



**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: | | | |

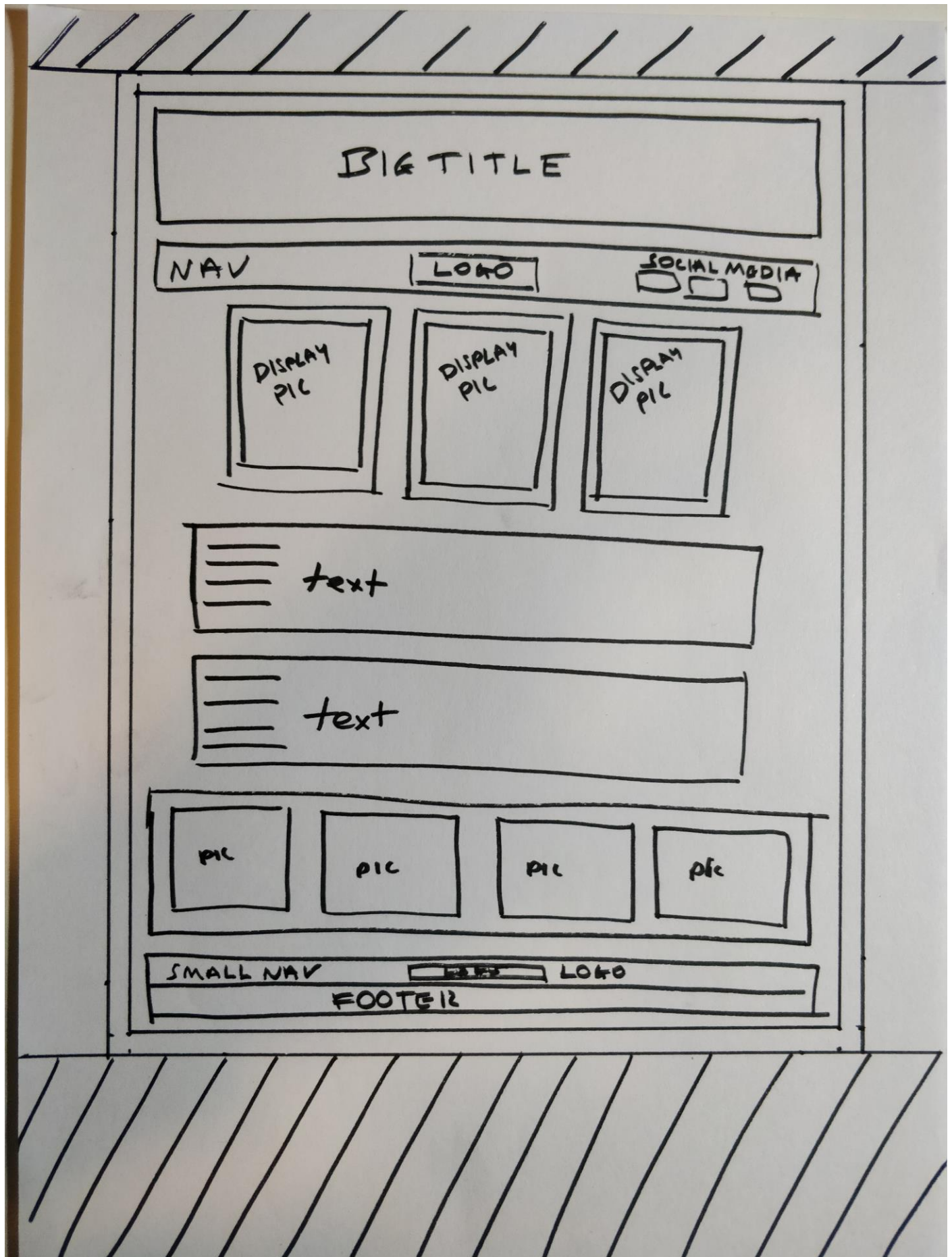
We declare that this assignment is solely our own work, except where due acknowledgements are made. We acknowledge that the assessor of this assignment may provide a copy of this assignment to another member of the University, and/or to a plagiarism checking service whilst assessing this assignment. 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 | |

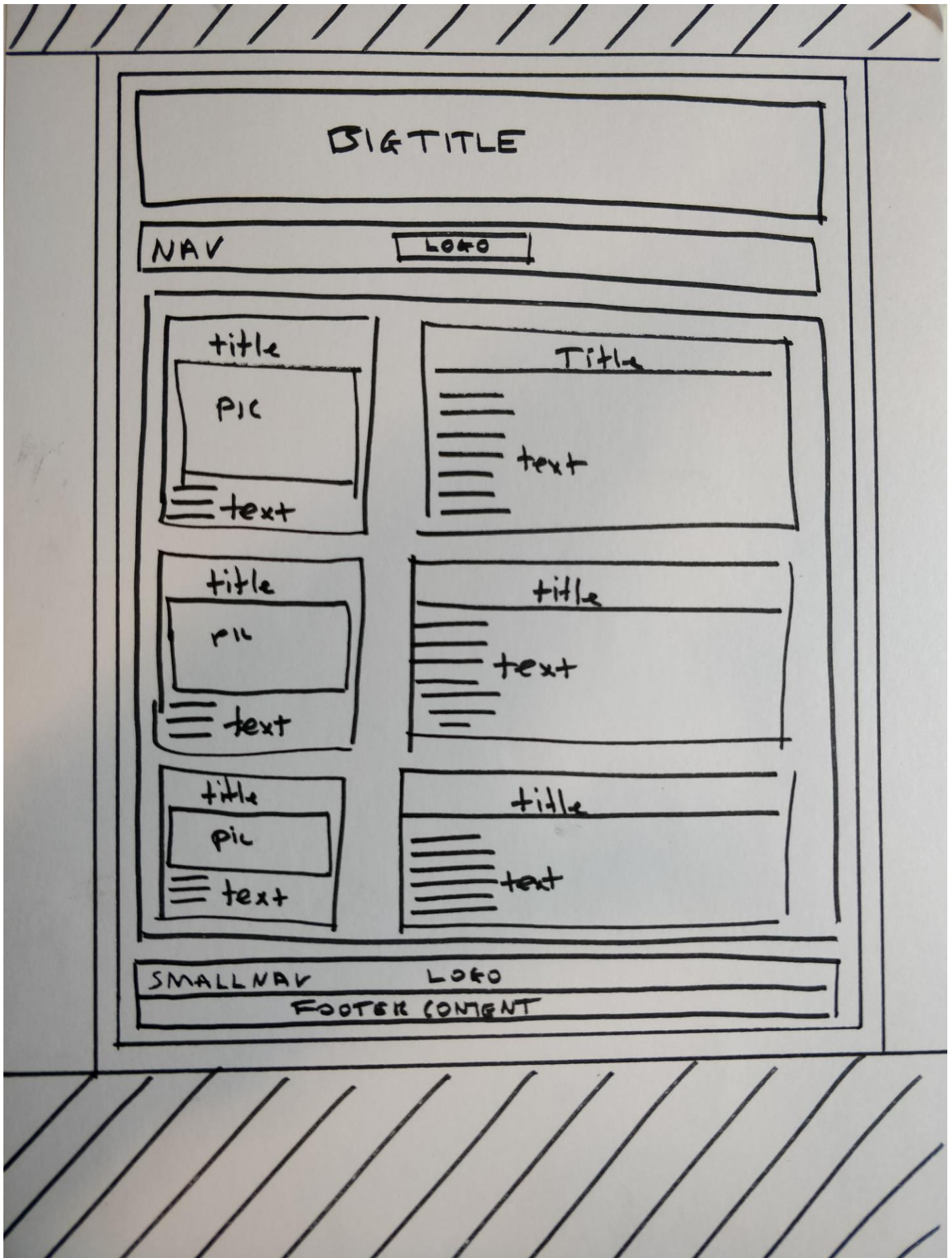
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Wireframe Sketch 1

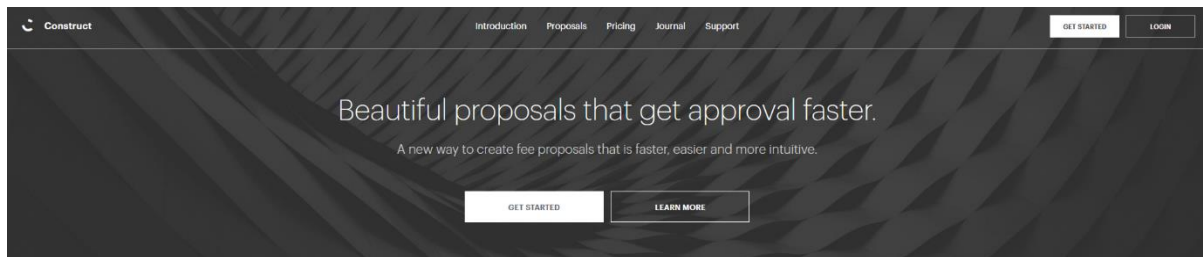


Wireframe Sketch 2



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.

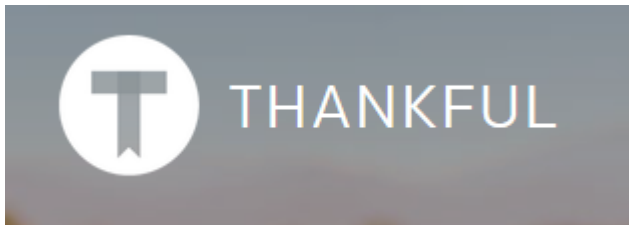
Logo



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



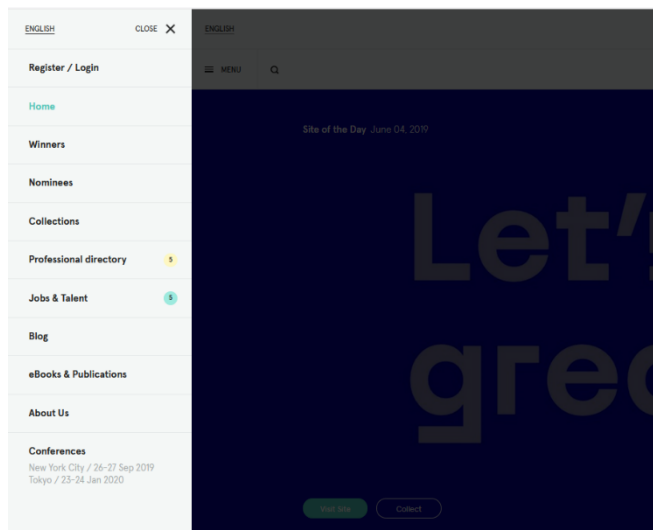
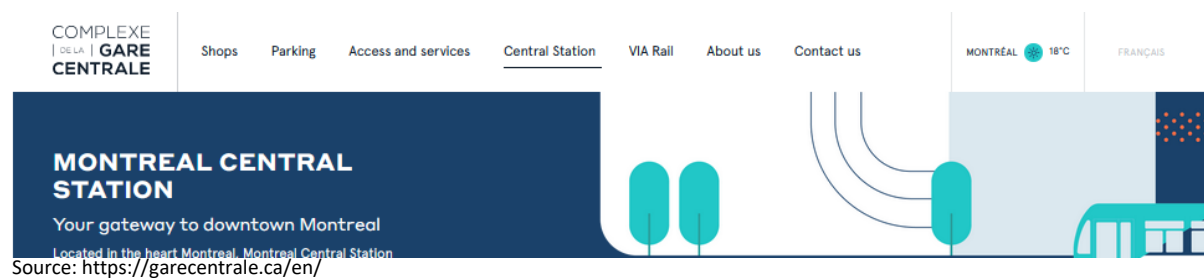
Source: <https://www.wcs.org/96-elephants>



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.

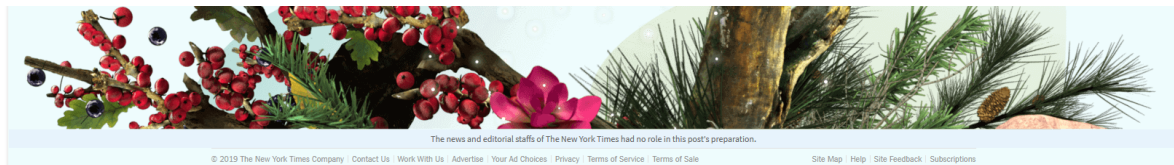
Navigation bar



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.

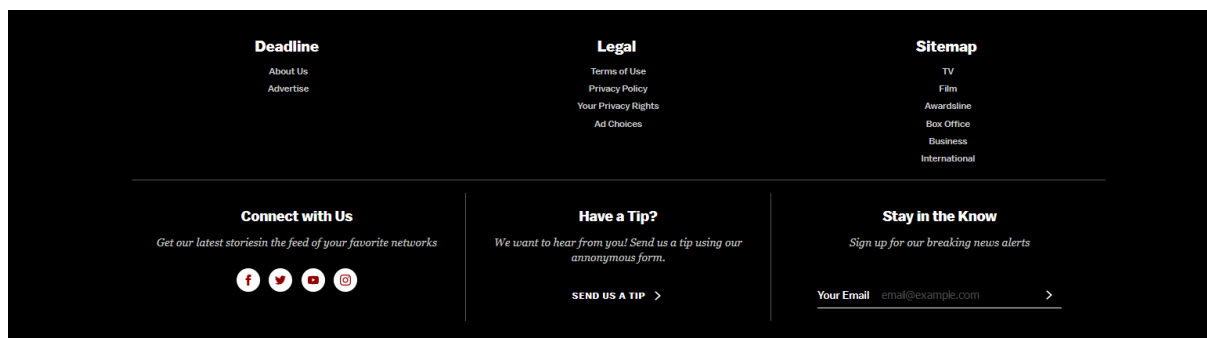
Side navigation bars and retractable menus is an aesthetically pleasing way of displaying a lot of menu content with use of sub bars when activated by a user interaction either by click or hover. They can take various forms, usually a retractable side bar as seen above, be activated from the corner, 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/>

designmodo

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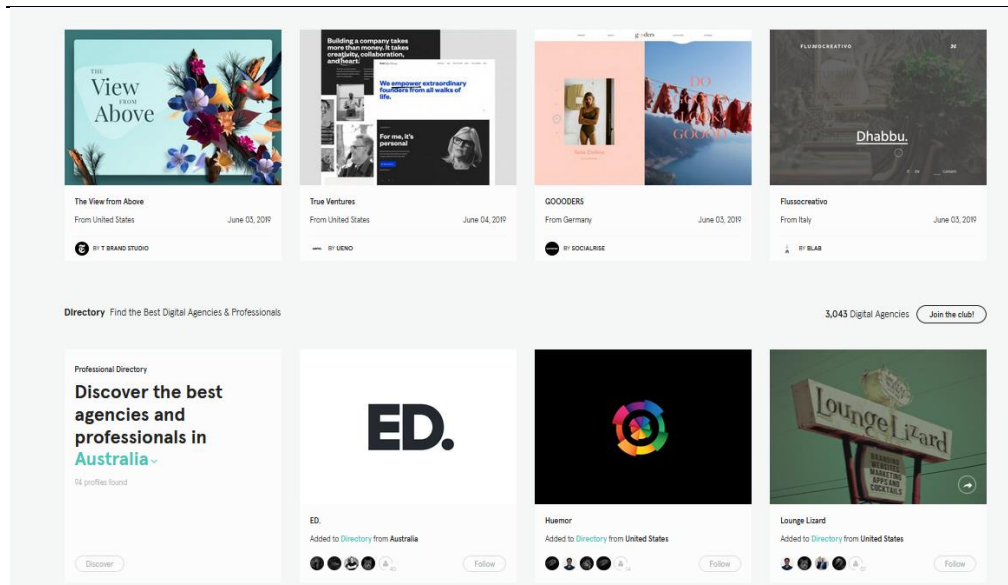
FOLLOW US

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ProductHunt

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/>

Foreword

In March 2019, the World Wide Web turned thirty, and October will mark the fiftieth anniversary of the internet itself. These anniversaries offer us an important opportunity to reflect on the internet's history, but also a chance to ponder its future.

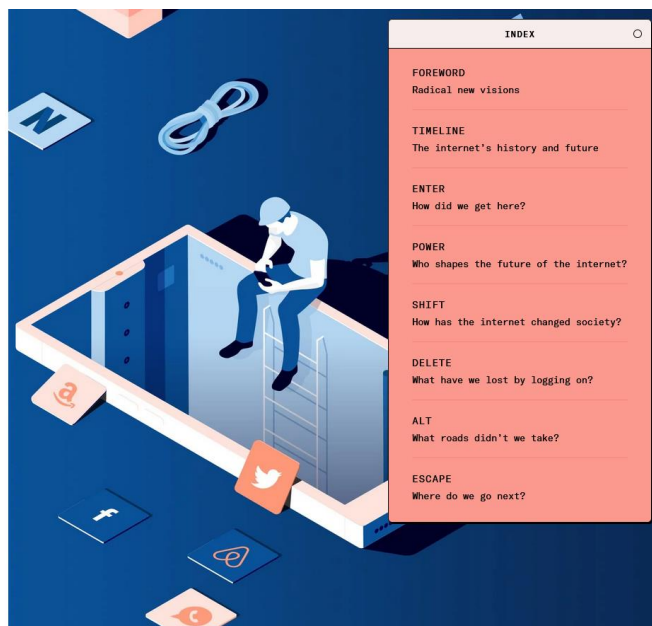
While early internet pioneers dreamed of an internet that would be open, free and decentralised, the story of the internet today is mostly a story of loss of control. Just a handful of companies determine what we read, see and buy, where we work and where we live, who we vote for, who we love, and who we are. Many of us feel increasingly uneasy about these developments. We live in a world where new technologies happen to us; the average person has very little agency to change things within the current political and economic parameters.

Yet things don't have to be this way. In a time where the future of the internet is usually painted as bleak and uncertain, we need positive visions about where we go next.

As part of the Next Generation Internet (NGI) Initiative – the European Commission's new flagship programme working on building a more democratic, inclusive and resilient internet – we have created this "Visions book", a collection of essays, short stories, poetry and artworks from over 30 contributors from 15 countries and five continents. Each contributor has a unique background, as most were selected via an open call for submissions held last autumn. As such, the book collects both established and emerging voices, all reflecting on the same crucial questions: where did we come from, but more importantly, where do we go next?

The NGI hopes to empower everyone to take active control in shaping the future: the internet does not just belong to those who hold power today, but to all of us.

ACCESSIBLE VERSION 



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



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

The winner of the 2019 Hallett Independent Acquisitions Award is
The Holburne Museum, Bath



Pablo Bronstein

Design for a cake basket and two muffineers en-suite II, 2017
Hard ground etching hand-coloured with Lemon Yellow ink



Cornelia Parker, RA

Fox Talbot's Articles of Glass (all that are left) From Fox Talbot's Articles of Glass, 2017, a set of nine polymer photogravure etchings

The winner of the 2019 MARA LOPF NOW prize,
for printmaking in the RA Schools
is Tania Blanco

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

Plan Your Visit
An encyclopedic collection, family-friendly events, and more.
Plan your free visit today



See it all in 10 minutes
Don't have much time? Here's what to do. [See the guide](#)

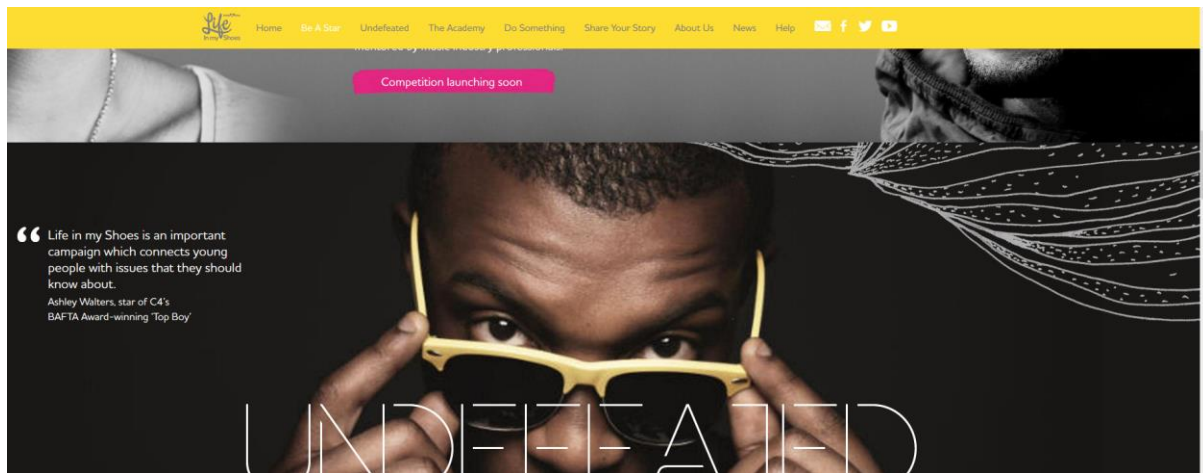


Director's Tour
See what Director Erik Fiol loves about the Museum. [See the guide](#)



Family Visit
The Museum is full of fun for all ages. [See the Guide](#)

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/>



Introduction

This is an example proposal that shows how an Agency or Design Studio may use Construct to prepare a fee proposal. Please keep in mind that all copy, fees, and images are for indicative purposes only.

The introduction is a great place to begin a proposal as it provides the opportunity to introduce yourself and your company. It could also be used to provide an overview of what you do, your capabilities and past accomplishments. Personalization is always a nice touch and best if you can address your proposal to a specific person, rather than just a general introduction.

While the introduction assists in setting the tone, be sure that you keep it as clear and concise as possible. Finally, the introduction is the perfect place to outline what the recipient can expect to find in your proposal. It could go something like this: Below you will find a complete proposal for the project discussed, including each of the stages and the associated fees.



First Stage

The first stage is where you would typically define the scope of the initial part of your project. Depending on what your proposal entails, this could be initial exploration, the first draft of ideas or even a return brief. This is an important stage as it will likely be the first presentation of work.

Source: <https://app.withconstruct.com/proposal/design-proposal/db3f752763ae32071e12d22c9349546>

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.

Read, Watch & Listen

All

Article

Long read

Podcast

Video



ARTICLE

Instagrammer in Residence: William Jones

Inviting emerging Instagrammers from around London to experience life at the Barbican and share their photography

🕒 4 minute read

→ More info



LONG READ

Screen Notes: After the Wave

Cinema curator **Tamara Anderson** takes us back to the heady days of 1970s France and tells us how the films that came after the Nouvelle Vague were influenced by the turbulent political events of May 1968 – and why these films are still so relevant today.

🕒 8 minute read

→ More info



VIDEO

Barbican Sessions #18: Andrew Bird

For our most recent Barbican Session, multi-instrumentalist, songwriter, and prodigious whistler Andrew Bird performs 'Sisyphus' from his latest album *My Finest Work Yet*.

🕒 4 minute watch

→ More info

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

Sennep design digital products and experiences that are beautifully simple, reassuringly smart and full of brand personality.

We partner with brands and start-ups around the world that share our belief that good design is good for business.

As keen collaborators we provide a tailored approach to delivering smart digital products and experiences. Flexibility is built into our process, as every unique challenge requires its own bespoke solution. Guided by our clients' ambitions we help give them a competitive advantage through digital transformation.

With technology in constant flux, we're always experimenting, prototyping and testing to stay ahead of the curve. Our self-initiated projects are fuelled by our passion for learning, with our clients benefitting from the invaluable discoveries.

Quality is at the core of everything we do. Over the past 15 years we have mastered our craft, delivering best-in-class experiences across a variety of sectors.

BARCLAYS

McKinsey & Company

sky

NIKE

EDWIN.

RICHARD MILLE

Fidelity

theguardian

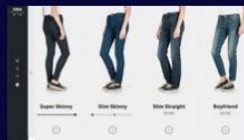
ELTON

London Shopping Experience



UI kit and modular design system for NIO – a global start-up

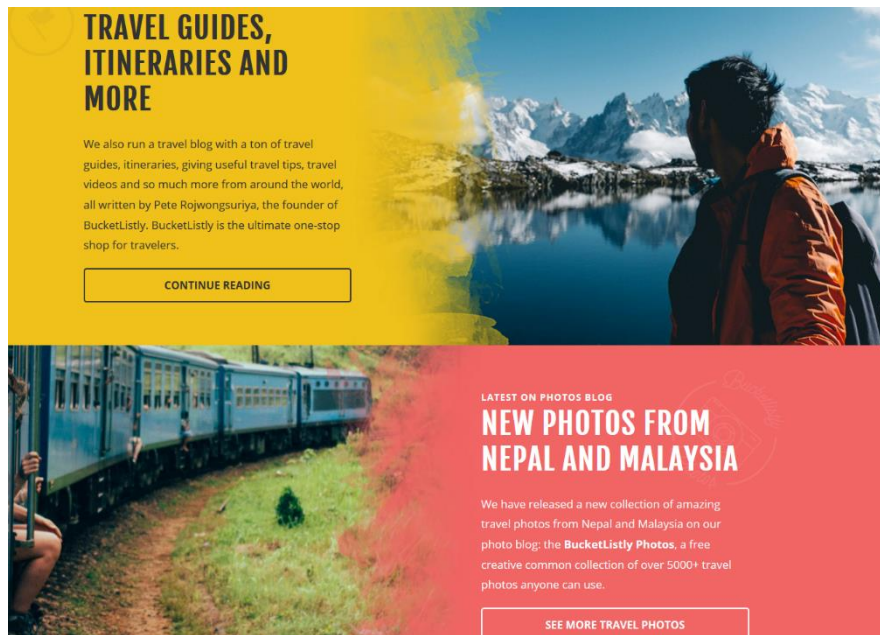
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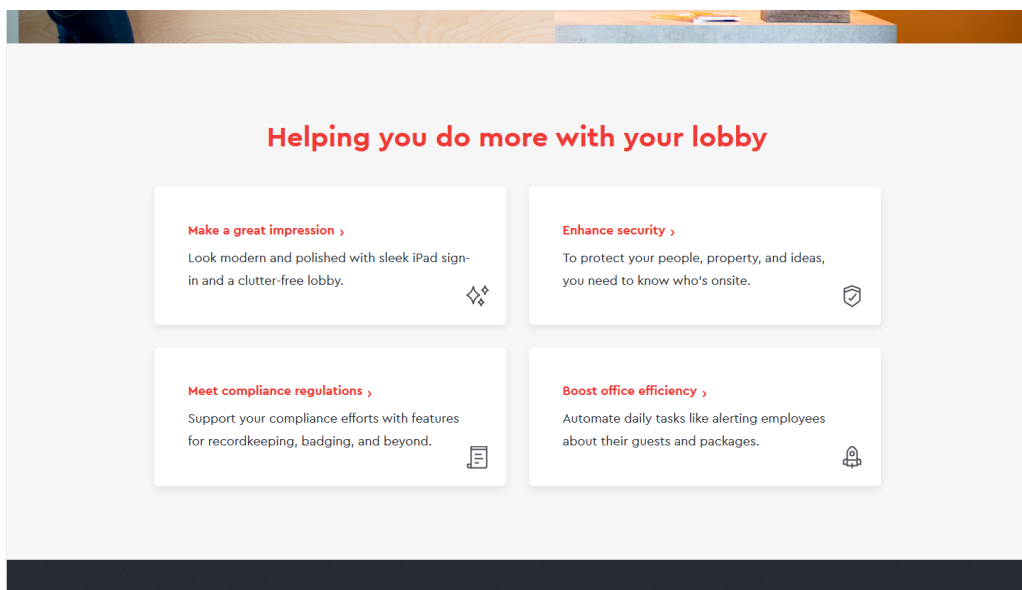
Increasing sales by 48% by reinventing the shopping experience for EDWIN

...

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.

