

Website Design Specification and Style Guide

Macon County, North Carolina

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1. Project Overview, Goals and Team

1.1. Project Overview

This document is the design guide for the Macon County, NC website redesign. The new site will replace the current outdated website with a modern, easy to use platform for residents, businesses, and visitors. The website will be built with HTML5, CSS3, and Bootstrap framework. It will work on all devices and screen sizes. This guide covers design rules, technical details, and accessibility standards.

1.2. Project Goals

- a. Make it easier for residents to find county information and services.
- b. Create a responsive design that works on phones, tablets, and computers.
- c. Meet WCAG accessibility standards so all users can access the site.
- d. Provide clear navigation so users can find what they need in two clicks or less.
- e. Give the site a professional look with matching colors and fonts.
- f. Promote Macon County as a great place to live, work, and visit.

1.3. Target audience

- **Residents:** People looking for county services, permits, and community info.
- **Businesses:** Companies needing permits, licenses, and business resources.

- **Visitors:** Tourists looking for things to do, places to stay, and local attractions.

1.4. Project Team

Role	Responsibilities
Project Lead / Developer	Design, HTML/CSS coding, testing, accessibility review
Client Contact	Macon County rep for content approval and feedback

2. Content Specifications

2.1. Website Pages

The site will have 7 main pages. All pages will share the same template design for a consistent look.

1. Home Page: Welcome message, image slideshow, quick links, news section, and alerts.
2. Government: County commissioners, elected officials, departments, meetings, and public records.
3. Services: Permits, taxes, utilities, public safety, health services, and online forms.
4. Community: Parks, library, events calendar, schools, and local groups.
5. Business: Economic development, business licenses, and zoning info.
6. Visitors: Tourism, attractions, outdoor activities, hotels, and restaurants.
7. Contact: Office directory, contact form, hours, and location map.

2.2. Content Types

- Text: Info paragraphs, services details, contact info. Lorem ipsum may be used as placeholder text.

- Images: Free photos from Unsplash showing mountains, community, and buildings. No images from the current Macon County site.
- Navigation: Main menu, dropdown submenus, breadcrumbs, and footer links.
- Interactive Elements: Bootstrap carousel for slideshow and collapsible mobile menu.

3. Site Map

This site map shows the main sections and their dropdown items. Users can reach any page in two clicks.

Main Section	Dropdown Pages	Description
Government	County Commissioners	Board members and meetings
	Elected Officials	Sheriff, Register of Deeds
	Departments	List of county departments
	Public Records	Meeting minutes, ordinances
Services	Permits and Licenses	Building and business permits
	Tax Information	Property tax and payments
	Public Safety	Emergency services
	Health Services	Health department info
Community	Parks and Recreation	Facilities, programs, trails
	Library	Hours and services
	Events Calendar	Community events
	Schools	School district info
Business	Economic Development	Resources for businesses
	Business Licenses	License info and forms
	Zoning	Zoning maps and rules

Visitors	Attractions	Points of interest
	Outdoor Recreation	Hiking, fishing, camping
	Accommodations	Hotels and cabins
	Dining	Local restaurants
Contact	Department Directory	All department contacts
	Contact Form	Online inquiry form

4. Functional and Technical Specifications

4.1. Technology Stack

- **HTML5:** Provides the page structure and content.
- **CSS3:** Handles styling and responsive layouts with media queries.
- **Bootstrap 5:** Framework for grid system, navigation, and carousel.
- **JavaScript:** Bootstrap's built in scripts for interactive parts like the mobile menu.

4.2. Browser Support

The site will work on Chrome, Firefox, Edge, Safari, and mobile browsers on iOS and Android.

4.3. Responsive Breakpoints

Device	Screen Width	Navigation Style
Mobile	Under 768px	Hamburger menu
Tablet	769px to 991px	Condensed menu
Desktop	992px and up	Full navbar with dropdowns

4.4. Navigation Features

- **Desktop:** Horizontal menu bar with dropdown menus on hover.
- **Mobile:** Collapsible hamburger menu using Bootstrap navbar toggler.
- **Active States:** Current page is highlighted in the menu.

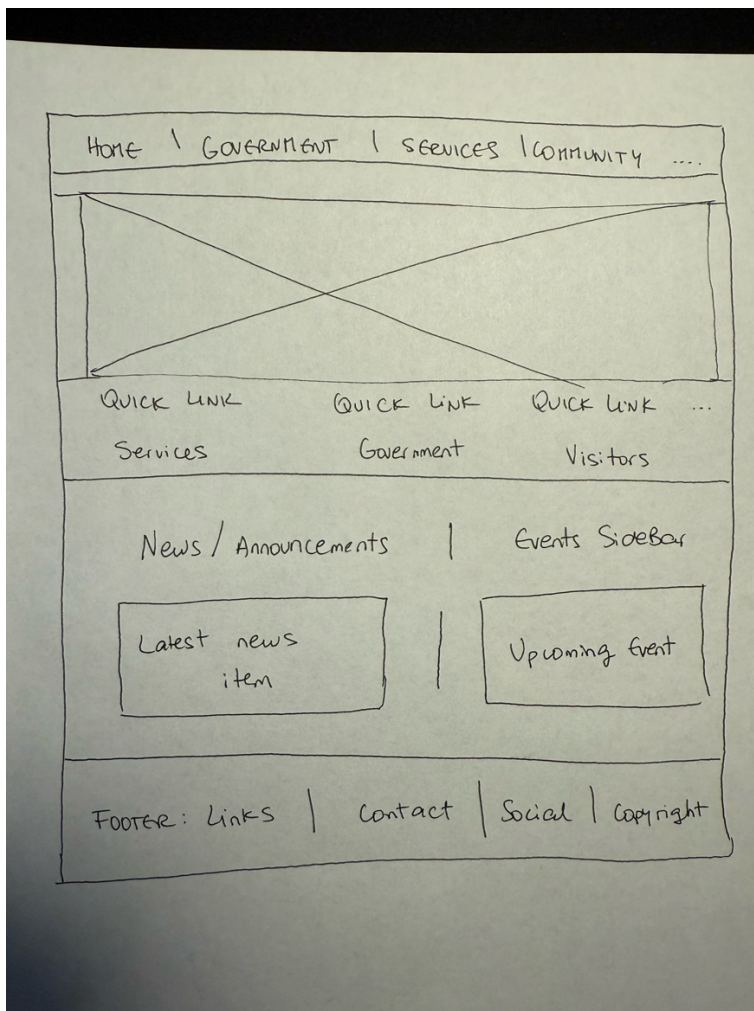
- **Footer Links:** Quick links to main sections at bottom of every page.

5. Template Design Specifications (Wireframes)

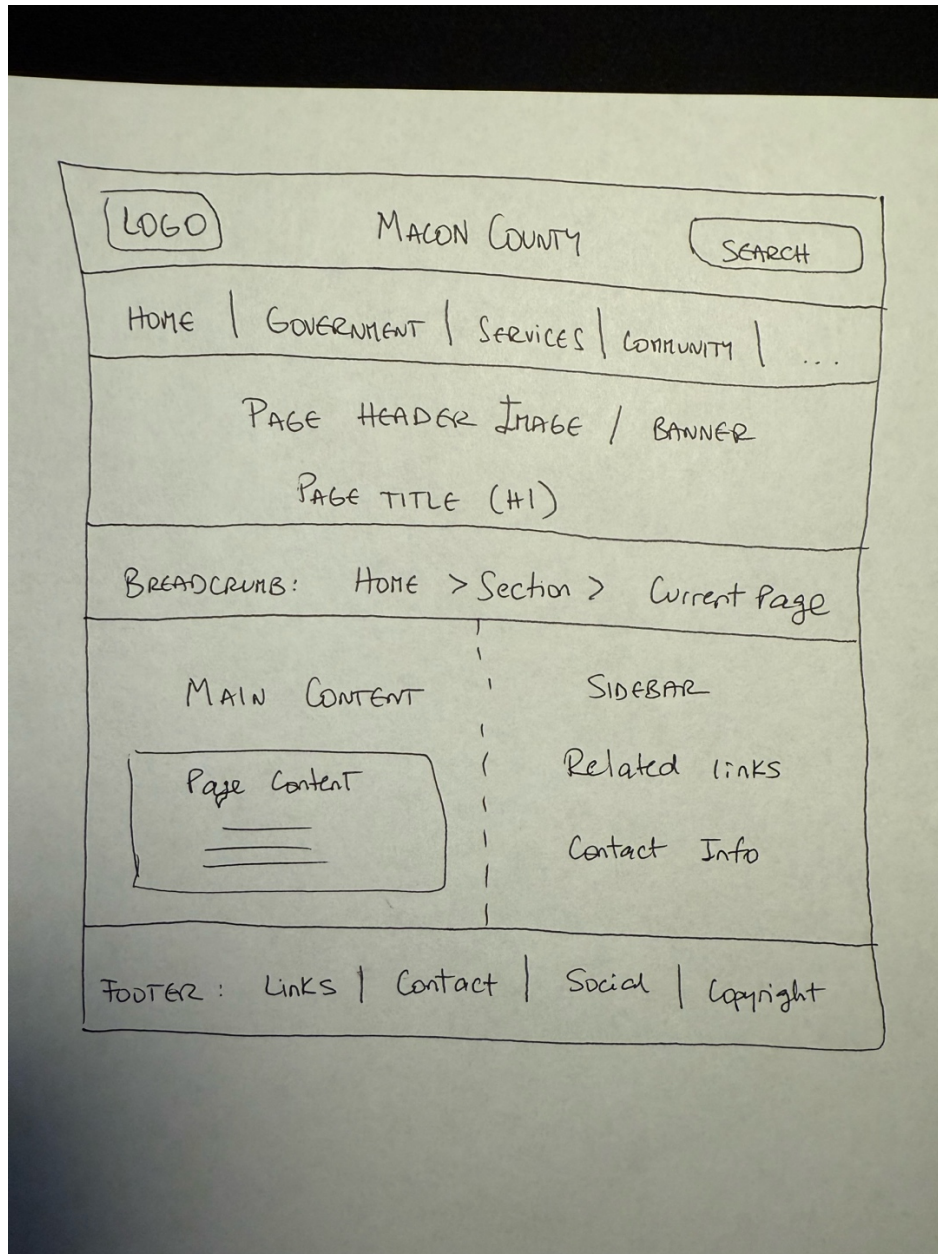
5.1. Page Layout

All pages use the same basic template for a consistent look. The wireframes below show the layout structure.

- Homepage Wireframe



- Interior Page Wireframe



5.2. Template Parts

- **Header:** County logo on left, site title in center. About 80px tall.
- **Navigation:** Dark blue Bootstrap navbar below header with dropdown menus.
- **Hero (Homepage):** Bootstrap carousel with 3 to 4 rotating images. Full width, about 400 to 500px tall.
- **Page Banner (Interior):** Header image with page title. Full width, about 200 to 250px tall.

- **Content Area:** Bootstrap grid with main content (col md 8) and sidebar (col md 4).
- **Footer:** Dark background with white text. Contains links, contact info, and copyright.

6. Accessibility Requirements

The website will follow WCAG 2.1 Level AA guidelines to make sure everyone can use it.

6.1. Perceivable

- **Alt Text:** All images will have descriptions for screen readers.
- **Color Contrast:** Text and background colors will have at least 4.5:1 contrast ratio.
- **Text Sizing:** Text can be made larger (up to 200%) without breaking the layout.

6.2. Operable

- **Keyboard Access:** All buttons and links work with Tab, Enter, and Escape keys.
- **Focus Indicators:** Users can see which element is selected when using keyboard.
- **Skip Links:** A 'Skip to main content' link at the top for keyboard users.

6.3. Understandable

- **Language:** HTML lang attribute set to 'en' for English.
- **Consistent Layout:** Navigation is in the same spot on every page.
- **Form Labels:** All form fields have clear labels and helpful error messages.
- **Good Link Text:** Links say where they go (not just 'click here').

6.4. Robust

- **Valid HTML:** Code follows W3C HTML5 standards.

- **Semantic Markup:** Uses proper HTML5 tags like header, nav, main, and footer.
- **ARIA Labels:** Extra labels added where needed for screen readers.

7. Milestones and Deliverables

Phase	Deliverables	Timeline	Status
Phase 1	Sitemap, content outline, this document	Week 1	Complete
Phase 2	HTML/CSS, navigation setup	Week 2	Pending
Phase 3	Homepage with carousel, responsive styling	Week 3 to 4	Pending
Phase 4	All section pages (6 to 7 interior pages)	Week 5	Pending
Phase 5	Testing, accessibility check, final fixes	Week 6	Pending
Final	Upload to WCET server and GitHub	Week 6 End	Pending

7.1. Final deliverables

- Complete HTML/CSS website (6 to 8 pages)
- Working site uploaded to WCET server
- All files submitted to GitHub
- Responsive design working on all screen sizes
- Accessibility features meeting WCAG standards

8. Style Guide

8.1. Color Palette

These colors give the site a professional government look while showing off the natural beauty of Western North Carolina.

Color Name	Hex Code	Usage
Primary Blue	#1B4F72	Navbar, headers, main buttons

Secondary Blue	#2E86AB	Links, hover states
Accent Blue	#5DADE2	Highlights, icons
Dark Gray	#2C3E50	Body text, footer background
Light Blue	#EBF5FB	Background sections, table rows
White	#FFFFFF	Page backgrounds, content areas
Success Green	#28A745	Success messages

8.2. Typography

Element	Font	Size	Weight
Page title (h1)	Open Sans	32px	Bold (700)
Section header (h2)	Open Sans	24px	Semibold (600)
Subsection (h3)	Open Sans	20px	Semibold (600)
Body text	Open Sans	16px	Regular (400)
Navigation	Open Sans	16px	Semibold (600)
Footer text	Open Sans	14px	Regular (400)

Font Setup: Open Sans will be loaded from Google Fonts. Line height for body text is 1.6. Leave 16px space between paragraphs.

8.3. Logo usage

The site will use a mock county seal that shows the county name and the year it was founded (1828).

- **Minimum Size:** 60px tall in the header.
- **Clear Space:** Keep padding around the logo equal to half its height.
- **Background:** Show on white or light blue backgrounds.

- **File Format:** PNG with transparent background.

8.4. Button styles

Button type	Normal	Hover
Primary	Background: #1B4F72, Text: White	Background: #2E86AB, Text: White
Secondary	Background: White, Border: #1B4F72	Background: #EBF5FB, Border: #1B4F72

Button Details: Padding of 10px top/bottom and 20px left/right. Rounded corners (4px). Font weight 600. Smooth 0.3s transition on hover.

8.5. Image guidelines

- **Source:** Free images from Pexels or Unsplash. Do not use images from the current Macon County site.
- **Subject Matter:** Mountains, nature, community events, and buildings that fit Western NC.
- **Hero Images:** At least 1920px wide, under 500KB file size.
- **Page Banners:** At least 1200px wide, same shape across all pages.
- **Alt Text:** Every image needs a description for screen readers.