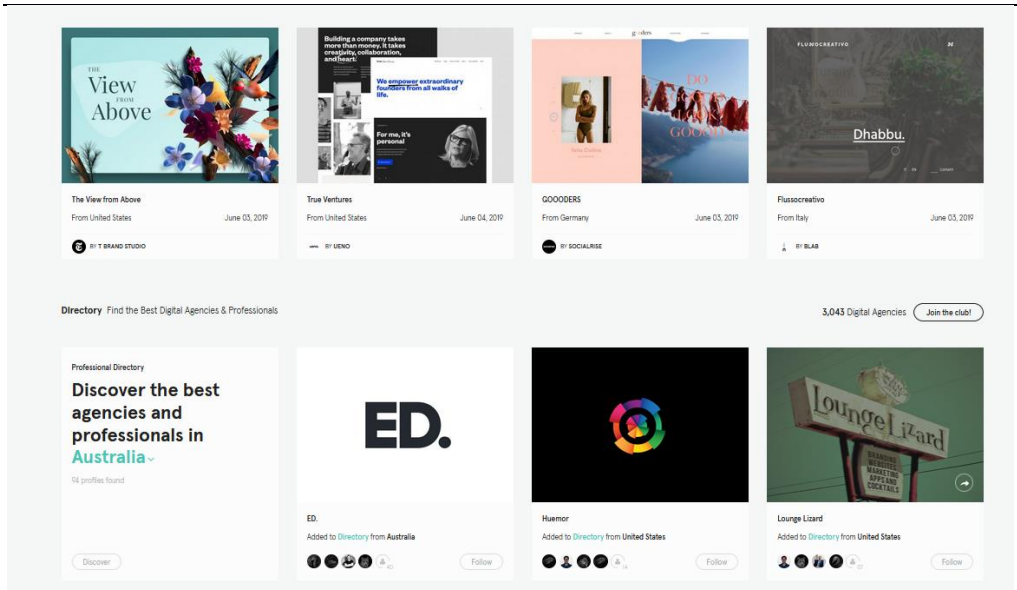
Source: https://deadline.com/2019/04/grease-prequel-summer-loving-in-development-at-paramount-1202592154/



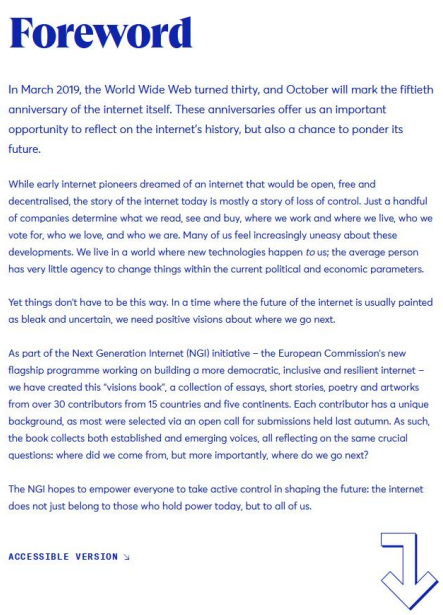
Source: https://designmodo.com/css-website-designs/

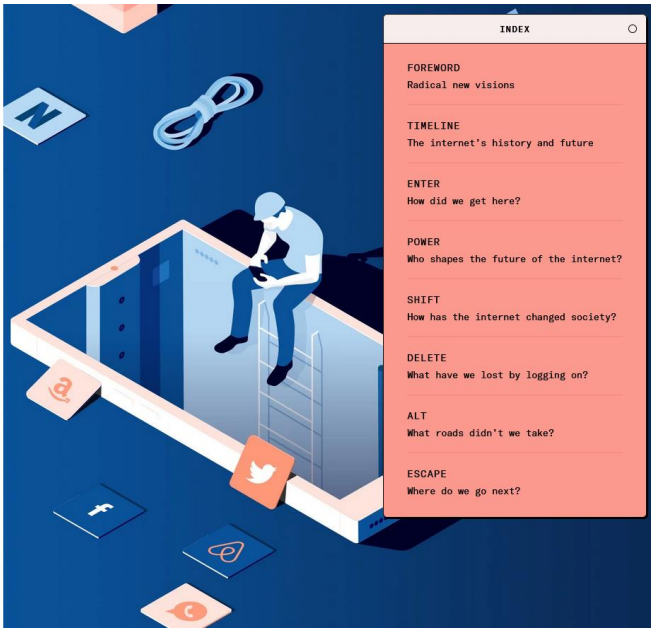
Footers are a good tool for additional website navigation, social media, and logo brand recognition. This is a common trend which is relatively simple to create, but effective in leading the viewer through the website. For Headers, navigation bar and Footers across multiple pages, one critical element is uniformity across these elements. This adds a sense of familiarity for the user as they navigate through the website.

Main content



Source: https://www.awwwards.com/

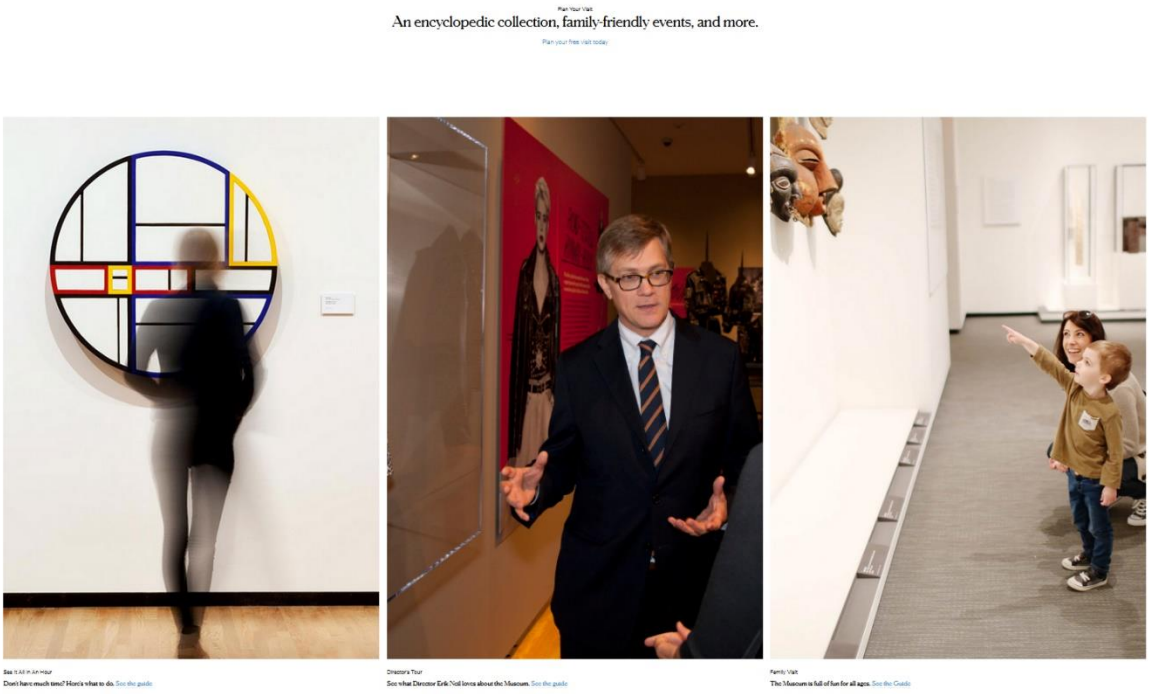




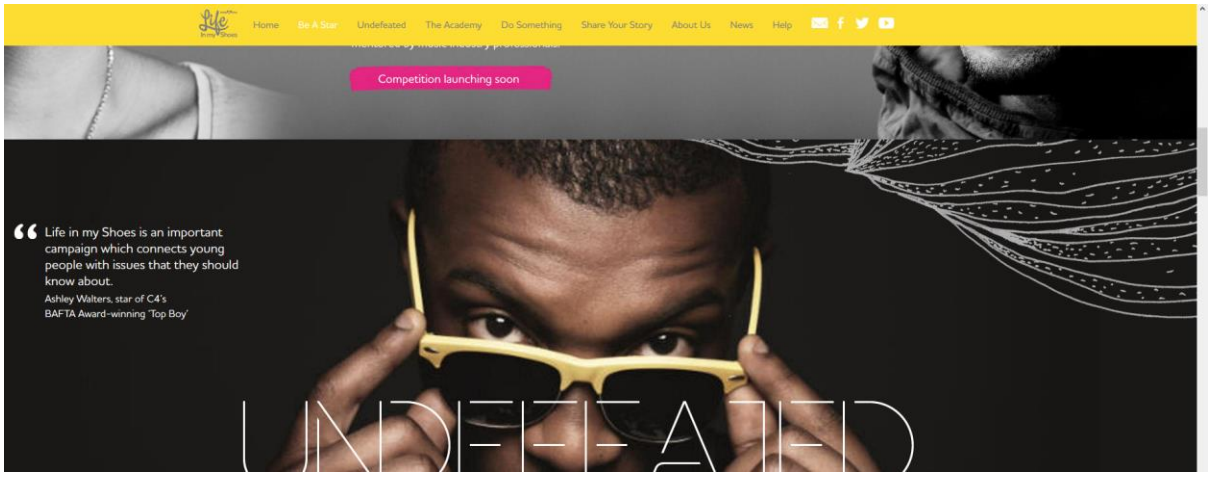
Source: https://findingctrl.nesta.org.uk/

Source: http://www.awrestaurants.com/

Source: https://www.londonoriginalprintfair.com/



Source: https://chrysler.org/



Source: http://lifeinmyshoes.org/#!be-a-star

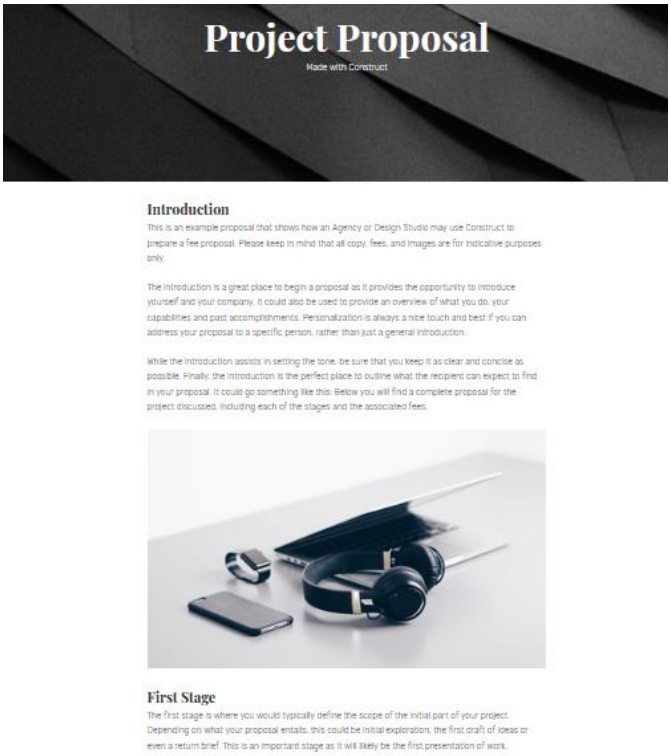
Modern websites find creative ways to display content in a meaningful way to viewers. One technique is to have a "long" main page with a navigation bar at the top, as the user scrolls down through the content, the navigation bar sticks at the top, and automatically cycles through the navigation bar. This is quite effective but it becomes hard to display a lot of written content. An example is the website above, lifeinmyshoes.org, where the # in the URL represents the ID of the part of the page the user is viewing. Alternatively, Chrysler.org utilises a mixture of photo galleries of different sizes which looks really neat and can be used for text heavy use cases.

In terms of colour schemes, most websites viewed use a range of contrasting colours. I have found two main approaches; colour stretching 100% of the width, or using whitespace or colour as left and right padding. I find that minimal contrasting colours in combination with whitespace with a minimalist theme is very neat and eye catching for the user to navigate through. This way, sections of the website can be compartmentalised based on content topics, and still allows for the use of links, images, and text as the developer needs. This brings flexibility of website design such as utilising the top part of the page being the first point of contact for the viewer, to be used for a large gallery display, and below could be split vertically with text on one side, complemented by a picture on the right such as in Findingctrl.nesta website.

Typography

Headings and body text

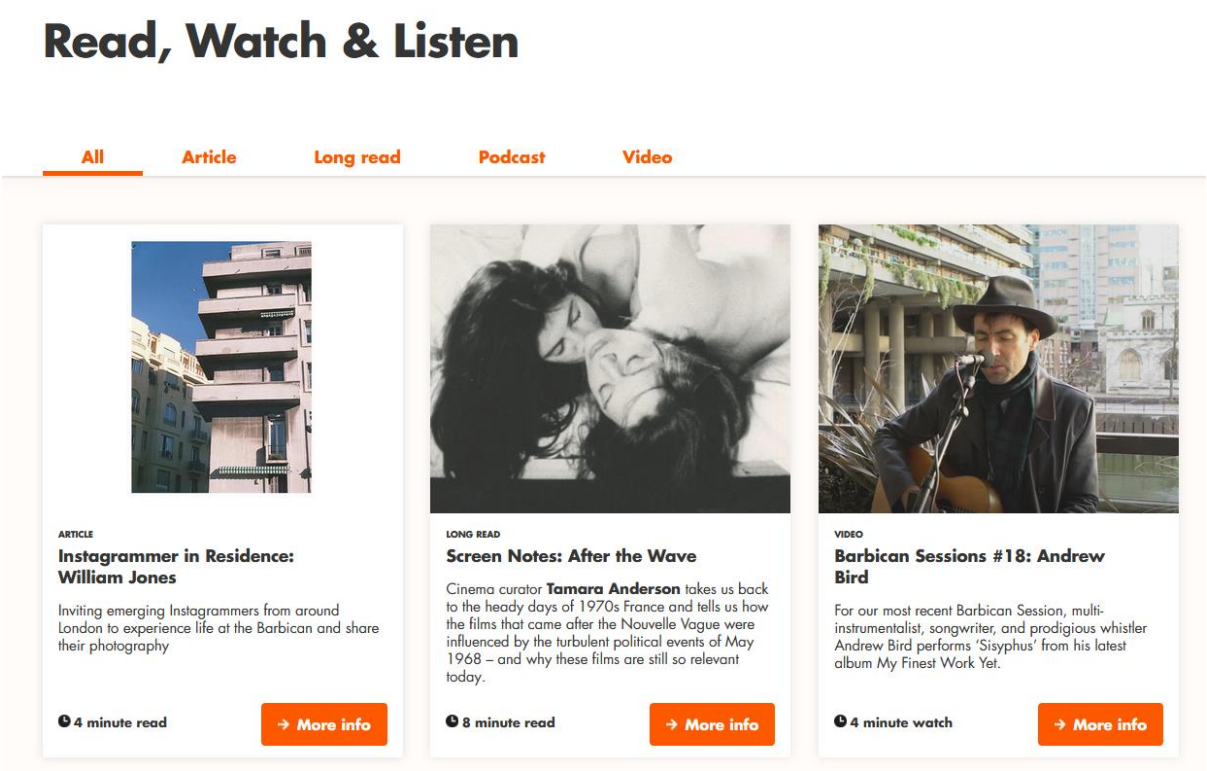
Source: https://largo.studio/



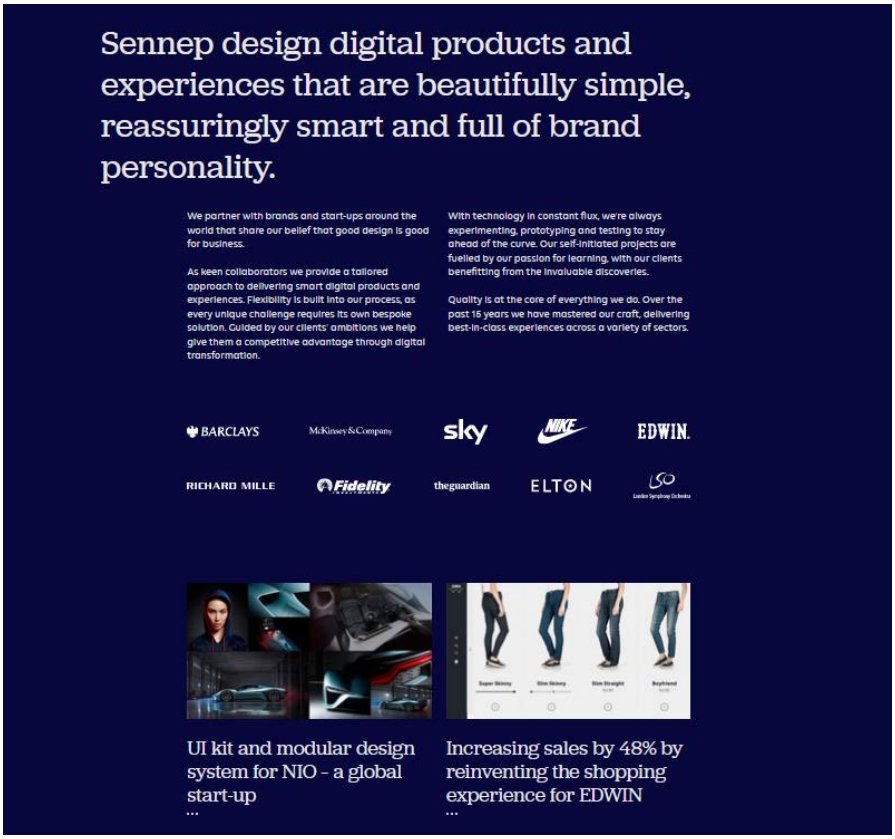
Source: https://app.withconstruct.com/proposal/design-proposal/dbe3f752763ae32071e12d22c9349546

Typography is essential for a text content heavy website. This is particularly due to users' vision quality which is unknown to the programmer, therefore, the typography must be clear to all users. Being someone who wears glasses, I find that large titles and either white background black text or visa versa is the clearest to view. Off white backgrounds also provide a nice background for viewing. The key focus is to provide clarity of viewing for the user.

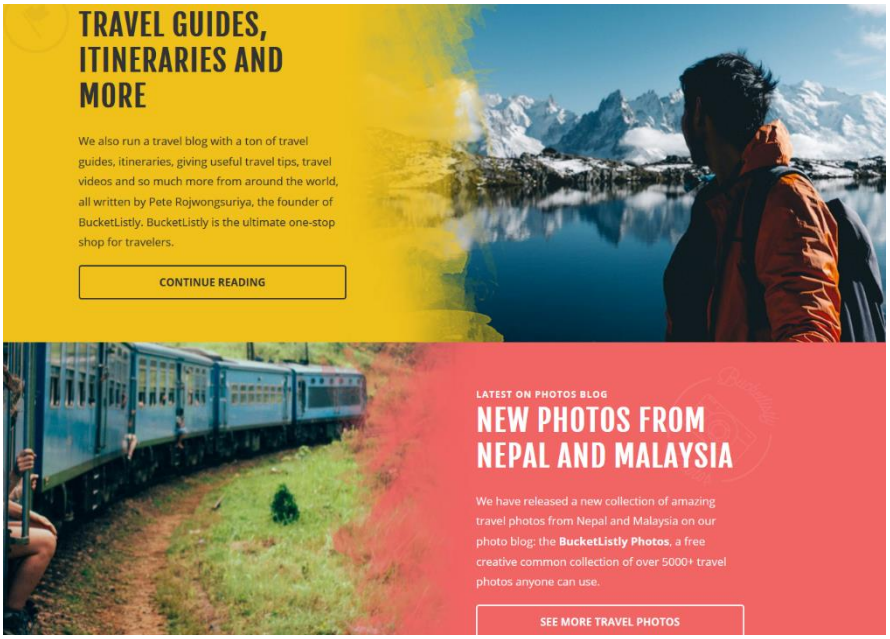
Key Colours



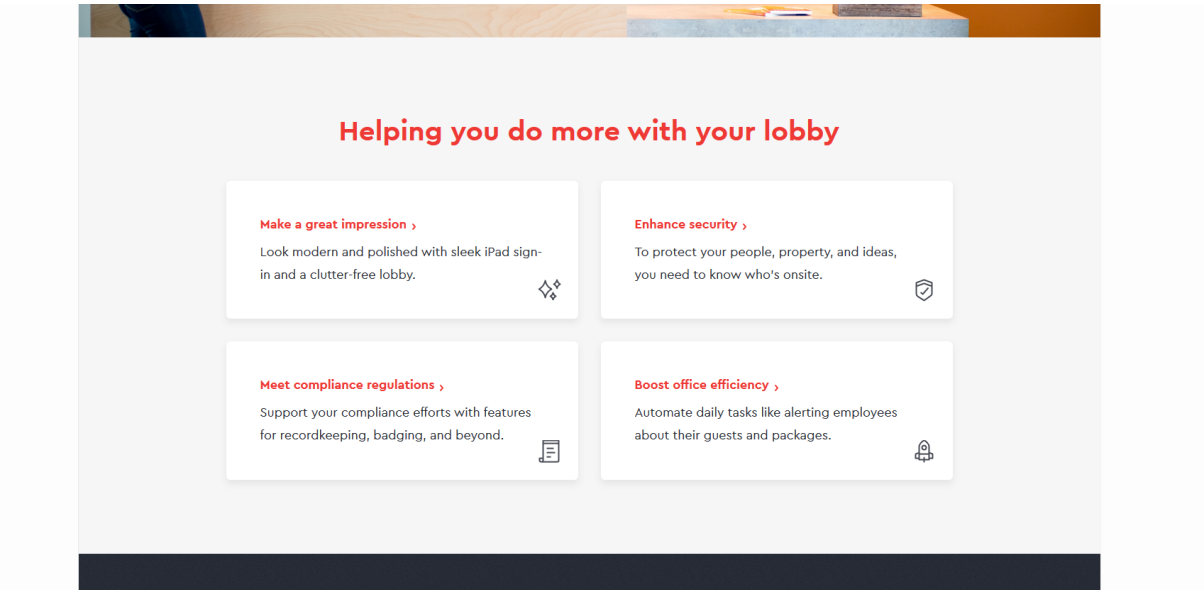
Source: https://www.barbican.org.uk/read-watch-listen



Source: https://www.sennep.com/



Source: https://www.bucketlistly.com/



Source: https://envoy.com/

Colour schemes are essential in moving viewers' eyesight to different parts of the page. Colour flow is essential in moving viewer attention through the website. The Barbican website above effectively uses white space and contrasting orange colour to highlight key links and navigation. Envoy also does a similar thing, both websites utilising white space and a minimalist design approach. I think this is an effective way to make a clean, easy to read website for all users and demographics. A containerised design approach allows the background colour to flow between elements. I find this is also very effective in separating sections of the website without distracting the user with many bright colours. Given the demographic of the clientele, I think it is appropriate to take on a minimalist design layout making use of white space as seen in the examples, with the addition of a bright hover colour, and contrasting background colours to separate elements.