Laura Costelli

Professor Callahan

ICM 502

March 7, 2019

Website Rationale

When coming up with my idea for my website I first thought about what images I already had and what was easily accessible to take more photos of. I decided to go with the idea of a coffee company. I already had a few photos and was easily able to take more to fit the needs of my website. There were many different elements I took into consideration before creating my website such as form follows function, color, whitespace, typography, and layout.

The concept of form follows function was the most prevalent to me when coming up with my overall design and layout of my website. This is why I decided to go with the layout that was more in line with a current trend design and more grid oriented. It was important that my main function was defined and communicated visually. "Aesthetic features cannot only be leveraged to allow an object to look beautiful, but also to explain what it is and what you can do with it," (Burghart, 2012). That is why I wanted the entire "feel" of my website to be coffee. The homepage features an aerial view of a cup of coffee. In addition, the overall color scheme gives the feel of coffee with the brown tones and the light-colored text representing sugar or sweetness. In regards to form follows function I also wanted to make sure that my website function was clear and easy to use, thus resulting in a user-friendly navigation and clear layout. "A positive emotional state allows to approach the process of problem solving with a lot of

creativity. In this state, the person will have a more pleasant user experience and value the usability of the interface positively8," (Burghart, 2012). The easier my website design is to use, the happy the user will be, which would also result in a better company. If my website design were poor, it would cause users to get aggravated and click over, resulting in loss of sales. Since it is essential for form and function to be balanced, I used minimal photos, and I made sure that the ones that I did had a purpose.

When creating my website, I had to think about my color scheme carefully. I wanted to ensure that the color scheme helped enhance the coffee feel but was also practical for web design and the overall aesthetic. When it comes to web design, it is usually typical that there is one main color and then one or two accent colors, which is exactly what I did. I used a dark brown as my main color and then a lighter brown and an off white as accent colors. According to chapter 8 Color Basics in Whitespace is not your Enemy, brown is a "works-every-time color," which was definitely helpful in my design process. This helped make pairing colors easier and was even more useful since it automatically went with the overall theme of my website. I chose the lighter brown accent color because it worked harmoniously with the coffee cup on the main page. The second accent color, off white, also paired nicely with the coffee picture because it synced with the creamer in the coffee. For all of the pages, I created for my website I stuck with this color scheme to make everything consistent. It was also important to design the color scheme for visibility and readability. That's why the light-colored text worked nicely on the dark background because it provided contrast. Since my color scheme is more on the neutral side, my hope is that the colors will appear consistent amongst a wide variety of devices. In my

opinion, this color scheme is also very relaxed and maybe even a little mysterious. It makes the user curious and comfortable while navigating the site.

I also took into consideration the 7 elements of design and 6 principles of good design, according to Whitespace is not your Enemy. As I mentioned before with the color scheme, I wanted to make sure there was unity. Another principle that really stuck with me and that I tried to utilize was focal point/emphasis. When it came to the design of my homepage, I used the rule of third in regards to the image of the coffee cup and coffee beans. I wanted there to be a visual hierarchy on each webpage so that the text guided your eye down it. I wanted the text to be balanced evenly on the pages, I didn't want anything to look too heavy or overwhelming.

Along with balance, came the concept of white space. From what I've learned and what I appreciate visually I made sure that all of my web pages had whitespace. This helps to make things look clean, organized, and comfortable to read/digest. I also used micro whitespace to make things easier to read. This is demonstrated on the "About us" and "Wholesale" pages of the website. Whitespace helps give a feeling of lightness and sophistication. On the "About us" page there is space underneath the photo where it says CEO and my name, as well as plenty of space between that and the paragraph underneath it. Both active and passive whitespace is used in my website "Passive whitespace creates breathing room and balance. It's important," (Boultan, 2007). Active whitespace is, "whitespace added to a composition to better emphasize or structure, information," (Boultan, 2007).

Before this class an element I had never really taken into consideration was shape. When creating my logo, I took into consideration the idea that circles convey smoothness. Although the logo isn't a circle, it has curves and smoothness to it, which I felt would be appropriate for a website about coffee. This helps give the effect of sophistication and a smooth coffee. On the "About us" page I also create a mask and placed the image of myself in a circle to be consistent with this idea and to continue the unity. I also created a new fill layer and changed the background color of this photo so that it went along with the color scheme.

In addition to the shape of the logo, I took into consideration the other important factors you should know about logo design. I made sure that the logo was simple so that it could be easily read and used in many different sizes. Along with simplicity I also limited the amount of colors I used. I used one color for the background (or the shape) and another color for the text. It was also important to consider what this logo would look like in black and white and make sure that it is still clear and legible. This also ensures that it can be "reversed" easily.

In addition, I wanted to make sure that I didn't use fonts that are over-used for my logo and website overall. The thinner font that I used was Raleway and the bolder font is Peace Sans (which is a font I downloaded). The bolder font is a "slab serif" which is meant for headlines and web design. It worked well because it's bold and stands out. Raleway is a "sans serif" which is great for web as well because it's easy to read. Both of these fonts balance each other out well and are great for web design. I stuck with two fonts because that is typically pretty standard

and continues to make everything uniform. Too many fonts would make things look unorganized and overwhelming.

When I designed my website homepage for mobile site dimensions I wanted to make sure that it looked very similar to the website in order to, again, continue to make everything uniform and user-friendly. In my opinion, if the app looks very similar to the website it will make the user more comfortable because they will already be familiar with it. "Without a mouse to point and click, mobile users have to rely on tiny keypads, trackballs and touch to navigate mobile websites. Add in the small screen with the need to complete tasks quickly and efficiently, and clear and intuitive navigation becomes crucial," (Cerejo, 2011). That's why I made the mobile version all about the navigation. I made it simple so that anyone could use it. The buttons on the navigation are an appropriate size (consider the 44-pixel rule), and I made sure the placement accounted for the best location and motion. It is easy because it is up and down and the buttons are large enough to click. I also made sure that the navigation was pretty much in the middle of the page for easy touching. I did not use icons for the navigation because that did not seem appropriate since an icon for "wholesale" or "about us" is not widely known and would just get confusing. I also ensure that the coffee image is not too large, in order to provide faster loading time.

Overall, I took all of the concepts that I've learned in this course into consideration when designing my website and all of the pages. Our textbook, "Whitespace is not your Enemy," was extremely informative and implemented several of the concepts from it into my

website. I made sure that my website demonstrated form follows function, that the color scheme was appropriate, the typography worked for web design, that my pages included whitespace and several other concepts for visual design.

Work Cited:

Boulton, M. (2012, August 03). Whitespace. Retrieved from

http://www.alistapart.com/articles/whitespace

Bradley, S. (2010, March 23). Form Follows Function? Retrieved from

https://www.smashingmagazine.com/2010/03/does-form-follow-function/

BURGHART, A. (2012, December). "Form Follows Function" – An unclear design

principle · Centigrade GmbH · Blog. Retrieved from

https://www.centigrade.de/blog/en/article/form-follows-function-an-unclear-design-principle/

Cerejo, L. (2011, May 02). A User-Centered Approach To Web Design For Mobile Devices. Retrieved

from https://www.smashingmagazine.com/2011/05/a-user-centered-approach-to-web-design-

for-mobile-devices/

Hagen, R., & Golombisky, K. (2017). *White space is not your enemy: A beginners guide to*

communicating visually through graphic, web & multimedia design. Boca Raton, FL: CRC Press,

Taylor & Francis Group.

Lynch, P. J., & Horton, S. (n.d.). Web Style Guide, Third edition. Retrieved from

https://www.webstyleguide.com/wsg3/index.html