

## Screen Style Definition Sheet

Please supply the following information about your selected example.

Author(s)	Matt Webb	
Title of Website	"Matt Webb, Freelance Web Design, Graphic Design, Sydney Australia."	
URL and Date Accessed	<a href="http://www.mattwebb.com.au">http://www.mattwebb.com.au</a>	
1. Audience Define the audience of the site.	Anyone wishing to employ the services Matt Webb provides.	
2. Purpose Define the purpose of the site.	The purpose of <a href="http://www.mattwebb.com.au">http://www.mattwebb.com.au</a> is to display information about Matt Webb and his services. It also shows examples of where his services have been used.	
3. Distribution method How was the site distributed?	The internet, specifically Google.	
4. Screen size What is the smallest screen size that can accommodate the site without horizontal scroll bars?	1024 x 768	
5. Layout grid What does the site use?	5 column grid	
6. Navigation Describe the primary navigation system.	A strip of images that are hyperlinks. Once a topic is clicked, its new page loads and the navigation bar now appears at the top of that page (as opposed to 1/3 down the main home page.)	
7. Font Use	How many fonts are used on a typical page in the site?	Most pages contain 1 font, but one page contains 2 fonts.
	What font is used for the main body text?	Arial, and one other font, which can be closely matched to a font named Corbel.
	What type size?	12pt
8. Headings / sub-headings	Which font is used for headings?	Corbel
	What type size(s)?	16-18pt
9 Image size and placement. Describe the use of images in the site.	The background is an image contains green and yellow circles, plus a light grey vine in the background. More images are used in the Portfolio and Photography sections as thumbnails (which can be enlarged) and appear in a table format.	
10. Colour (Specify colour usage in hexadecimal number, eg. #FF0000 for 'red')	Background colour or image	#FFFFFF and an image called main_background.png
	Body text colour	#666666 #9e9e9e
	Links	#666666 #9e9e9e
	Active Links	#666666 #9e9e9e

	Visited links	#666666 #9e9e9e
	Headings / sub-headings	#666666 #9e9e9e
	Captions etc	#666666 #9e9e9e
11. Language usage and tone Describe the language usage in the site.	On the home/index page, Matt refers to himself in the third person. Other pages use first person.	