****Website Conception****

****The name of website: Beauty Diary****

****Introduction:****

**I want to design a website about women ’s beauty shopping, named Beauty Diary.This website is an online shopping platform, new products arrived every day, and all products are guaranteed to be genuine.**

****Basic color matching concepts ：****

**The main colors of my website are mainly pink white and black**

● **pink-Pink is a color that many girls like, representing cuteness, and it is in line with the theme of beauty**

● **White-means purity, clean**

● **Black-has a cool feeling, which makes the website more fashionable.**

****User Need ：****

**Ensure that the entire page is user-friendly, simple and easy to operate, use a classification method in the cosmetics section, provide pictures and text information for consumers to look.**

****Website Design：****

**In the three pages I made, the products were classified, and the advertising area was reserved. Use colors that women like,and all layouts are convenient for users to operate and see clearly.**

****LOGO Conception****

**In the design of the LOGO, I used the letter B as the main element. B can also be regarded as containing D. The initial letter of the brand name is used as the LOGO. The cosmetic element is added to it, which is suitable with the theme. Obviously, In the use of color, I chose black, which has a sense of fashion, and a little pink ,very interesting.**