

/ crit 4

# Delight

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Major Project

MA Web Design and Content Planning'21-22

University of Greenwich



Twitter description

Domain name bought  
with google domains

designtrampoline.org

A website for the newbies in design  
that presents fundamentals of design  
theory in a simple and fun way.



What if `designtrampoline.org` is a person?

1 **Curious**

2 **Open-minded**

3 **Life long learner**

4 **Enthusiastic**

5 **Friendly**

6 **Experimental**

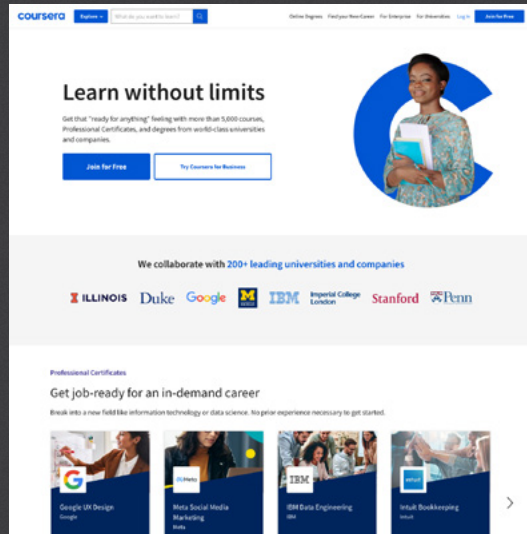


## My keywords

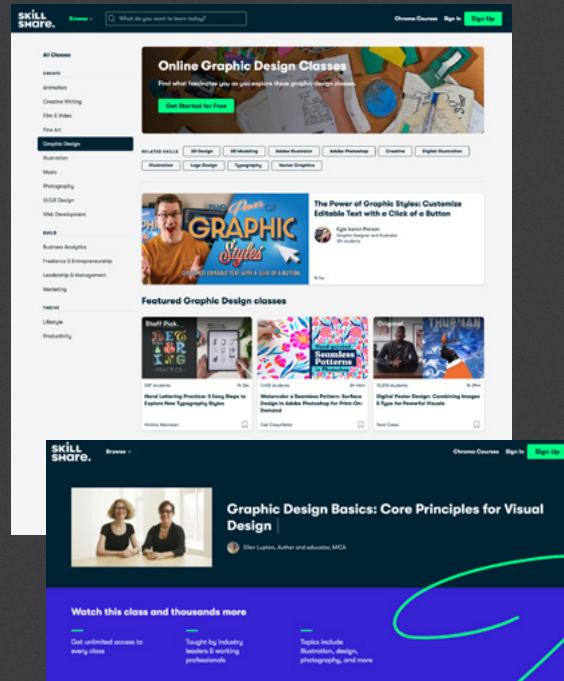
- / modern
- / trendy (as the theme is design-related)
- / stylish
- / visually captivating
- / not disturbing (content is more important)
- / bright (not colourful, but bright in visual aspects)
- / memorable
- / informal
- / playful, but not childish



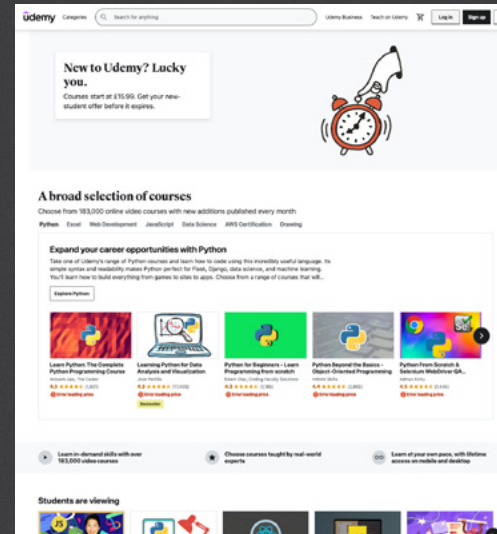
# Industry overview: educational websites



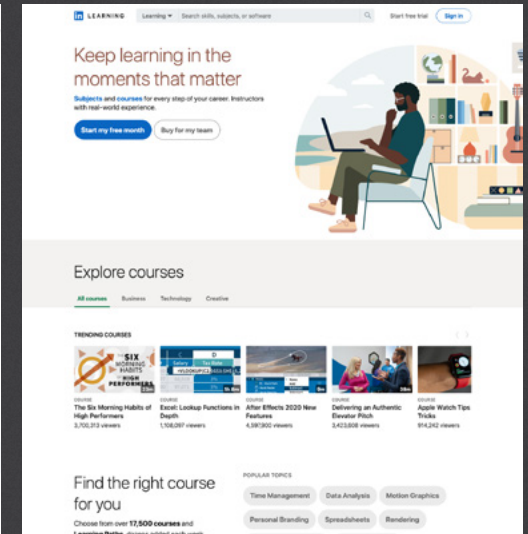
www.coursera.org



skillshare.com



udemy.com



linkedin learning

Simple / neutral / universal



Industry overview: educational websites

Common patterns:

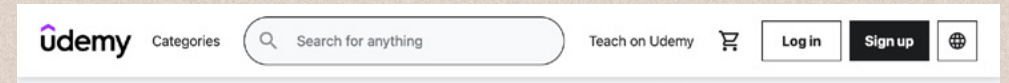
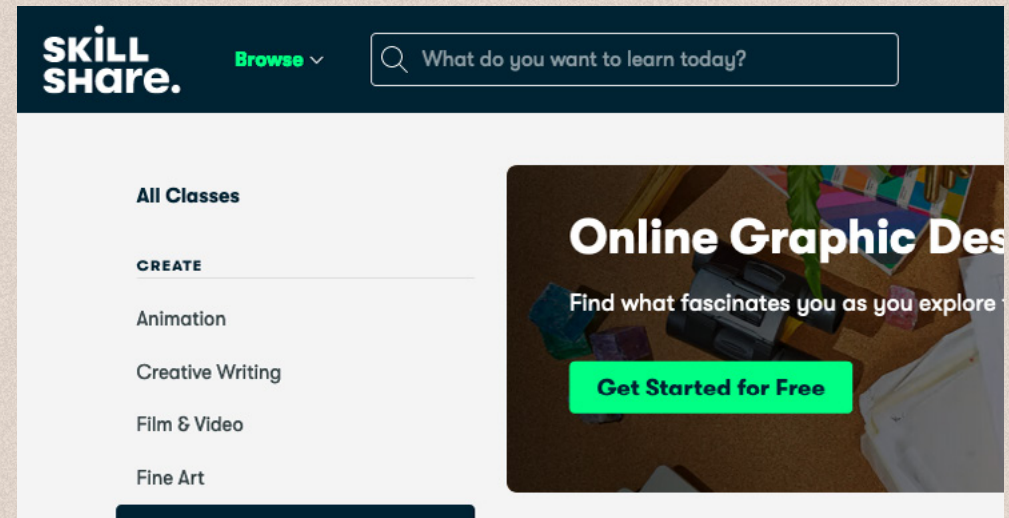
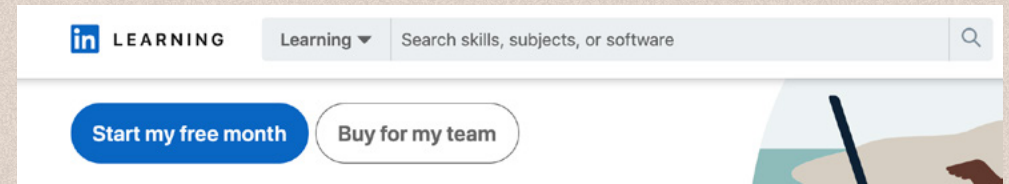
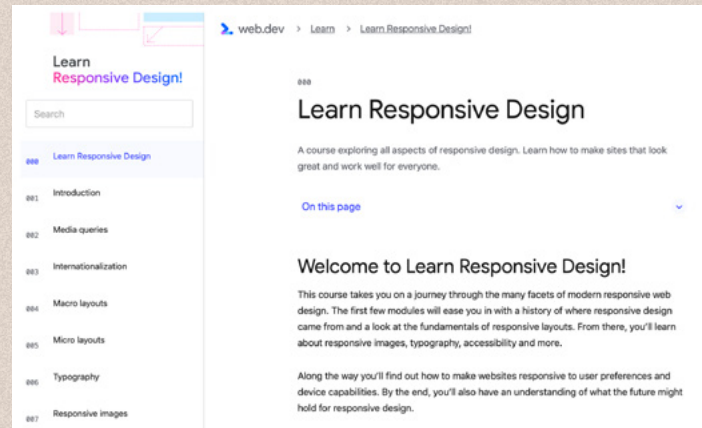
/ white/light background

/ neutral colours

/ shades of blue are often used for branding

/ search bar and navigation on the top

/ vertical menu





# Overview: educational websites

edu.gcfglobal.org

The screenshot shows the top navigation bar with the GCFGlobal logo, a search icon, a menu icon, and a language dropdown set to 'English'. Below the navigation is a teal header with the text 'Beginning Graphic Design - Typography' and a 'Back to Tutorial' button. The main content area has a white background with the heading 'What is typography?' and a sub-heading 'Typographic is everywhere we look...'. It features an illustration of a 'STOP' sign, a box of 'Chocolate THUNDER CHUNKS', and a sign that says 'I ♥ Døgs'. Below this is a video player with the title 'Beginning Graphic Design: Typography' and the word 'TYPOGRAPHY' in large, bold, black letters. The video player has a 'Watch on YouTube' button. Below the video player is the section 'Common types of fonts' with a sub-heading 'Serif fonts'.

This page is titled 'Common types of fonts' and explains that typography can be intimidating but doesn't have to be. It lists 'Serif fonts' as having little strokes called 'serifs' attached to the main part of the letter. A large teal box contains the word 'Serif' in a serif font with a blue bowtie graphic below it. Below this, it says 'Because of their classic look, they're a good choice for more traditional projects. They're also common in print publications, like magazines and newspapers.' An illustration shows a magazine spread with the word 'Exclusive' in a serif font. Below that, it introduces 'Sans serif fonts' as not having extra strokes, hence the name 'sans', which is French for 'without serif'. A large yellow box contains the word 'Sans' in a sans-serif font with the text 'Without serif' in a script font below it. A small note at the bottom says 'This style is considered more clean and modern than serif fonts. Also, it tends to be easier to read on computer screens, including smartphones and tablets.'

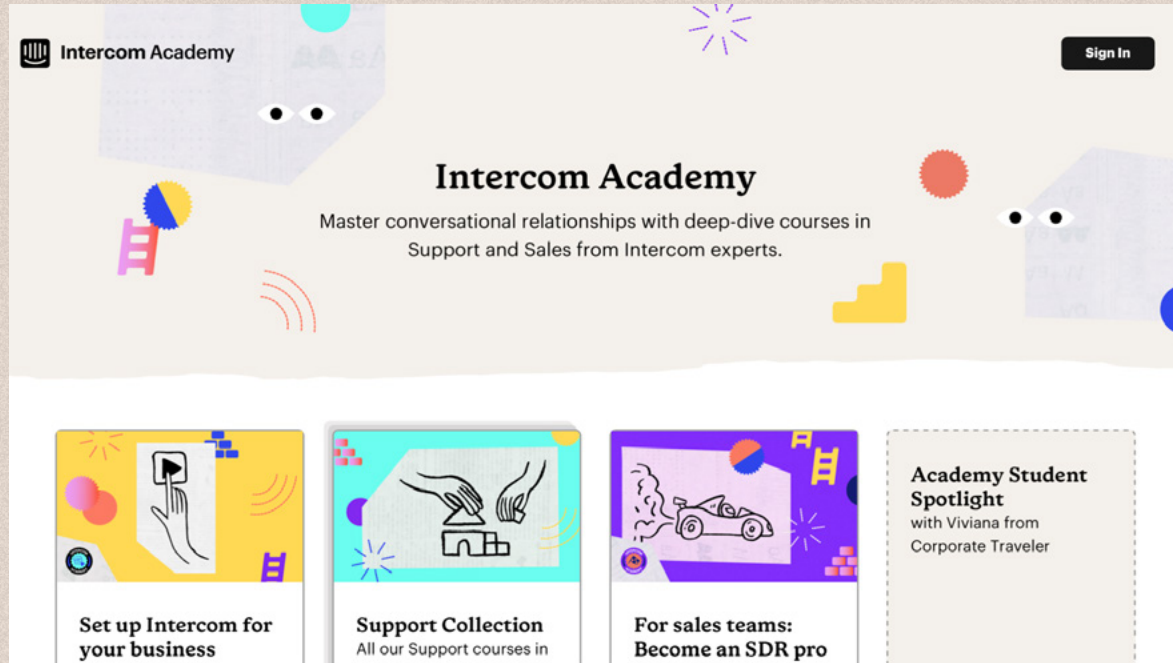
This page is titled 'Combining fonts' and explains that when deciding which fonts to use, less is more. It advises to limit oneself to one or two per project and to combine font styles that are different but complementary, like sans serif with serif, short with tall, or decorative with simple. An illustration shows a smartphone screen displaying the text 'Droid Serif' and 'Lato' in different sizes and weights. Below this, it says 'You've probably heard that opposites attract. The same is true for fonts. Don't be afraid to combine font styles that are different but complementary, like sans serif with serif, short with tall, or decorative with simple. This can be challenging at first, but don't despair. Look to other designs for inspiration, and soon you'll get the hang of it.' An illustration shows three cards: 'YOU DO YOU' in a bold sans-serif font, 'Woe is me' in a script font, and 'HERE COMES THE SUN' in a simple sans-serif font. Below this, it introduces 'Other important terms' like kerning, leading, tracking, and hierarchy. An illustration shows a woman speaking at a podium with a speech bubble that says '...and that's why kerning matters.'

Conservative / visually balanced / brand identity through content



Industry overview: educational corporate websites

academy.intercom.com




Intercom Academy


Sign In

# Intercom Academy


Master conversational relationships with deep-dive courses in Support and Sales from Intercom experts.




**Set up Intercom for your business**



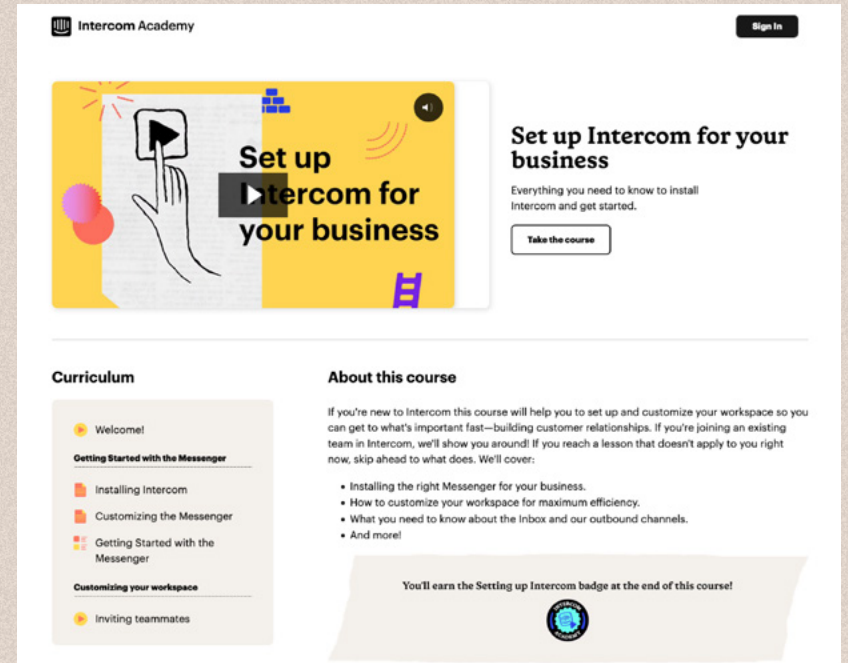
**Support Collection**  
All our Support courses in



**For sales teams:  
Become an SDR pro**




**Academy Student Spotlight**  
with Viviana from Corporate Traveler



Intercom Academy

Sign In



**Set up Intercom for your business**

**Set up Intercom for your business**

Everything you need to know to install Intercom and get started.

Take the course

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**Curriculum**


- Welcome!
- Getting Started with the Messenger**
  - Installing Intercom
  - Customizing the Messenger
  - Getting Started with the Messenger
- Customizing your workspace**
  - Inviting teammates

**About this course**

If you're new to Intercom this course will help you to set up and customize your workspace so you can get to what's important fast—building customer relationships. If you're joining an existing team in Intercom, we'll show you around! If you reach a lesson that doesn't apply to you right now, skip ahead to what does. We'll cover:

- Installing the right Messenger for your business.
- How to customize your workspace for maximum efficiency.
- What you need to know about the Inbox and our outbound channels.
- And more!

You'll earn the Setting up Intercom badge at the end of this course!

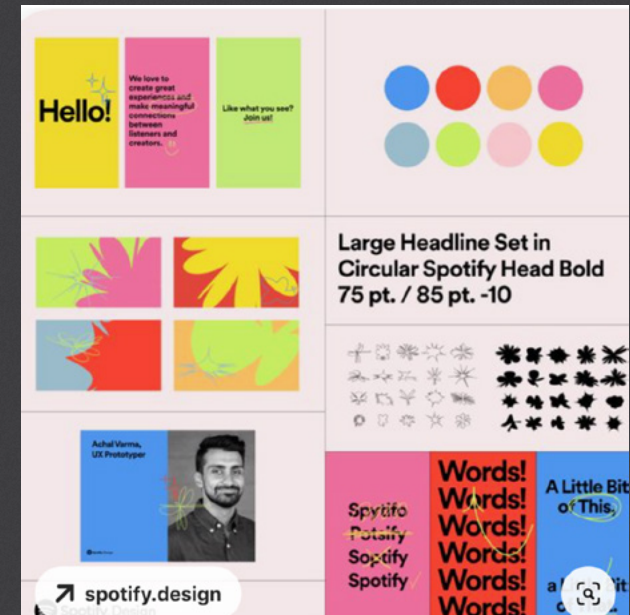


Creative / playful / friendly



## Visual moodboard / idea 1

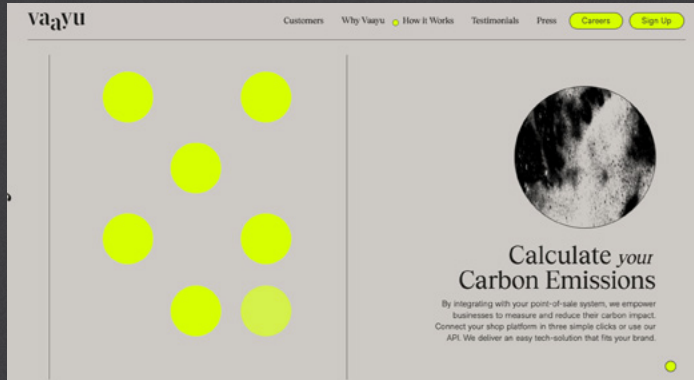
## Whimsical moodboard



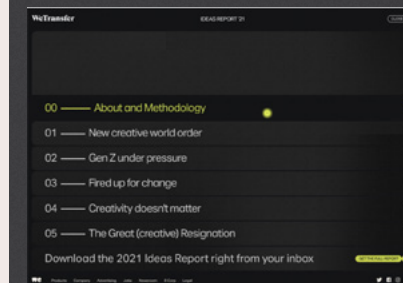
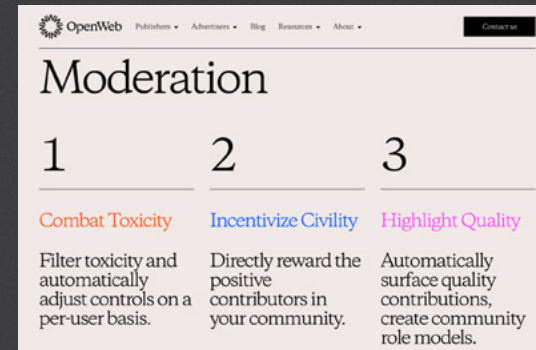
Bold typography / thin lines / soft colours on beige / illustrations



## Visual moodboard / idea 2



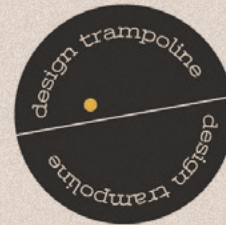
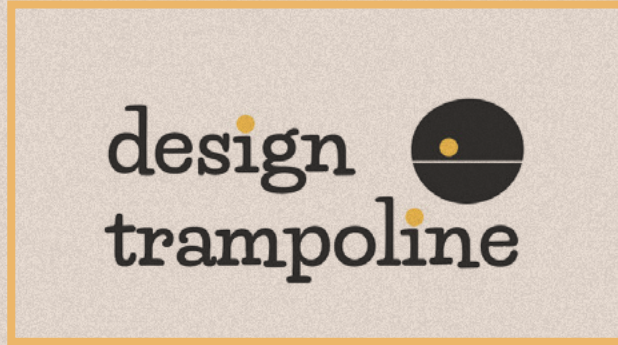
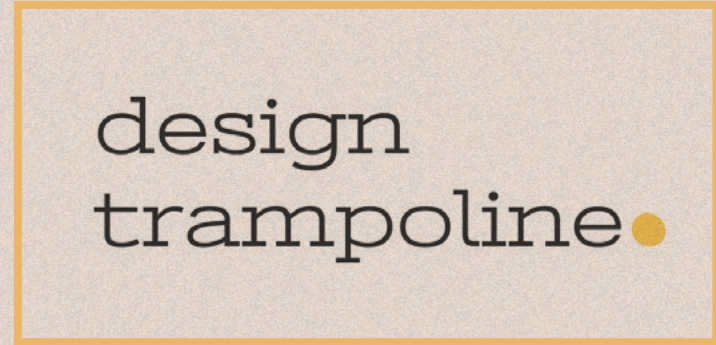
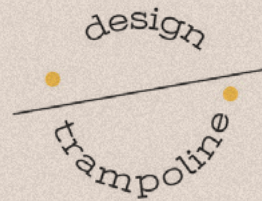
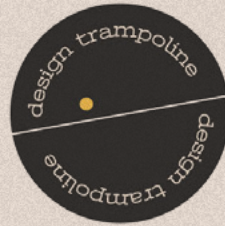
## Whimsical moodboard



Bold typography / thin lines / neon colours /



Logo search



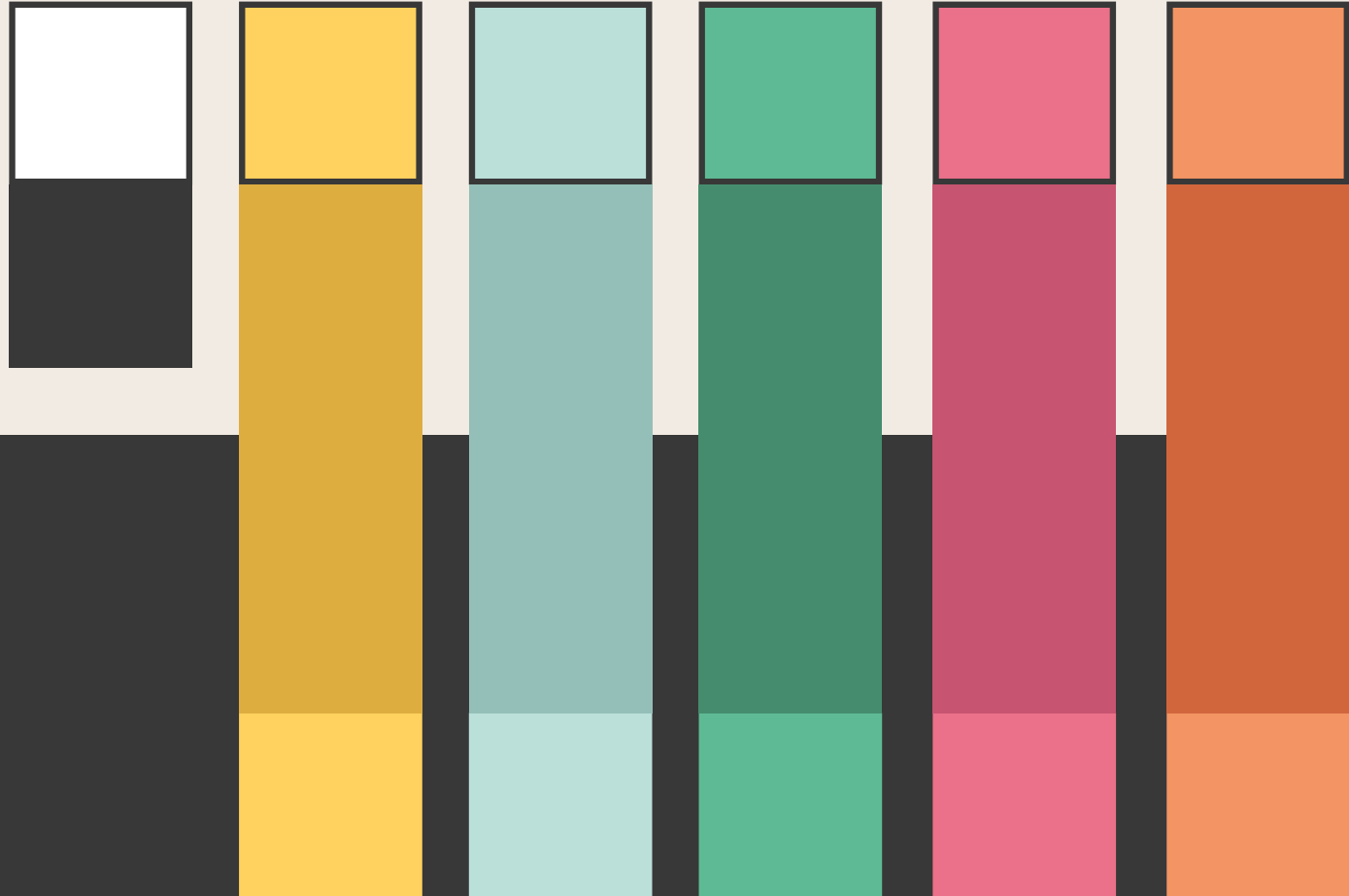


## Idea 1

/ Warm and  
colourful palette

/ black and white  
as main interface  
colours

/ light beige as  
background





Idea 1

/ monospace font  
for visual accents  
and headings

/ variable sans  
serif for main  
copy and interface

# Inconsolata

monospace variable font

Headings

# Work Sans

sans serif variable font

Content &  
interface copy



## Idea 1

/ mix of light and dark background

/ thin lines for interface elements

### Overall impression:

/ playful

/ fun

/ easy



# Main content heading

Second level heading

composition centre



If you want an element to be considered central, make it different from the others that surround it or from the background you put it on.

A dominant element likely has greater visual weight than the elements it dominates.



# Main content heading

Second level heading

composition centre



If you want an element to be considered central, make it different from the others that surround it or from the background you put it on.

A *dominant* element likely has greater visual weight than the elements it dominates.





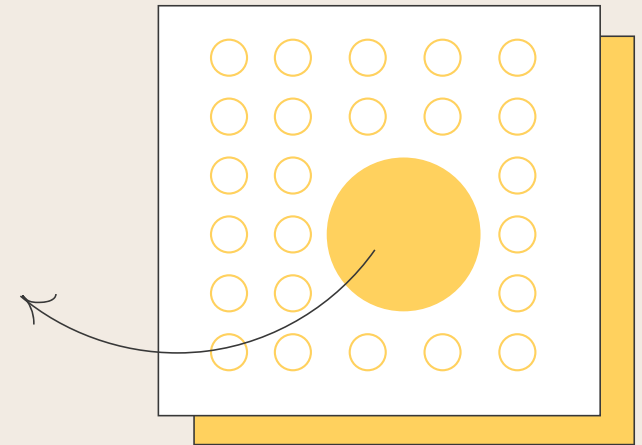
Idea 1

Logo + colour  
scheme applied

# Composition centre

A dominant element likely has greater visual weight than the elements it dominates.

If you want an element to be considered central, make it different from the others that surround it or from the background you put it on.



Open the module 1 →

2

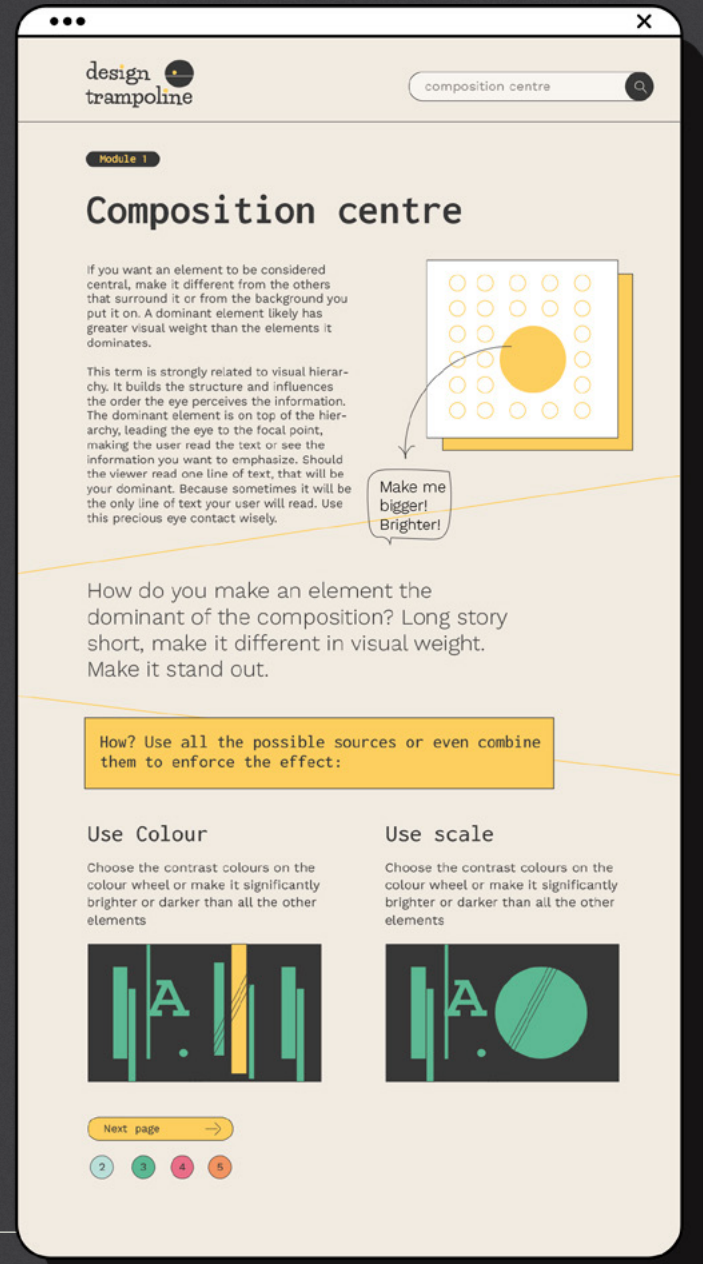
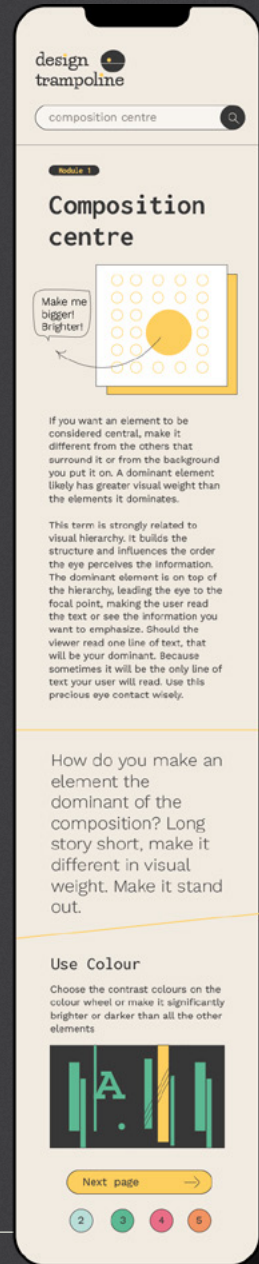
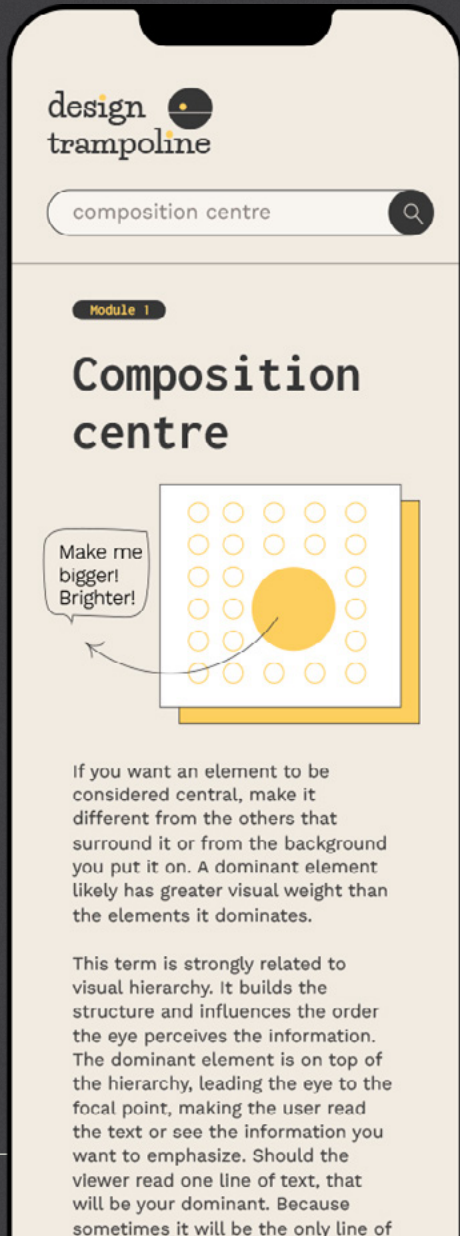
3

4

5



# Idea 1





## Idea 2

/ cold and bright  
neon colours and  
gradients

/ black and white  
as main interface  
colours

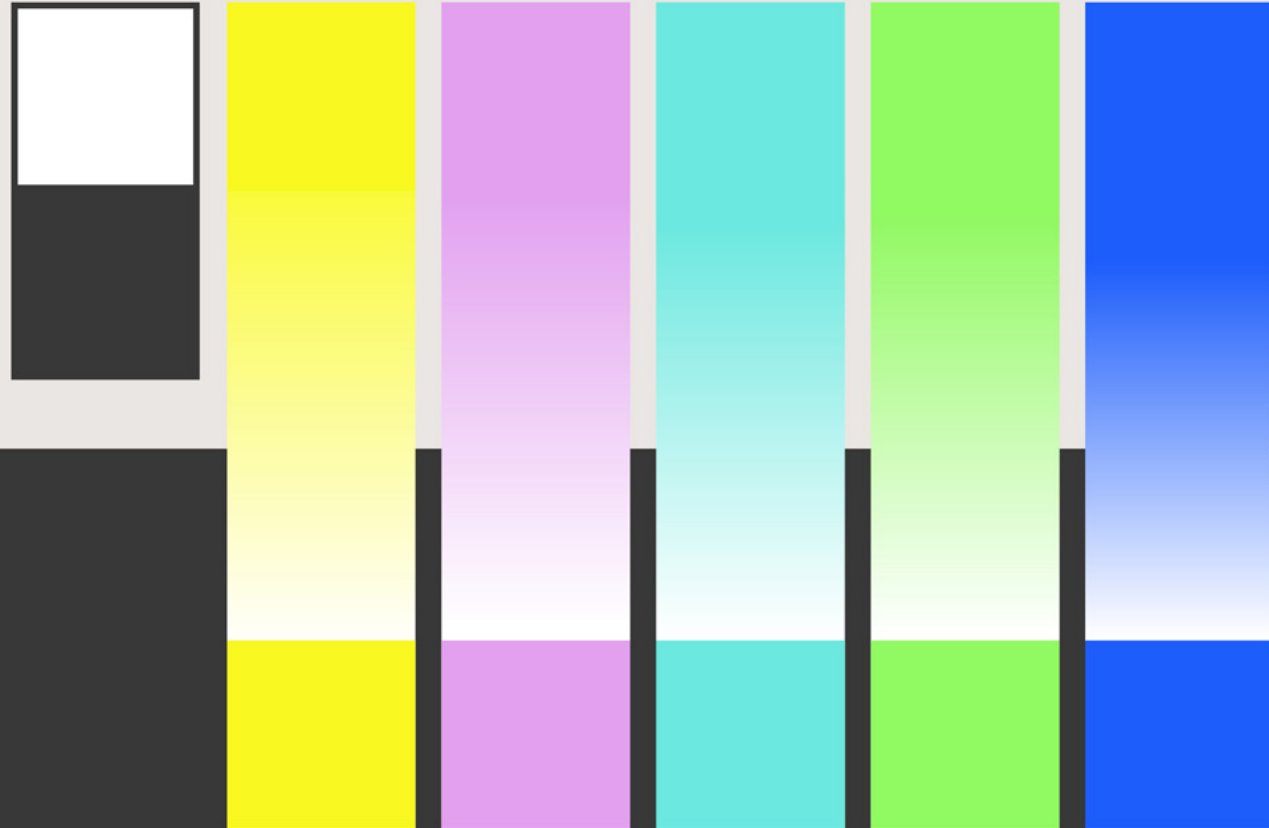
/ light gray as  
background

### Overall impression:

/ trendy

/ informal

/ friendly





Idea 2

/ Roboto slab for  
various headings  
and accents

/ Roboto sans  
serif for main  
copy

Roboto Slab

slab font

Headings

Roboto

sans serif font

Content &  
interface copy



## Idea 2

/ cold and bright  
neon colours

/ black and white  
as main interface  
colours

/ light gray as  
background

/ trendy gradients



# Main content heading

Second level heading

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If you want an element to be considered central, make it different from the others that surround it or from the background you put it on.

A dominant element likely has greater visual weight than the elements it dominates.



# Main content heading

Second level heading

composition centre



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Idea 2

Logo + colour  
scheme applied

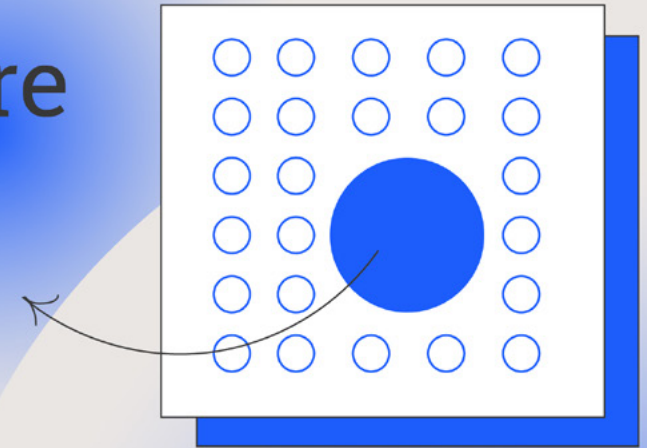
/ colour code for  
each module

# Composition centre

A dominant element likely has greater visual weight than the elements it dominates.

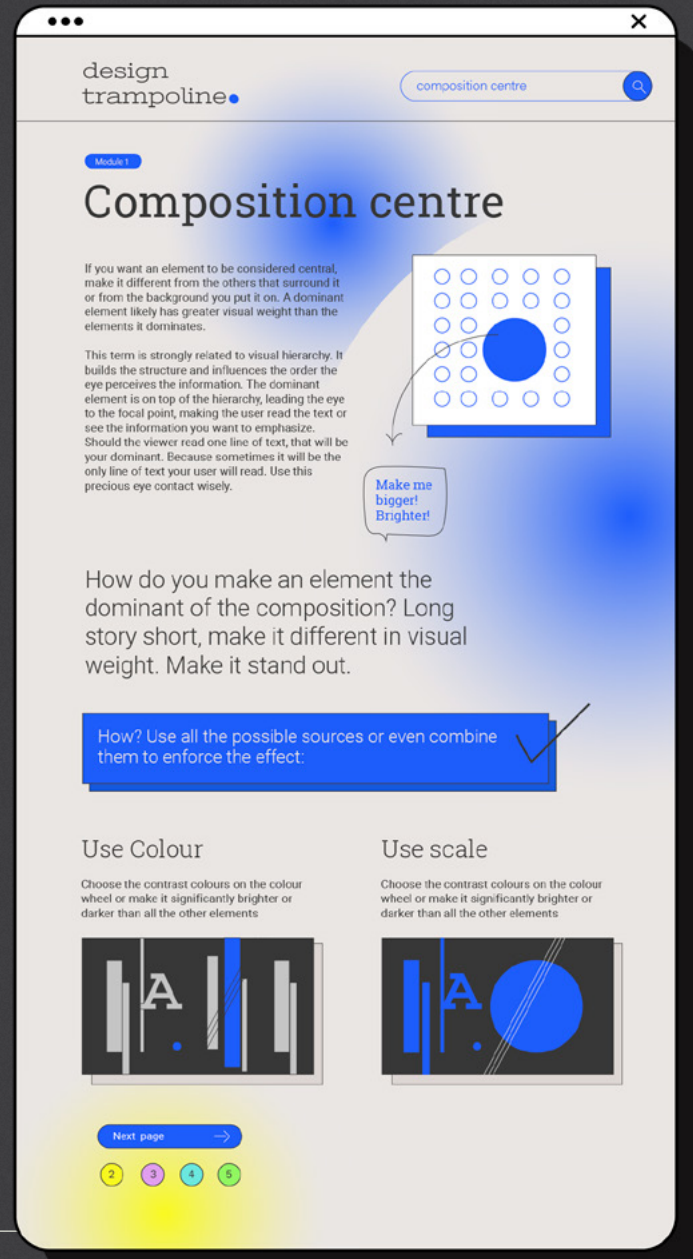
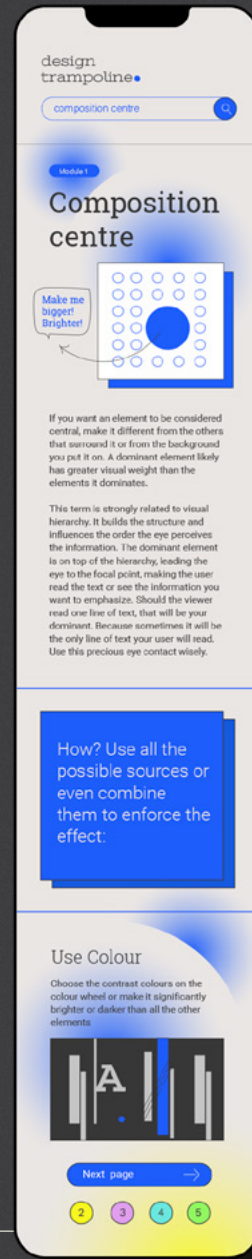
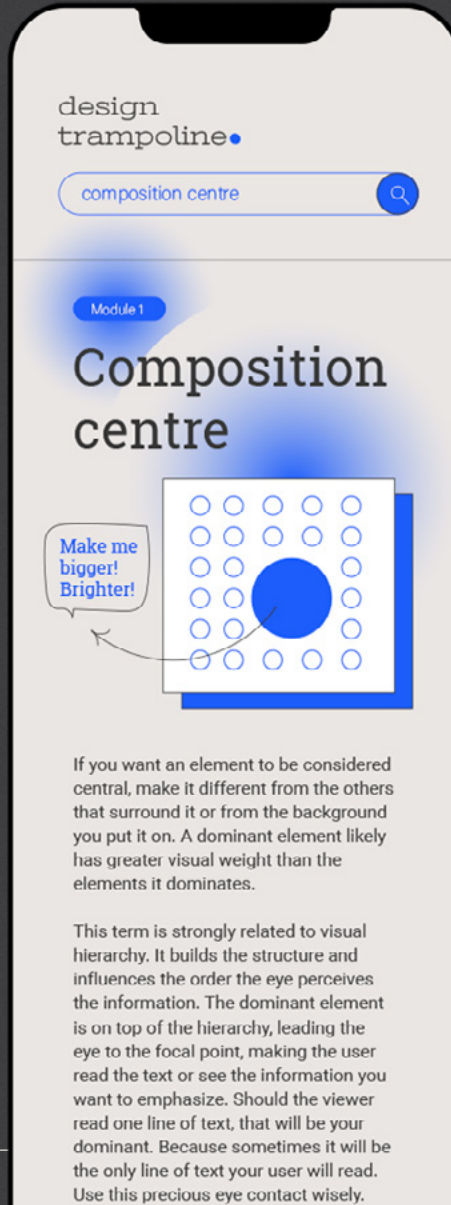
If you want an element to be considered central, make it different from the others that surround it or from the background you put it on.

Open the module 1 →





## Idea 2



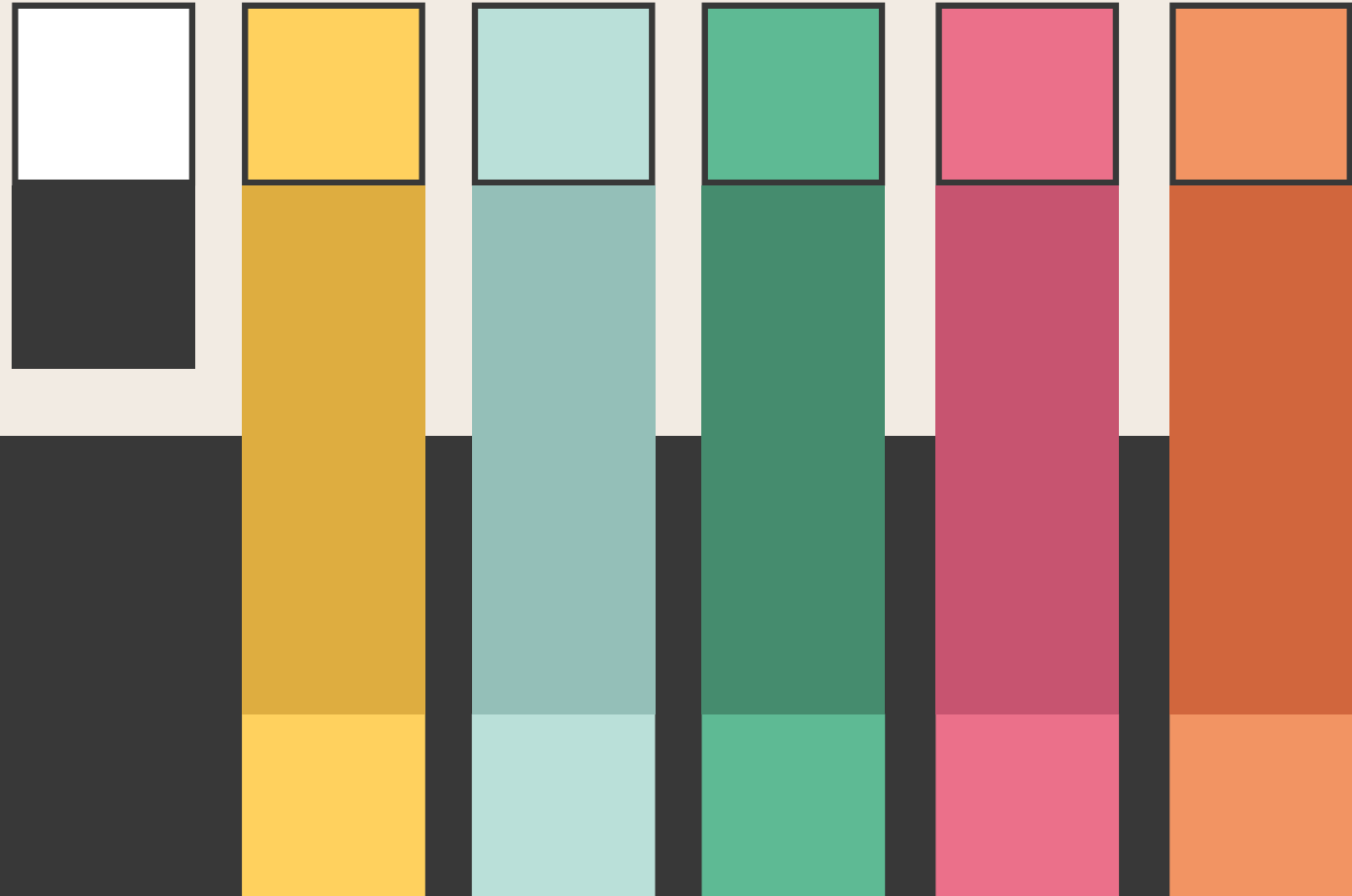


## Update

/ Warm and  
colourful palette

/ black and white  
as main interface  
colours

/ light beige as  
background





Update

/ Roboto slab for  
various headings  
and accents

/ Roboto sans  
serif for main  
copy

# Roboto Slab

slab font

Headings

# Roboto

sans serif font

Content &  
interface copy



## Update

/ mix of light and dark background

/ thin lines for interface elements

## Overall impression:

/ playful

/ fun

/ easy



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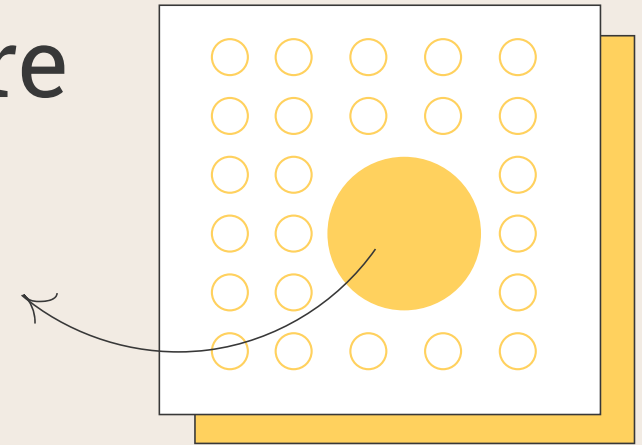
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Logo + colour  
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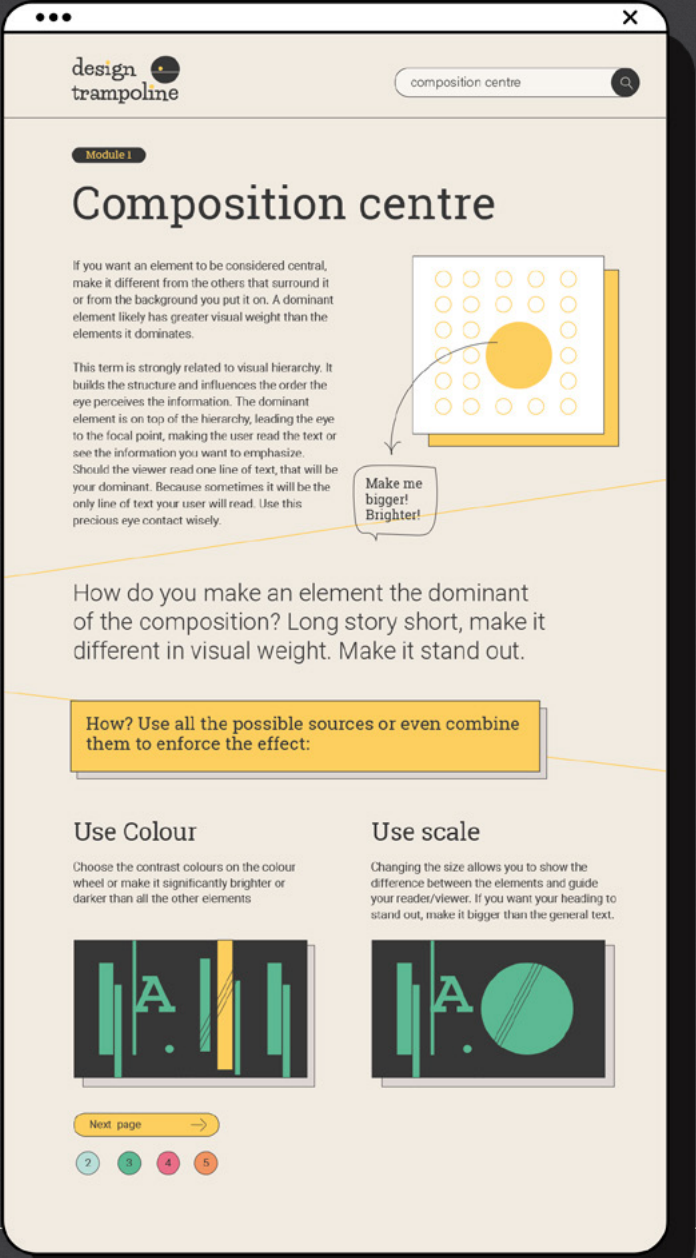
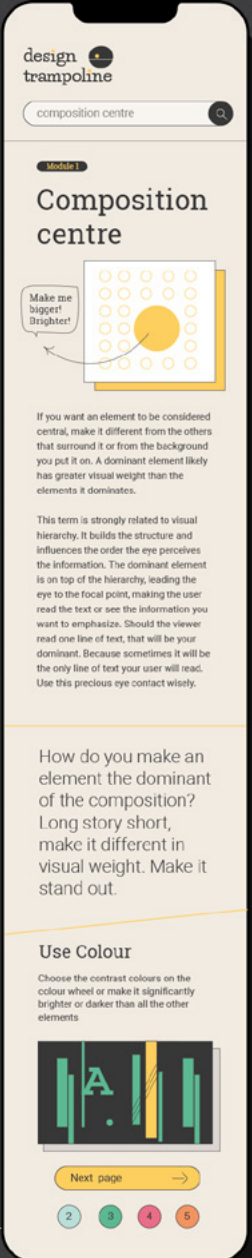
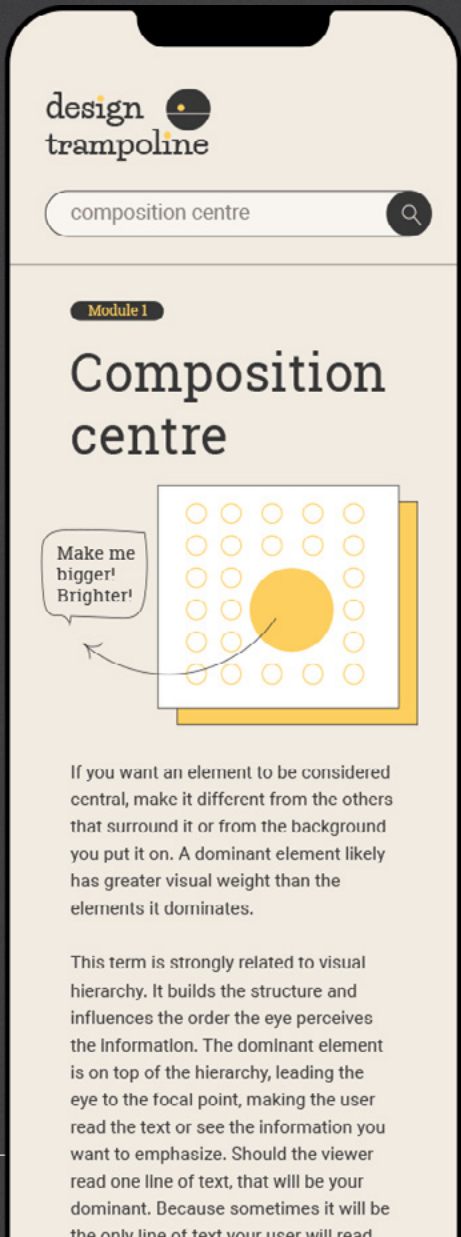
2

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4

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Thank  
you.

